

SOCIAL
MEDIA

EDM

WEBSITE

We offer
360° media
engagement
via our *multiple*
touch points

VIDEO

SOLUS EDM

MEDIA PACK 2026

What we offer

We can offer you a variety of ways to engage with our audience - your potential clients via our channels to create genuine awareness, your content appears in a relevant and brand safe environment.

Advertise – Online, EDM, Solus EDM

Promotion – EDM, Online, Social Media, Solus EDM, Video

Content Marketing (Native) – Online, EDM, Video, Social Media

Content Creation - Written, video, podcast



The Why

DEMM Engineering & Manufacturing engages key managers involved in the engineering & manufacturing sectors.

These include business owners, senior management, engineering, manufacturing and operations managers.

Our platforms provide a trusted and relevant context for your messages. DEMM digital platforms are referred to often, and have an extended shelf life.

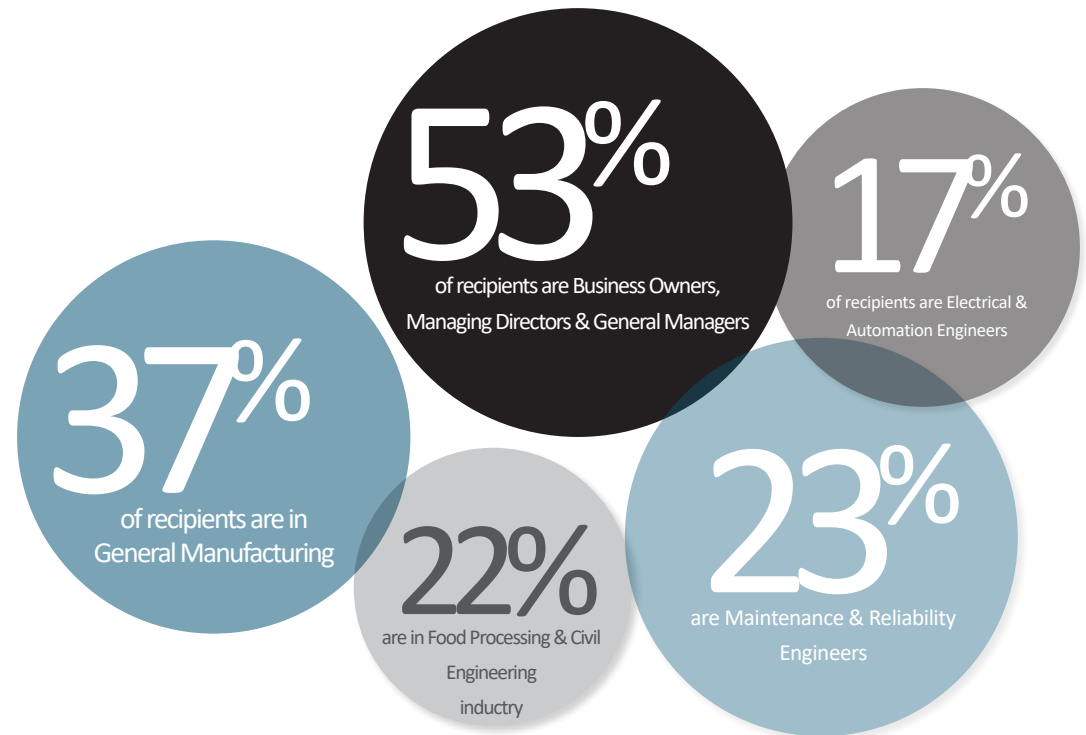
For over 50 years DEMM Engineering & Manufacturing has kept New Zealand's engineering, manufacturing and electrical industries up to date on the latest developments, projects, equipment, technology, products & services.

DEMM Engineering & Manufacturing is measured in the Magazine 360 .

Quick Facts



Demographics



Monthly e-Newsletter

RATES

Leaderboard Banner 600 x 160 pixels

\$860 per newsletter

Skyscraper 160 x 600 pixels

\$745 per newsletter

Homepage banner 600 x 120 pixels

\$665 per newsletter

Rectangle 300 x 250 pixels

\$610 per newsletter

Supplied content	\$790 per month
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• Videos available - POA

- Files must be in JPEG or GIF format.
Flash creatives are not accepted.
File size must not exceed 50KB (kilobytes)
- Ads are charged by the calendar month – no part month charges.
- Design costs available on request.
- Please submit online material at least 3 working days prior to go live date.
- Send all material to cathy@demm.co.nz

* Rates are per issue and excl gst

* Commission bearing (for accredited agencies)

EDM Leaderboard






Skyscraper

EDM Homepage Banner



Site Safe launch first Virtual Reality training course

Site Safe New Zealand is excited to announce the launch of its first virtual reality (VR) health and safety training course to New Zealand's construction industry.

Read more

Multiple deaths and incidents show risks workers face

Two worker deaths last month involving vehicles, two serious incidents involving dangerous gases and a serious injury incident the previous month are disturbing.

Read more

MREC

Medium Rectangle

Solus eDM

SOLUS EDM'S RATES

From \$1,575

A measurable effective marketing vehicle for advertisers to promote themselves to the DEMM database.

HTML code supplied for a solus EDM will be dropped into our wrapper which includes our magazine masthead banner and our footer (includes unsubscribe)

HTML File Specs

- 640-pixel wide HTML table designed and created by advertiser.
- Maximum width can be up to 640 pixels.
- Recommended width of entire content: 640 pixels.
- Maximum allowable height of content: 2,000 pixels.
- HTML with only a single (1) image is not recommended as it will most likely be considered as spam email.
- All HTML should be table-based with no <div> tags, no floating or absolute positioning.
- NO bookmark anchor tags can be use in the HTML file as it is not compatible with Lotus Notes.
- JAVASCRIPT, Flash and iFrames are NOT allowable.
- All styles must be tagged inline, not referencing any external style sheets, classes or Ids as these are not compatible with Lotus Notes and Outlook.
- NO background images or image maps allowed as they do not work in Lotus Notes, Gmail and Outlook 2007.
- Animated GIFs are not recommended due to incompatibility with Outlook 2007.
- Images In Relative Path: compress the HTML file and all the images in a ZIP file (.zip)
- Language Encoding : UTF-8 Charset only : Big5, GB2312, Shift-JS, etc are not allowed.

