



**MEDIA  
KIT**

# CONTRACTOR

NEW ZEALAND'S CIVIL CONTRACTING INDUSTRY MAGAZINE / WEBSITE 

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# SELLING PRODUCTS AND SERVICES TO CIVIL CONTRACTORS?

Then you need us!

## CONTRACTOR magazine

We engage readers across multiple formats that includes our print and digital *Contractor* magazine, website, newsletters and social media accounts.

Our content includes project features, industry profiles, innovations and trends, classic machines from yesterday, photo spreads and videos.



### Nevis Bluff - a work in progress

Controlling rock fall from Nevis Bluff alongside SH6 is a highly specialised undertaking and requires constant monitoring to ensure the highway is not blocked by slips. Richard Silcock reviews how this is being done.

The 145-metre high, 680-metre wide Nevis Bluff is a geographical landmark bordering SH6 midway between Cromwell and Queenstown. Originally, and at the time of the Central Otago goldrush in the 1860s, what is now a main highway was only a rough track, hewn from the rock for pack horse and cart and used by miners and prospectors as they forged a way into the rugged Otago hinterland in search of gold. However, such was the usage of this route, that by 1867 a narrow road was constructed around the bluff face. Even then Nevis Bluff was prone to slips and numerous large rock falls which often blocked the narrow precipitous road which roughly

The road was eventually sealed around the 1960s and widened in the 1970s and designated a highway, however nothing much else has changed since. Two significant rock falls have occurred, one in 1975 and another in 2000, both of which caused the highway to be closed for several weeks. John Jarvis, a senior network manager for NZTA based in Dunedin, says that this part of SH6 has seen a dramatic increase in the amount of traffic using it, up some 50 percent since 2013. "With near 5000 vehicles now using this route daily, it is important that we keep the highway open," he says.

Top: The monolithic Nevis Bluff face with SH6 in the foreground. Opposite page: Looking down - an abseiler's view.

# HUMAN INTEREST STORIES AND PROFILES OF INDUSTRY ACHIEVERS

## CONTRACTOR magazine

We're an established brand that goes back to 1976 and penetrates through the civil contracting and extraction industries.

Contractor magazine is now available in print and digital, and digital only subscriptions.

CONTRACTOR | PROJECT

### Continuing a family legacy

There're a few conversations going around about university relevance and the benefits of learning on the job that has school-leavers thinking twice about their options.

As an apprentice or trainee, you can land a job in your chosen industry and earn while you learn. There is also no student debt mountain to pay off once your studies are finished. This is exactly why Rebecca Banks, a 19-year-old crane operator, decided to leave school at 16 and join the family business. "I had no idea what I wanted to do so I really didn't want to take the big step of going to university and end up regretting it," she says. "My mum works in the office at Banks Engineering and Crane Hire and she needed help, so I decided to leave school and go work until I figured out what I wanted to do." Banks Engineering and Crane Hire was started by Rebecca's dad over 20 years ago. While it may seem a big jump from admin to cranes, Rebecca took it all in her stride. "Well, we needed more qualified crane operators. "So one day my dad just asked me if I wanted to sit my crane tickets and I just went for it." Keeping the family legacy going, Rebecca operates a five-tonne crawler crane and a 20-tonne mobile crane and has her Dogman ticket and Class Two Load Pilot ticket. Talking about the first time she hepped in a crane, Rebecca says she was pretty nervous. "There's a lot of factors you have to take

**Keeping the family legacy going.** Rebecca operates a five-tonne crawler crane and a 20-tonne mobile crane and has her Dogman ticket and Class Two Load Pilot ticket.



Rebecca Banks is one of the few women in the country who operate heavy machinery as her job. While she thinks there is a stigma against women in trades, Rebecca also feels that if women have confidence in themselves, their work will speak for itself.

MEDIA KIT ▶

# THE LATEST TRENDS AND INNOVATIONS IN INDUSTRY PRACTICE

A monthly newsletter, regular communications and e-blasts are delivered to our comprehensive email database.

## CONTRACTOR magazine

Offering a variety of advertisement sizes and slots in the magazine, plus an opportunity for placements in our newsletter and website.

Contrafed Publishing also offer: writing, design and contract publishing services. For rates and further information, please contact us.

