



# BAY OF PLENTY BUSINESS NEWS TAURIKO BUSINESS ESTATE

This month's *Bay of Plenty Business News* cover story will be a Special Focus on the Tauriko Business Estate – one of the Bay's most successful industrial/commercial developments, which has continued to grow in size and strength despite the recent economic issues caused by Covid-19.

Above all, Tauriko has continued to surge as a result of its close ties with and access to the Port of Tauranga's facilities and expectations that infrastructure links with the port will continue to improve.

We will be talking to several of the companies that have set up successful operations in Tauriko and some of the many other companies that have grown in scope as feeder business to the business estate, as well as the commercial property developers that are continuing to experience strong demand for Tauriko locations. We will also be talking with the Bay's business leaders about the importance of Tauriko and its businesses to the Bay and its synergistic relationship with the Port.

This feature will be content focused offering either half page or full page formats to promote your business and inform business decisions makers about your business.

We have created special focus feature rates for this content focused profile.

## THE VOICE OF BUSINESS IN THE BAY

Targeted print media is more important than ever to businesses in the regions. Bay of Plenty Business News is the only publication focused on providing relevant business content and context for one of New Zealand's most vibrant economic regions.

### We can help you:

- **Consolidate your brand image** to a readership of business people throughout the Bay of Plenty.
- **Directly target 8,000 businesses** from Tauranga and the Western Bay, Waihi Beach, Whakatane, including Rotorua.
- Extend the **longevity of your message** with an attractive monthly issue shelf life and continuing full online presence.



BAY OF PLENTY BUSINESS NEWS IS HELPING TO PROFILE TAURIKO BASED BUSINESSES

## SPECIAL FOCUS DISCOUNTED FEATURE RATES AND FORMAT OCTOBER/NOVEMBER ISSUE

MEDIA SPACE	SPECIAL FOCUS DISCOUNTED RATES AND FORMAT	WORD COUNT
Full Page	\$1000	800
Half Page	\$500	500

All rates quoted exclude GST.

### BONUS OPPORTUNITIES:

Digital content on website and social media

### BONUS ADVERT DESIGN:

Complimentary\*

\*Conditions apply.

**Bay of Plenty Business News is the best place to advertise your services, to the people most likely to use them.**

Please don't hesitate to phone or e-mail with any questions – and if you need some assistance with your advert, our production team can help you with artwork.

### Advertising inquiries please contact:

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