

UPCOMING FEATURE NOTIFICATION

Portfolio management and investment

Our readers don't just read the NBR – they use it!

The NBR is a business tool used to make critical decisions and to guide companies, which means that our readers are deeply engaged with our content.

They are part of a network dedicated to doing business intelligently, and are exactly the people our advertisers are trying to reach.

Feature description:

The share broking industry is enjoying the best weather it has had for many years, with a solid pipeline of floats and capital raisings being worked through.

While institutional clients and overseas investors still dominate the New Zealand equity market, the private client investor is playing an increasingly important role.

This NBR feature covers the diverse options available to investors and just how those options should be managed.

Topics include:

- IPO's – what to look for, some of the do's and don'ts when considering new share offers
- KiwiSaver funds – what to do at 65 and how to safeguard your nest egg;
- Estate and tax planning – protecting assets for future generations;
- Portfolio management – where to put your money as interest rates start rising, advice for divorced singles;
- Regulation – how public issuers and their advisors are reacting to the Financial Markets Conduct Bill; and
- Broker relationships – how to get the best out of your share broker

Showcase your company by engaging with our elite readership through advertising in this feature.

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*Confirmation deadline:	21 July 2014
Material deadline date:	28 July 2014
Minimum order:	Quarter page
Rates:	Rate card

* NBR endeavours to contact all advertisers in its features for editorial content which remains at the editor's discretion for publication. There will be no guarantee of the NBR contacting advertisers who have booked beyond the Confirmation deadline.

The Stats

NBR: The Readers

- *Are intelligent and ambitious*
- *45% of NBR readers are expected to choose/help/ suggest brands for the company they work for*
- *31% of NBR readers have participated in decisions to purchase goods or services of \$100,000 or more on behalf of their company in the last 12 months*
- *Come from businesses of all sizes*
 - *21% work in companies with 100+ employees*
 - *5% work in companies with 50 – 100 employees*
 - *56% work in companies with less than 50 employees*
- *28% of NBR readers are business managers or executives*
- *20% of NBR readers are proprietors or owners of businesses*

Nielsen Consumer and Media Insights Survey readers 18+

NBR: The Stats

- *42,000 business leaders read the NBR print edition every week*
- *56,400 unique browsers and 228,000+ page impressions on the NBR website per week*
- *Over 330 Corporate IP subscriptions*

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