MEDIA  
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# AUTHORITATIVE COMMENT FROM INDUSTRY EXPERTS

# CONTRACTOR magazine

The official magazine of:

- Civil Contractors NZ
- Crane Association
- Heavy Haulage Association
- Aggregate & Quarry Association
- Ready Mixed Concrete Association
- Rural & Associated Contractors' Federation

Take advantage of our customised advertising campaigns using our comprehensive email database and our E-BLAST solutions.



## BRIDGING THE GULLY

Metre by metre, the longest bridge on the 'greenfields' Transmission Gully Motorway project north of Wellington is being incrementally launched across Cannons Creek. RICHARD SILCOCK reports on progress.

## MEDIA KIT

CONTRACTOR | COMMENT

### Biggest cashflow mistakes for small operators

DANIEL FITZPATRICK, NEXT LEVEL TRADE



It's a familiar story and it goes like this: A few people haven't paid you or you've had a couple of slow months. Your bank account is looking empty and you still need to pay staff and suppliers.

Things get stressful. The heat is rising and business is feeling a little out of control.

It's bothering you to the point you're waking up in the middle of the night with your mind racing. Worried if there will be enough money to pay everyone this week. Then you have trouble getting back to sleep again... now you're tired - it's going to be a long day.

Thing is, every tradie business goes through cashflow problems at some point.

It's part of being in business.

But, if the situation keeps coming up often then it's a sure sign cashflow management is a weakness in your business that needs fixing.

Having coached a lot of trades businesses with cashflow problems, I see many of them making the same mistakes. These top seven mistakes are the ones which cause the most damage and stress. Not necessarily in this order.

**Mistake 1: Letting clients pay you when they want, instead of when they should and giving too much credit for too long - one of the biggest downfalls for trades.**

Many have gone broke because their biggest client didn't pay them. Or, at the very least, have been sweating it out with strangled cashflow at the end of the month looking for enough to pay bills and the bank while waiting for overdue amounts to come in.

How much have you lost in money and time through late payers and bad debts?

The fix is to set expectations right up front with clients. Have strict credit terms, take deposits at the beginning of jobs, progress payments on big jobs, and be prepared to stop work if the account is not paid on time.

Only when you are paid can you say the money is yours.

**Mistake 2: Not billing everything out on time, or at all.**

Often, especially on complex jobs, bills are sent out months later. Or, some details are forgotten, so not everything is billed. Or worse, the job is not billed out at all.

Or you have a good system for your team to record (and bill) every hour of work (and labour) on the job.

Pay special attention to cashflow when your business is growing. If you aren't getting paid all you're due, you are going to feel the squeeze.

And it's not going to be pleasant.

**Mistake 3: Not allowing enough margin in your jobs.**

It doesn't matter how big your jobs or sales are. If you're not making enough money to cover all your costs, overheads and profit on top, you won't ever have the cashflow you need.

This is all about quoting the job with good margins at the start. And then controlling it. So there is healthy profit at the end of each job.

**Mistake 4: Not understanding what is yours.**

I call this your cash position, which is simply what you would have left if all your receivables were collected and all suppliers, wages, credit cards, bank, and taxes were paid.

Is there some money left? Or will you have to chip in the difference from your back pocket?

Unless you have a positive cash position (money after everyone is paid), you won't have good cashflow. It's mathematics.

Also, you want to be improving this figure over time, check this calculation at the end of every month to be sure you're on the right side of things.

**Mistake 5: Surprise tax bills you didn't see coming.**

Unexpected tax bills (due now) will kill cashflow believe me! Make sure you keep in touch with accountant and know what is due and when.

Then put the money aside in a separate account it's there when you need it.

Remember, it's not your money. So if you have problems with the IRD. You have to that's stressful.

If you are caught short? Don't bury your head in the sand. Phone the IRD and make an arrangement. If you don't, the penalties and interest are brutal. Yes, I have seen some businesses go bankrupt. The extra costs were almost unbearable.

CONTRACTOR | INNOVATIONS

### Spot marking paint that protects everyone



**Mistake 6: No cash buffer.**

Construction is in the good times when you'll have it's all pay have month occur

Technology has advanced significantly since the previous safety company Vanguard paints to contractors back in 1991, says the Vanguard's group co-director Craig McLean.