Image Specs

- Each image should not exceed 300K. The recommended size should be less than 100k total of all images must be less than 1024K. Under 300K is recommended images must be in .jpg, .gif or .png format and optimised for display on the web.
- JPEG image : RGB format and not CMYK
- JPEG image resolution : 72 dpi

URLs

- 3rd party URLs accepted. No jump tags. Must be dedicated standalone clickthrough URLs.
- The maximum length for a URL should not be over 255 characters.

IMPORTANT NOTE:

Forms should not be used under any circumstances.

Our solution is completely responsive.

Unsubscribe and Web Version links will be inserted by us.

Volume rates on request

Special Digital Issues

DEMM will produce special digital issues on selected topics.

The digital issues will be hosted on Adrenalin Publishings digital magazine platform digital.adrenalin.co.nz

They will be promoted over a range of our digital assets;

- In the Special Digital Issue EDM
- On the demm.co.nz website
- In the regular DEMM EDM
- In associated sister EDM's such as NZBusiness
- On our social platforms (Facebook and LinkedIn)
- Boosts on social platforms

These Special Issues provide a targeted option to reach potential clients in an editorial environment that is focussed on a specific topic area.

2026 Issues

Automation & Robotics - April

Deadline 2/4/26

Publication 16/4/26

Pneumatics & Hydraulics - July

Deadline 3/7/26

Publication 16/7/26

IOT/Industry 4.0 - October

Deadline 2/10/26

Publication 15/10/26

RATES	
Gold Package - One only	\$2750
Logo on cover and branding of issue	
2 x FP ad (IFC) and internal	
2 pages editorial	
Leaderboard ad in Solus EDM for issue	
Leaderboard Website ad	
Silver Package - Two only	\$1730
FP ad run of magazine	
2 pages editorial	
Banner in Special Issue EDM	
MREC on Website	
Bronze Package - Three only	\$970
½ page ad in magazine	
Full page editorial	
MREC in EDM	
EDM Package - Three only	\$665
MREC in EDM	
Full page editorial in magazine	



Promotional Reach

Special Issue EDM	4,200
Regular EDMs	2,600
Website	1,000 - 2,000
Social Reach	2,000
Digital Issue reach	600 - 1,000
Total Promotional Reach	8,000 - 10,000

Special Digital Issue Specifications

EDM and website ads as per usual specifications
Digital issue adverts'

Full Page

With Bleed - 216mm w x 303 h

Trim size - 210 w x 297

Half page

180mm w x 130 h

Supply preferably as pdf with all fonts embedded
300 dpi

Website

RATES

Billboard Banner

970x250, 623x160 and 373x96 pixels

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All pages	\$635 per month
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Leaderboard Banner

728x90, 486x60 and 280x35 pixels *

All pages	\$535 per month
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Homepage Banner

728x90, 486x60 and 280x35 pixels *

Homepage	\$400 per month
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Skyscraper 160x600 pixels

All pages	\$460 per month
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Medium Rectangle 300x250 pixels

All pages	\$400 per month
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Supplied content	\$790 per month
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* Three sizes required to accommodate mobile platforms

AVAILABLE ON REQUEST

- Content Marketing
- Print + Online packages
- Online supplied content:
Website + Newsletter + Facebook + LinkedIn
- Package rate

The screenshot shows the DEMM Engineering & Manufacturing website. At the top is a blue 'Billboard Banner' area. Below it is a blue 'Leaderboard' area. The main content area features a large image of a solar farm with a text overlay about renewable energy. Below this is a section titled 'Read the latest on Accelerated Digital Transformation in the NZBusiness Special Issue' with three sub-sections: 'Equipment' (Bonfiglioli Conveyor Drives), 'Hydraulics and Pneumatics' (Why you should care about Filter Maintenance), and 'Industry 4.0 / IOT' (D-Link launches new DIS Series of Industrial Gigabit). To the right of the main content is a vertical blue 'Skyscraper' ad area. Below the main content is a 'Homepage Banner' section with three sub-sections: 'Equipment' (Bearing selection crucial to vertical turbine pump), 'Thermal Imaging' (Enhanced SPOT+ Pyrometer Range for advanced), and 'Automation' (element14 now stocking more than 23,000 products). To the right of the homepage banner is a vertical grey 'Medium Rectangle' ad area for 'EUROFLO pipes'.

- We can accommodate a range of images including JPEG, GIF PNG and HTML. Flash creatives are not accepted. File size must not exceed 50KB (kilobytes)
- You can provide creatives by using a third-party vendor. Please find a list of what's recognised: <http://bit.ly/AdsSpecs>
- Ads are charged by the calendar month – no part month charges.
- Design costs available on request.
- Please submit online material at least 3 working days prior to go live date.

Adrenalin
Publishing Ltd

ADRENALIN PUBLISHING IS A RESPECTED SPECIALIST MEDIA COMPANY

32 years of publishing in New Zealand

6 Brands

- Across multiple platforms
- Specialising in Business and Automotive

Creating in order of 100 pieces
of content a month

- (Over 1,200 a year)
- Engaging over 50,000 NZ touch points a month
- Over 100,000 video views a year

Proud publishers of:

