



# REACH THE RIGHT AUDIENCE.

**MEDIA KIT :: 2026**



**Engineering  
New Zealand**  
Te Ao Rangahau

# ABOUT US.

**Engineering New Zealand is a non-profit membership organisation. As New Zealand's professional body for engineers, we create a community of learning, collaboration, and support for engineers from all disciplines throughout their careers.**

We're dedicated to promoting the interests of engineers and do so by having a voice on topical issues. Our members are professional, credible and up to date with industry changes. We support them every day to be the best engineers they can be, and shout their contribution to our communities from the rooftops.

## Our vision

We bring engineering to life to engineer better lives for New Zealanders. Our mission is to support and add value to our members, partners and the profession while advancing engineering.

## What we do

- Promote engineering as a career and advocate for the profession.
- Share industry news, insights and updates with members.
- Build networks through events, branches and technical groups.
- Celebrate excellence through fellowships and awards.
- Uphold professionalism with a strong code of ethical conduct.
- Set and assess competence standards for Chartered engineers.
- Provide expert advice to members, employers, the public and government.
- Support ongoing learning and career development.
- Accredite qualifications to help members gain global opportunities.
- Encourage members to contribute and strengthen the profession.

**FIND OUT MORE ABOUT US**

## KEY MILESTONES IN ENGINEERING NEW ZEALAND'S HISTORY

**1912**

Formation of the Institute of Local Government Engineers of New Zealand.

**1914**

1914: Formation of the New Zealand Society of Civil Engineers.

**1937**

1937: Name change to the New Zealand Institution of Engineers (NZIE).

**1982**

1982: Name change to the Institution of Professional Engineers New Zealand (IPENZ).

**2002**

2002: Chartered Professional Engineers of New Zealand Act.

**2014**

2014: Centenary of the professional body.

**2017**

2017: Name change to "Engineering New Zealand".

# OUR AUDIENCE.

**Engineering New Zealand represents a large, diverse and professionally engaged community of engineers across Aotearoa.**

Our members are employed by 3500+ companies and span every discipline and sector, holding influential roles in organisations that design, build and shape the country.

They're committed to excellence and continuous growth – making our platforms a trusted way for advertisers to reach a highly skilled, impactful audience.

Engineering New Zealand is made up of 17 regional branches, which create local communities and run member events, along with around 40 technical and special-interest groups that bring engineers together around shared disciplines, interests, and sector needs.