For example, he says, and at the same time it's equivalent to provide high-spec traffic management and pedestrian safety solutions.

Soppec spot and line marking paints are the global market leader, he claims, with a particular focus on user health and environmental responsibility.

These paints take a wider view of what safety means, without compromising performance and quality, he adds.

And his company is so impressed with the product that they are giving away free samples.

"People are expecting much more from products, and they're increasingly aware of the benefits."

"So, when you can give them a marker paint that reduces health risk for the user, significant ones."

"It's also very much aligned with 'standing between you and harm', which is Vanguard's commitment to everyone we supply."

Soppec is guaranteed to have no carcinogens, no skin irritants, no mutagens or toxicity to reproductive cells, is ozone-friendly thanks to no CFCs, and causes no long-term damage to aquatic eco-systems, says Craig.

It is also backed by three certifications: ISO 9001 for Quality, ISO 14001 for the Environment and OHSAS 18001 for Health and Safety.

His says the company had been looking for a product that could deliver consistently, but also offered advanced features.

"We had to go as far as France (where Soppec is manufactured), but we found all such positive product advantages that they are mentioning it in their tenders, particularly for local and central government contracts.

There are other benefits too. "For starters it's a no-chug formula and the cans empty completely - so you get better value and zero waste of material or time."

The smash resistant cap will survive a drop from 1.5 metres without coming to harm, and the twist-cap also has a shield to prevent 'paint fingers' meaning there's less mess at the end of the day.

And to further aid productivity and make life easier, there's three applicators which prevent back strains by bending.

Email [sales@vanguardgroup.co.nz](mailto:sales@vanguardgroup.co.nz), or call 0800 500 747 for a free sample.

### Mega vacuum excavator a first

Palmerton North based Civil Construction company Blackley Construction bought a Vermeer Mega Vacuum VX200-1200 excavator, claimed to be the most powerful vacuum unit that Vermeer MV Solutions of America produce, and the first of its kind to be sold here.

Blackley Construction was one of the first companies to introduce vacuum excavation technology into the Manawatu several years ago.

"Over this time, we have developed a specialist team of workers in vacuum excavation. We had a smaller model Vermeer, but were looking for something that could provide more capacity, but unfortunately there was nothing like it in New Zealand.

"There was one in Australia however, and All Equipment was only too happy to provide us with the opportunity to acquire one."

Going from a 100mm to a 150mm vacuum hose means that Blackley Construction can complete excavation activity in shorter timeframes and carry out a wider variety of excavations in varying ground types.

The additional suction power provided by the 200HP John Deere engine is useful for pot hoing power poles for instance, which normally go down as far as two metres and can now be completed without losing suction.

Kevin adds the Vermeer Mega Vac VX200-1200 is a good simple unit, and not too complicated. For instance, the three-stage cyclonic filtration allows for wet and dry vacuum excavation, while prolonging filter life and



keeping maintenance cost low.

Conversely, the cam-lock hydraulic rear door provides a 360-degree positive seal, even under reverse pressure without additional dampening requirements.

The operators use a remote control that has all the machine functions at their fingertips and delivers vital machine information on its display screen as well as providing an emergency stop.

"The new machine has made us more cost effective. We used to be able to do two loads per day with the old Vermeer vacuum excavator, we can do up to five loads per day," adds Kevin.

"It's so much faster, reliable, and easy to use."

### New Trimble products

The Trimble Dimensions was held in November last year in Las Vegas. Its 9th International User Conference attracted over 4800 attendees representing over 96 countries.

Trimble's Civil Engineering and Construction Division introduced five new technology solutions at the event.

A new version of Trimble Earthworks Grade Control Platform version 1.7 features support for motor graders and automatic guidance for excavator attachments. This is a GNSS-based, 3D grade control solution designed to make five grading more accurate, faster and easier.

Trimble Earthworks GDI Grade Control Platform is a 2D grade control solution for compact machine grading attachments, and is said to be the only Bring Your Own Device (BYOD) compact machine control solution available that runs on Android or iOS smartphones.

