

[About](#)

[Audience](#)

[Advertising](#)

[Contact](#)

 *PULSE*

MEDIA KIT



About PULSE

The Editor

Phillip Quay – Award-winning journalist and PR strategist

The Magazine

PULSE is New Zealand's quarterly digital business magazine created for action-takers - entrepreneurs, business owners, leaders, and professionals who are shaping industries, driving growth, and building the future of business.

Each *issue features:*

- Business news and key developments
- Member spotlights and success stories
- Profiles and interviews of leading figures
- Travel and lifestyle features
- Coverage of events and networking opportunities
- Expert insights and thought leadership

Audience

PULSE goes beyond reporting. It highlights real stories, builds meaningful connections, and provides members with a permanent digital presence, enhanced by SEO for lasting visibility.

PULSE reaches a wide network of New Zealand professionals, including:

Entrepreneurs and start-ups seeking inspiration and exposure

Corporate leaders and executives tracking local innovation

Investors and advisors looking to discover emerging businesses

SME owners and operators looking for visibility and connections

Students and young professionals aspiring to leadership roles

Consultants and experts building through leadership

Policy makers and community leaders interested in local business trends

Advertising Opportunities

Display Advertising

Sponsored Columns

Business Directory

Add-On Opportunities

Deadlines & Deliverables

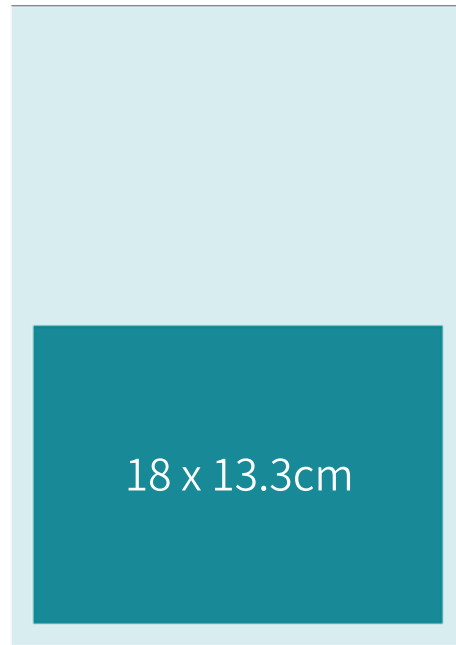


Display Advertising

Ad Sizes & Rates (per issue)



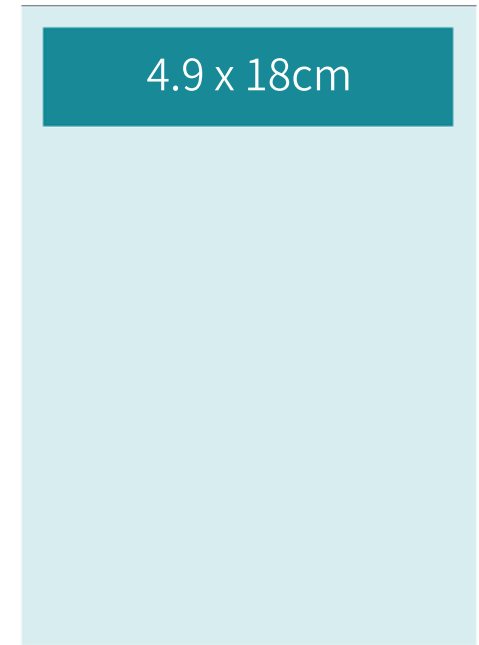
Full Page \$1200 +GST



Half Page \$750 +GST



Quarter Page \$400 +GST



Banner \$250 +GST

Specifications:

- Format: High-resolution PDF or JPG/PNG
- Resolution: 300dpi, CMYK
- Font embedded, images high quality
- Artwork must match booking size exactly

Sponsored Columns

A premium editorial feature designed to position your business as a trusted thought leader and authority in your field.

- Format: 500-800 words, 1 image
- Written in PULSE editorial style to maintain consistency
- Labelled as “Partner Insights” or “Sponsored by [Company]”
- Placement within editorial content (high visibility)
- Rate: from \$1200 + GST (full page equivalent)

Business Directory

A dedicated PULSE directory that goes beyond listings, acting as a networking hub:

- Standard Listing: Business name, industry, website, contact
- Enhanced Listing: Includes “Looking for/Offering” tags to match with potential partners
- Engagement Badges: e.g., Community Connector, Highly Recommended
- Annual Rate: \$300 + GST (Standard), \$500 + GST (Enhanced)



Add-On Opportunities

Digital Boost: Online feature on NZBC/PULSE website & LinkedIn (\$200 per insertion)

Event Integration: Cross-promotion at NZ Business Connect events with QR codes, digital passports, and product spotlights

Deadlines & Deliverables

Material due one week before publication date

Ad bookings confirmed two weeks before publication

Send materials to your Pulse representative directly (Phillip or Fiona)



Contact

Phillip Quay – CEO & Editor

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Fiona Stephen – NZ Business Connect Coordinator

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The logo for PULSE, featuring the word "PULSE" in a bold, italicized, sans-serif font. The letters are white with a slight shadow effect, giving them a three-dimensional appearance as if they are floating above a dark teal background.

The Voice of NZ Business Connect.
Be seen. Be connected. Be remembered.