**23,000+**  
MEMBERS



**\$144,901**  
MEDIAN TOTAL REMUNERATION

# OUR AUDIENCE.

## GENDER BREAKDOWN



**80.4%**  
MEN

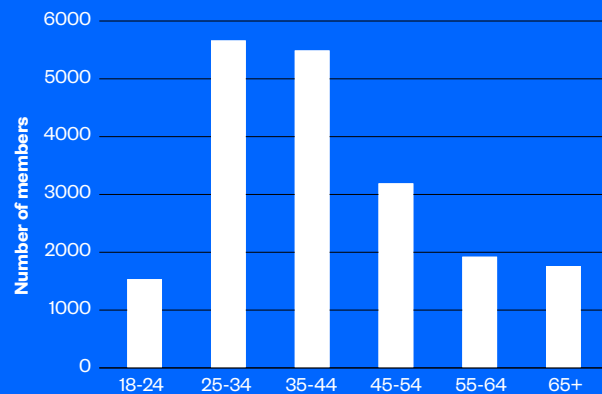


**19.4%**  
WOMEN

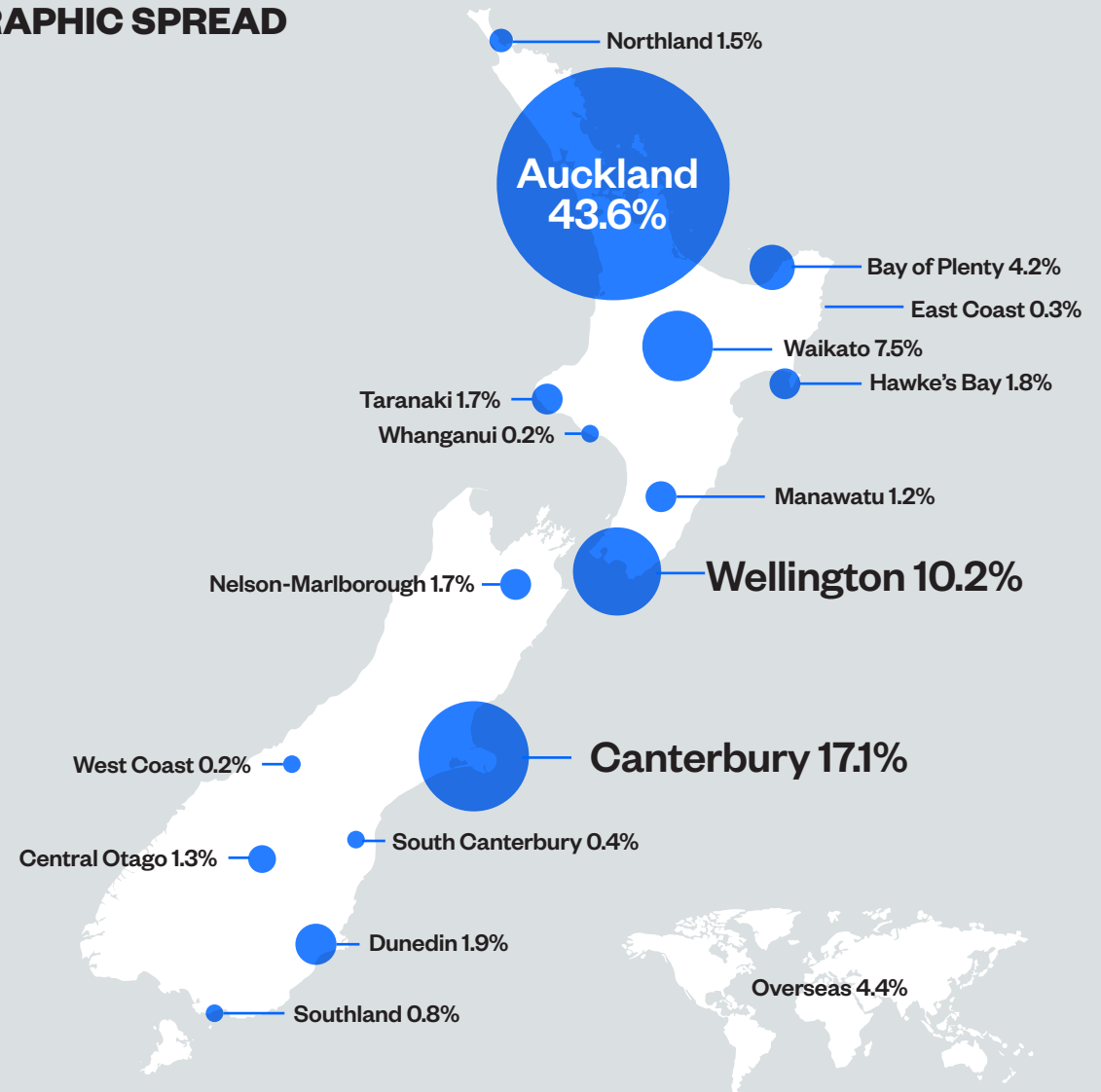


**0.2%**  
GENDER DIVERSE

## MEMBERS' AGES (EXCLUDES STUDENTS)



## GEOGRAPHIC SPREAD



Regional, gender and age data taken from Engineering New Zealand membership database as at 24 November 2025.



# EG :: MAGAZINE.

EG is Engineering New Zealand's award-winning, flagship, quarterly magazine showcasing the ideas, innovations and people shaping the engineering future in Aotearoa and beyond. Reach an engaged, influential, professional audience as we celebrate the ideas, people, research, innovations and projects that are helping to engineer a better future.