The new SP5785 GNSS Smart Antenna is a fully capable GNSS receiver and is now offered at a lower price point for a faster return on investment. The SP5785 has full satellite coverage with the combination of GPS and all GNSS constellations.

The Trimble Loadrite Payload Management Platform for Excavators integration will help increase productivity and efficiency for excavator operations.

This integration allows contractors to track bucket-by-bucket payload and monitor mass haul progress from the same Trimble Earthworks display.

The system can be installed on any hydraulic excavator that has Trimble Earthworks, and offers an easy transition between grade control and payload management, maximising the contractor's investment.



### Sumitomo power

Otorohanga-based contractor Paul Watson bought from All Equipment for his power.

"I called to several different suppliers before we main reasons for purchasing the SP450L14 were its size and its track frame.

"For a Tier 3 engine it seems to work well. The Sumitomo certainly has more grunt than this size," he says.

"The cabin has a periscope seat, which means you move out of your seat. It's a nice way to improve servicing in general."

Paul has taken driving excavators since working in the industry for over 40 years.

He started with a second-hand excavator and now owns the largest the King Country's fleet which also includes a truck and tractor with a variety of applications including building efficiency back filling and soil decompaction. Making rubble break a 10-tonne chain.

"That just proves how powerful the SP450L14 is. More information: All Equipment, 0800 500 747. Equipment branch throughout New Zealand.

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## ADVERTISING RATES

Rates effective from 1/04/2022

	Casual	6 inserts	11 inserts
Full page opposite Contents page	\$2,670		
Full page opposite Editor's comment	\$2,680		
Double page spread	\$3,530		
Full page	\$2,290	\$2,150	\$2,010
Half page	\$1,590	\$1,490	\$1,400
Third page	\$1,350	\$1,270	\$1,190
Quarter page	\$1,060	\$990	\$950



## INSERTS / OUTSERTS

Single page A4 (printed one side or both) \$1500

A3 folded to A4 (printed 1 side or both) \$1900

Others by negotiation.

All inserts/outserts must be supplied printed, trimmed and folded to *Contractor* magazine's distributors, at least one week prior to the print deadline.

## DEADLINES (ASK CHARLES FOR SPECIFIC MONTHLY DEADLINES)

Bookings: 10th of the month prior to publication

Ad Material: 15th of the month prior to publication.

Cover spread material: As per editorial deadlines for the month

Publication: 1st of the month (except January).

Current Google analytic results available on request.

Rates effective as at April 2022, prices per insertion.

All rates GST exclusive. Overseas advertisers do not pay GST.

Rates are non-commission bearing.

## ADVERTISING CONTACT DETAILS

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## ADVERTISING SPECIFICATIONS

### SIZES AND SHAPES (width x height)

<b>a)</b> Double page spread	
image area	388 x 257mm
trim area*	420 x 297mm
<b>b)</b> Full page	
image area	180 x 257mm
trim area*	210 x 297mm
<b>c)</b> Half page horizontal	180 x 128mm
<b>d)</b> Half page vertical	88 x 257mm
<b>e)</b> Third page horizontal	180 x 86mm
<b>f)</b> Quarter page horizontal	180 x 64mm
<b>g)</b> Quarter page vertical	88 x 128mm

