

## UPCOMING FEATURE NOTIFICATION

### **Fleet lease & management**

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 community dedicated to doing business intelligently, and are exactly the people our advertisers are trying to reach.

The NBR reaches both major corporates and SME clients, which makes this feature an ideal way to put your message in front of your specific target market.

#### **Feature description:**

Fleet leasing & management have grown enormously in this country of recent years as companies of all sizes find both cost saving and convenience in the wide range of offerings from leasing and management suppliers.

NBR motoring editor David Linklater looks closely at the offerings to find what is available. Other topics he may cover include:

- Whether economic growth is changing buying patterns
- Are companies choosing management options for fleets they own rather than lease?
- The rise of autonomous car technology – could that be an option for the future?
- How in-car technology is helping fleet drivers.

## The Stats

### NBR: The Readers

- Are intelligent and ambitious
  - 57% of NBR readers are in the top three occupations
    - Professional / Senior Government officials
    - Business manager or executive
    - Business proprietor / self employed
  - 48% of NBR readers are business decision makers within the workplace
  - Come from businesses of all sizes
    - 28% of NBR readers work in companies with 100+ employees
    - 14% of NBR readers work in companies with 51 – 100 employees
    - 25% of NBR readers work in companies with less than 50 employees
    - 17% of NBR readers work in companies with less than 5 employees
- Nielsen Consumer and Media Insights Survey readers 18+

### NBR: The Stats

- 42,000 business leaders read the NBR print edition every week  
*Nielsen CMI Q2 13 – A1 14*
- 54,000 unique NBR website browsers
- 260,000 page impressions on the NBR website per week
- Over 370 Corporate IP subscriptions

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|--------------------------------|-----------------|
| <b>Publication date:</b>       | 31 October 2014 |
| <b>*Confirmation deadline:</b> | 21 October 2014 |
| <b>Material deadline date:</b> | 24 October 2014 |
| <b>Minimum order:</b>          | Quarter page    |
| <b>Rates:</b>                  | Rate card       |

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

### Contact:

Gary Sleep: Direct Account Manager DDI 09 912 2725 email [gsleep@nbr.co.nz](mailto:gsleep@nbr.co.nz)  
Mark Hobday: Direct Account Manager DDI 09 926 5083 email [mhobday@nbr.co.nz](mailto:mhobday@nbr.co.nz)  
Max Freemynd: Direct Account Manager DDI 09 926 5086 email [mfreemynd@nbr.co.nz](mailto:mfreemynd@nbr.co.nz)  
Simon Massey: Agency Account Manager DDI 09 912 2723 email [smassey@nbr.co.nz](mailto:smassey@nbr.co.nz)