EXPLORE AN ISSUE OF EG

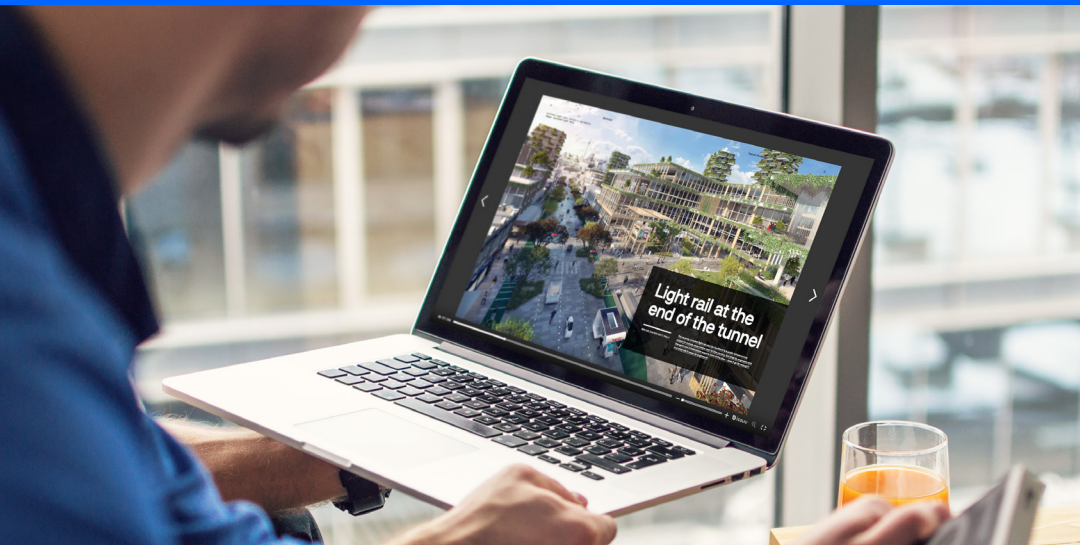


**“EG consistently hits the sweet spot between strategic vision and day-to-day practice. As an engineer with five years of experience, I find EG magazine a valuable resource for staying updated on the New Zealand engineering landscape.”**

Respondent in 2025  
EG Reader Survey

# EG :: REACH.

**26,000+**  
ENGAGED READERS\*



DIGITAL EDITION

**20,000+**  
MEMBERS

Over 50% open rate for members living  
in New Zealand and abroad

*\*Estimate based on a 2025 reader survey (n=94), showing an average of 2.25 readers per mailed copy.*



# EG :: DETAILS.

## 2026 DEADLINES

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	DISTRIBUTION
<b>March 2026</b>	Wednesday 14 January	Wednesday 21 January	Friday 27 February
<b>June 2026</b>	Friday 10 April	Friday 17 April	Friday 29 May
<b>September 2026</b>	Monday 13 July	Friday 17 July	Friday 28 August
<b>December 2026</b>	Friday 9 October	Friday 16 October	Friday 27 November

## SPECIFICATIONS AND RATES

SIZE	WIDTH x HEIGHT	CASUAL RATES	PARTNER RATES
<b>Half horizontal</b>	176mm x 114mm	\$2,415	\$2,080
<b>Full page</b>	210mm x 275mm plus 5mm bleed on all sides	\$3,570	\$3,080
<b>Double page spread</b>	420mm x 275mm plus 5mm bleed on all sides	\$6,630	\$5,460
<b>Premium placements</b>	<ul style="list-style-type: none"><li>• Outside back cover</li><li>• Inside front cover</li><li>• Inside back cover</li></ul>	\$4,460	\$3,850
<b>Discounts for multiple placements:</b> 2 placements – 10% discount   4 placements – 20% discount			

*All prices are shown in NZD and exclude GST*

For more information about partnership opportunities contact [advertising@engineeringnz.org](mailto:advertising@engineeringnz.org)

## ARTWORK REQUIREMENTS

Advertising artwork must have no more than six elements. An element refers to an individual item that appears in your ad, eg a heading is one element, an image is one element, a logo is one element and a body of text is one element.

Your ad artwork must include no more than 100 words in total, including headings, body copy and bullet points.

## FILE SUPPLY

Supply material to the Advertising Manager as a high-resolution PDF (300 dpi).

Files must be print-ready, created within a professional design software package, such as Adobe InDesign or Illustrator (Microsoft Word and Powerpoint are not acceptable).

Production charges may apply if files aren't correctly supplied to these specifications.

## ARTWORK CHECKLIST

- ✓ Images 300dpi
- ✓ Images embedded
- ✓ Fonts embedded or converted to outlines
- ✓ Full page and double page spread ads include 5mm bleed and crop marks
- ✓ All colours converted to CMYK (files must not contain any spot colours)

# EDM :: DISCOVER.

Reaching members every fortnight, Discover is our premier member communication tool. Discover is the ideal solution for targeted employment listings, event promotion and email direct advertising. Reach the audience your business needs via our text-based featured listings, job posts, and exclusive banner space.

## Banner ads

Promote your brand, events or announcements with our banner ad space. Maximum 3 banner ads per issue.

BUNDLE	CASUAL RATES	PARTNER RATES
Casual	\$800	\$690
5 issues	\$3,300	\$2,870

Ads must be supplied as JPEG or PNG, 600pxW x 280pxH, and no bigger than 5MB. Artwork should be professionally designed, image-driven with minimal text and a clear call to action. Please provide a destination URL to your own listing or website.