\*Add 3mm for bleed adverts on all sides

## ARTWORK

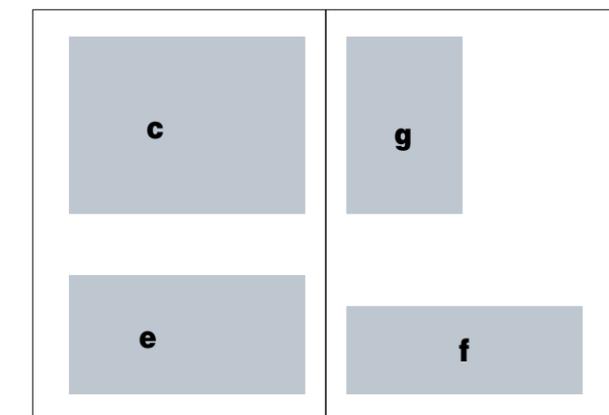
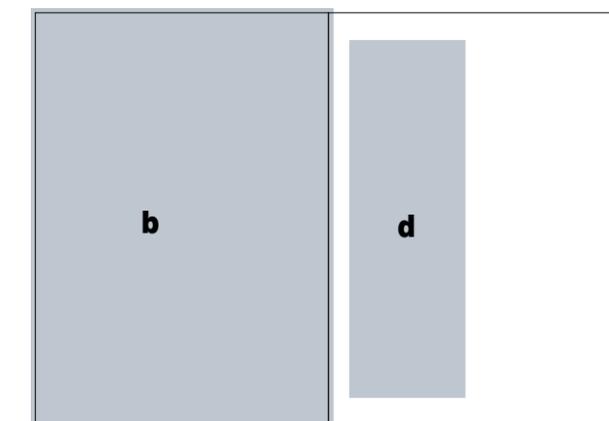
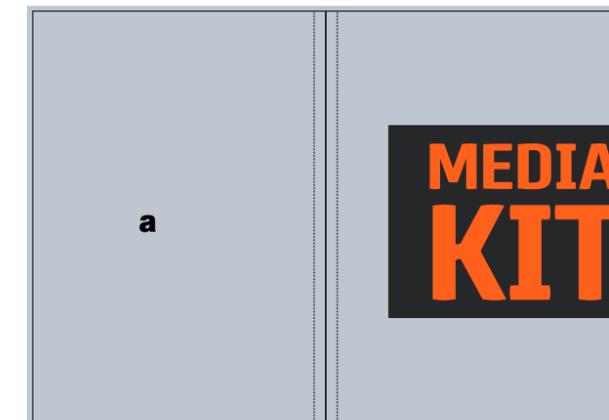
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*Please make sure before you send us your final hi-res PDF that all logos, images and text are NOT using SPOT or RGB colour.*

**Word files will not be accepted as artwork.**

## SUPPLY

Email if under 10mb or share a dropbox or similar transfer upload/download link to design@contrafed.co.nz. DVDs and USB sticks can also be accepted.

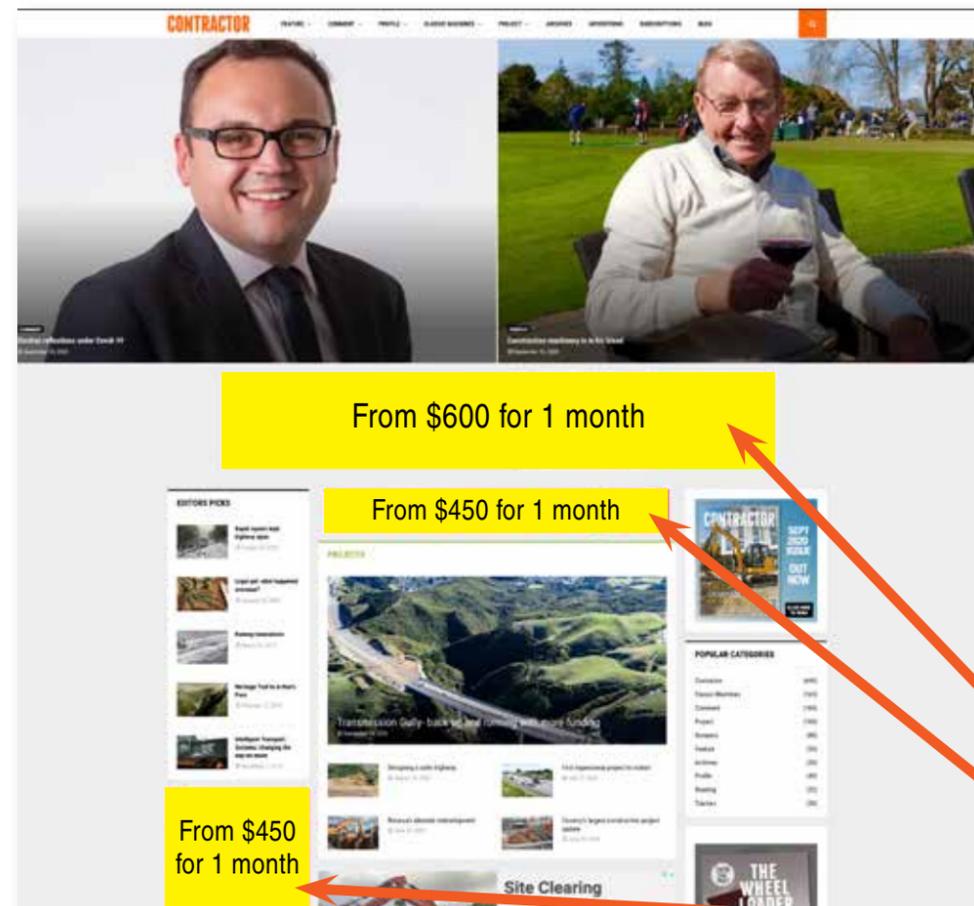


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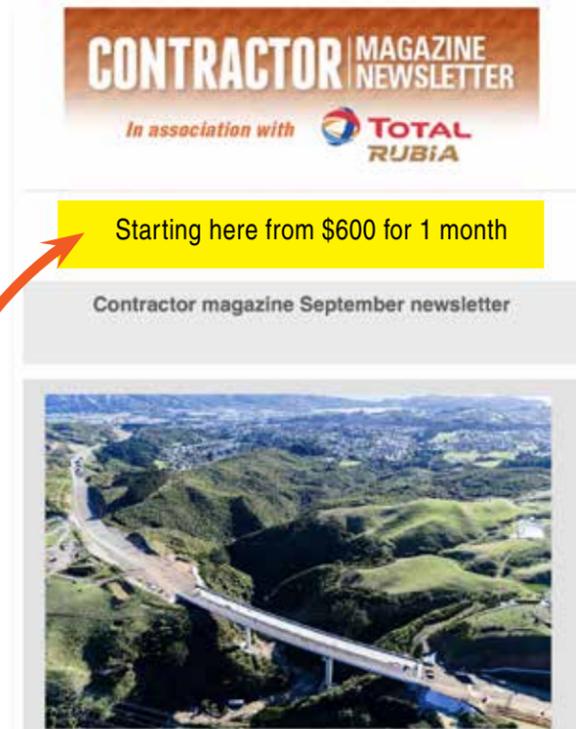
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We have a number of different options available, see samples below or go to [www.contractormag.co.nz/advertising/](http://www.contractormag.co.nz/advertising/)

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### NEWSLETTER



Banner advert here starting from \$600 for 1 month

Banner advert here starting from \$450 for 1 month

Side bar advert here starting from \$450 for 1 month

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Contrafed Publishing also offers writing, design and contract publishing services. For rates and further information, please contact us.