**Artwork is due the Friday prior to Discover being sent.**

## Employment listing

BUNDLE	CASUAL RATES	PARTNER RATES
1 listing	\$200	\$170
5 listings	\$800	\$690
15 listings	\$2,310	\$2,000

Employment listings include:

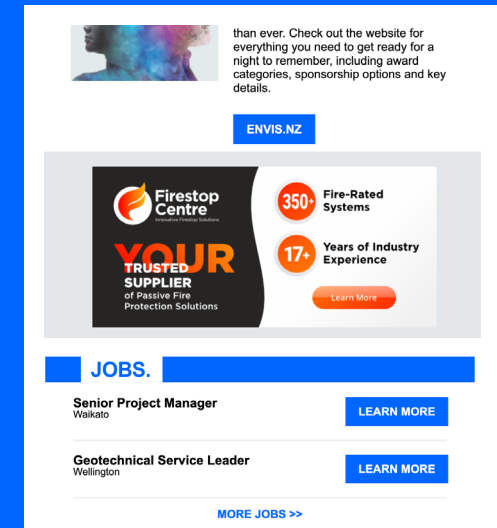
- job title
- location

You'll also need to provide a destination URL for your own listing or website.

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## READ AN ISSUE OF DISCOVER



53%  
OPEN RATE

5%  
CLICK RATE



# WEBSITE.

The Engineering New Zealand website offers industry news, insights, member updates and events for professionals across Aotearoa. Our banner ads, placed on the homepage footer and high-traffic jobs page, give advertisers targeted visibility where engineers actively seek information and opportunities, providing strong brand presence in a trusted, relevant environment.

- Ideal for timely messaging such as product launches, event promotions or recruitment pushes.
- Works well as a supporting touchpoint within multi-channel campaigns, reinforcing messages seen in email, social or print.
- Provides consistent visibility in a trusted professional setting, helping strengthen long-term brand recognition.
- Simple to book and run, making it a low-effort, high-value option for maintaining market presence.

## Home page banner

Book one week of premium promotion space with an exclusive banner at the bottom of our homepage.

BUNDLE	CASUAL RATES	PARTNER RATES
1 Week	\$635	\$575
2 Weeks	\$1,140	\$1,035
3 Weeks	\$2,050	\$1,860

Ads must be supplied as JPEG. You'll also need to supply a destination URL to your own website. Artwork should be image-driven with minimal text and a clear call to action.


*All prices are shown in NZD and exclude GST.*


*\*1 Nov 2024 - 24 Nov 2025.*


For more information about partnership opportunities contact [advertising@engineeringnz.org](mailto:advertising@engineeringnz.org)


VISIT OUR WEBSITE

EXPLORE COURSES AND EVENTS


**Find a qualified engineer**  
Need a job done but not sure who to contact? Browse our database of engineers.  
[Search the database →](#)

**Problems with an engineer?**  
We can help get to the bottom of it. Find out about the process.  
[Learn more →](#)

**Engineering New Zealand Natural Disaster Recovery**  
Get help resolving a residential insurance claim after a natural disaster.  
[Learn More →](#)

**Your dream job is waiting**  
Ready for a change in your life? Find your next engineering role.  
[Find a job →](#)

BEING A MEMBER NOW GIVES YOU MORE.



4.7 million  
WEBSITE VIEWS

320,000+  
HOMEPAGE VIEWS\*

123,500+  
USERS

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# ENGINEERING JOBS.

Our Engineering Jobs page attracts on average 4,266 sessions per month, and is steadily growing in readership since its promotion to our home page. Where better to browse for new opportunities.

## Employment listing

Listings are active for two weeks from the time of loading.

BUNDLE	CASUAL RATES	PARTNER RATES
1 listing	\$200	\$170
5 listings	\$800	\$690
15 listings	\$2,310	\$2,000

Employment listings include job title, description (max 25 words), location and company logo. You'll also need to provide us with an appropriate destination URL.

## Discover combo deal

Recieve a discounted price when you place the same job listing in both our Discover newsletter and on our Engineering Jobs web page.

	CASUAL RATES	PARTNER RATES
Discover + Engineering Jobs	\$315	\$270

## Engineering Jobs web page banner

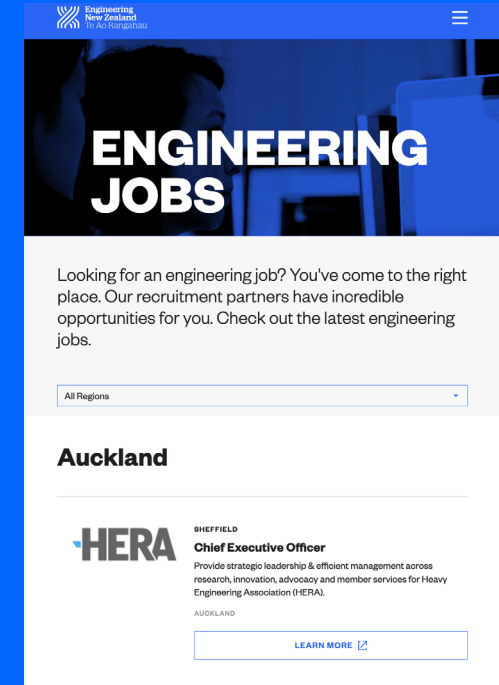
Book one week of premium promotion space with an exclusive banner across the top of our Engineering Jobs page.