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- 1.1 "Publisher" shall mean Contrafed Publishing Co Ltd T/A Contractor Magazine and its successors and assigns.
- 1.2 "Advertiser" shall mean the Advertiser or any person or Publisher acting on behalf of and with the authority of the Advertiser.
- 1.3 "Goods" shall mean Goods supplied by the Publisher to the Advertiser (and where the context so permits shall include any supply of Services as hereinafter defined).
- 1.4 "Services" shall mean all services supplied by the Publisher to the Advertiser and includes any advice or recommendations (and where the context so permits shall include any supply of Goods as defined supra).
- 1.5 "Price" shall mean the cost of the goods as agreed between the Publisher and the Advertiser subject to clause 3 of this contract.
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- 2.2 These Terms and Conditions are to be read in conjunction with the Firms letter of engagement. If there are any inconsistencies between the two documents then the Terms and Conditions contained in this document shall prevail.
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- (b) the Advertiser becomes insolvent, convenes a meeting with its creditors or proposes or enters into an arrangement with creditors, or makes an assignment for the benefit of its creditors, or;
- (c) a receiver, manager, liquidator (provisional or otherwise) or similar person is appointed in respect of the Advertiser or any asset of the Advertiser, then without prejudice to the Publisher's other remedies at law:
- (i) the Publisher shall be entitled to cancel all or any part of any order of the Advertiser which remains unperformed in addition to and without prejudice to any other remedies; and
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- (b) a security interest is taken in all Goods previously supplied by the Publisher to the Advertiser (if any) and all Goods that will be supplied in the future by the Publisher to the Advertiser during the continuance of the parties relationship.
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- (b) indemnify, and upon demand reimburse, the Publisher for all expenses incurred in registering a financing statement or financing change statement on the Personal Property Securities Register or releasing any Goods charged thereby;
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- 10.2 Where the Advertiser is a natural person the authorities under (clause 10.1) are authorities or consents for the purposes of the Privacy Act 2020.
- 10.3 The Advertiser shall have the right to request the Publisher for a copy of the information about the Advertiser retained by the Publisher and the right to request the Publisher to correct any incorrect information about the Advertiser held by the Publisher.
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- 11.1 If any provision of these terms and conditions shall be invalid, void or illegal or unenforceable the validity existence, legality and enforceability of the remaining provisions shall not be affected, prejudiced or impaired.
- 11.2 All Goods supplied by the Publisher are subject to the laws of New Zealand and the Publisher takes no responsibility for changes in the law which affect the Goods supplied.
- 11.3 The Publisher shall be under no liability whatever to the Advertiser for any indirect loss and/or expense (including loss of profit) suffered by the Advertiser arising out of a breach by the Publisher of these terms and conditions.
- 11.4 The Publisher reserves the right to review these terms and conditions at any time and from time to time. If, following any such review, there is to be any change in such terms and conditions, that change will take effect from the date on which the Publisher notifies the Advertiser in writing of such change.
- 12. General Advertising Terms & Conditions**
- 12.1 The Publisher reserves the right to refuse or omit publications of any advertisement deemed unsuitable for publication.
- 12.2 The Publisher reserves the right to omit or defer insertions to conform to the availability of space. Any such omissions shall not be deemed to be a violation of any agreement between the Publisher and the Advertiser.
- 12.3 The placement of an advertisement on a preferred position shall be at the discretion of the Publisher unless a preferred position is specified and available and payment of the appropriate loading undertaken. Whilst every care is taken the Publisher will not accept liability for any loss whatsoever incurred through error of non-appearance of any advertisement.
- 12.4 In cases where actual space taken falls below the contracted volume, the Publisher will surcharge all space taken at the applicable rate at the end of the contract period.
- 12.5 The Publisher reserves the right to revise advertising rates at any time.
- 12.6 Casual displacement, rejection or omission of an advertisement does not invalidate an order.
- 12.7 Cancellations must be effected before 5.00pm on the booking deadline date (10th of the month prior to publication) and must be in writing. The Publisher reserves the right to charge in full for advertising cancelled after deadline.
- 12.8 In the event of material not being submitted by the due copy date the Publisher shall have the right to use a previous advertisement or to compose or enter substitute copy at the Publisher's absolute discretion, and charge full rates plus any production costs incurred.
- 12.9 All advertising material shall be delivered to the Publisher's advertising manager without expense to the Publishers otherwise the client will be charged accordingly.
- 12.10 Any expenses incurred after material deadline date (such as freight, couriers, toll calls) in endeavouring to secure material shall be recoverable from the Advertiser or agency and shall be charged out as no commission bearing disbursement.
- 12.11 If submitted camera ready material is not to specification any expense will be recoverable from the Advertiser or their agency for correction or amendment.
- 12.12 If an advertisement requires preparation a fee will be charged for typesetting and scanning.
- 12.13 The Publisher accepts no responsibility for printing accuracy where colour guides are not supplied.
- 12.14 No responsibility can be accepted for any loss arising from failure or all part of an advertisement to appear or for any error in an advertisement.
- 12.15 Material is held at the Advertiser's risk and not insured by the Publisher. Material is held for one year.
- 12.16 The Publisher reserves the right to restrict the size of the magazine and number of advertising pages contained therein.
- 12.17 The word "advertisement" will be placed above any advertisement which in the Publisher's opinion resembles editorial copy. The sponsor of any advertisement must be identified by product or company.
- 12.18 Material presented by Advertisers as editorial shall be subject to normal editorial policy (ie alteration). No payment will be made to the Advertisers by the Publisher for such editorial.
- 12.19 The Advertiser warrants that the advertisement does not contravene the provisions of the Fair Trading Act 1986, the Consumer Guarantee Act 1993 or any other consumer protection legislation.
- 12.20 The Advertiser indemnifies the Publisher and the printer of the advertisement against all claims and losses suffered by each of them resulting from a breach of this warranty by the Advertiser.