	CASUAL RATES	PARTNER RATES
Web banner	\$665	\$575

Ads must be supplied as JPEG. You'll also need to supply a destination URL to your own website. Artwork should be image-driven with minimal text and a clear call to action.

*All prices are shown in NZD and exclude GST*

For more information about partnership opportunities contact [advertising@engineeringnz.org](mailto:advertising@engineeringnz.org)



EXPLORE OUR  
ONLINE JOBS BOARD

51,200+  
ANNUAL PAGE VIEWS

# PARTNER WITH US.

## Connect. Collaborate. Create impact.

Are you wanting to build a strategic, actionable plan to engage engineers in ways that go further than traditional advertising?

Partnering with us offers your organisation a credible platform to raise brand awareness, showcase expertise and engage directly with engineers shaping Aotearoa's future.

## Strategic partnership opportunities

Engineering New Zealand partnerships go beyond traditional advertising.

We help you reach, engage, and influence engineers through tailored, multi-channel initiatives that align with your goals and deliver measurable outcomes.

### Opportunities include:

- Collaborating on events, conferences and CPD programmes
- Showcasing thought leadership through articles, webinars or training
- Sponsorships and speaking engagements at high-profile industry gatherings
- Strategic campaigns across digital, print and social platforms

Partnering with Engineering New Zealand positions your organisation alongside the trusted voice of the profession, opening doors to meaningful engagement and lasting relationships.

Interested in exploring what a partnership could look like? Get in touch with our Business Development Manager at [advertising@engineeringnz.org](mailto:advertising@engineeringnz.org) to start the conversation.





# FINE PRINT.

In these terms and conditions, 'we' refers to Engineering New Zealand and 'you' refers to the agent or client. Where an agent makes a booking or places an advertisement on behalf of a client, both the agent and the client (together and individually) are responsible and liable under these terms and conditions.

## BOOKINGS AND CANCELLATIONS

- All pricing is shown in NZD and excludes GST.
- By placing an advertisement, you accept these terms and conditions.
- Advertising placements will only be confirmed once you have completed, signed and returned an advertising agreement to Engineering New Zealand.
- By placing an advertisement, you agree to fully indemnify Engineering New Zealand from any loss or cost that may result from your advertisement (including any legal costs).
- We may need to change the advertising rates from time to time. Casual rates will change immediately. If you have a contract rate, that rate will still apply until the end of that agreement.
- If you need to cancel a booking, advise us in writing by 5pm on the booking deadline. We may charge in full for advertising cancelled after the deadline.
- We can restrict the size of the magazine and the number of advertising pages.
- Payment is due on the 20th of the month after the invoice is issued. If your invoice is not paid, you will be responsible for any costs associated with collection of overdue payment.
- If you book in bulk and get a discount, but then cancel some bookings, or your orders are otherwise not published, you may be charged at the rate for the number of advertisements placed, not booked.
- Rates are valid at the time of publication. Engineering New Zealand reserves the right to update pricing in response to market conditions or organisational priorities.

## ADVERTISING MATERIAL

- You are responsible for sending us your advertising material. If we incur costs for receiving your advertising material, you will be responsible for reimbursing us for those costs.
- If we think your advertisement is unsuitable, we can choose not to publish it.
- If all of your advertising material is not in by the deadline, we may use one of your previous advertisements or not publish your advertisement, and charge full rates.
- We can defer placement of your advertisement if space is unavailable.
- We may publish advertisements in preferred positions when those spaces have not been booked. It is entirely our decision which advertisements go into those positions.
- We are not responsible for colour accuracy of your advertisement.
- While all care is taken, we do not accept liability for any loss that is incurred through error or non-appearance of your advertisement, unless this happens due to a negligent act or omission by us.
- If you have concerns about the quality or placement of your advertisement, please send these in writing to [Justin Brownlie](#), within 30 days of publication.



## GET IN TOUCH

**Engineering New Zealand Te Ao Rangahau**

[advertising@engineeringnz.org](mailto:advertising@engineeringnz.org)

[www.engineeringnz.org](http://www.engineeringnz.org)

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