

BAY OF PLENTY
BUSINESS NEWS

YEAR BOOK

CELEBRATING BAY BUSINESS | 2021

MEDIA KIT



PRINT RUN: 6,000

DISTRIBUTION: All major businesses, business hubs, airports, across Tauranga, Western Bay, Eastern Bay, Rotorua and Whakatane

KEY DEADLINES

Booking deadline: Monday, 17 May, 2021
Content deadline: Monday, 31 May, 2021
PDF/Print date: Monday, 21 June 2021
In market date: Wednesday, 30 June 2021
Shelf Life: Annual/12 months

CORPORATE ENTITY ADVERTISING FORMATS

Double page spread: \$1,995 + GST

- Editorial DPS: 600 words plus images
- Display DPS: 420mm wide x 297mm deep plus 5mm bleed

Full Page: \$1,395 + GST

- Editorial Full Page: 450 words plus images
- Display Full Page: 210mm wide x 297mm deep plus 5mm bleed

SME SPECIAL

Half Page: \$695 + GST

- Editorial Half Page: 300 words plus image
- Display Half Page: 172mm wide x 125mm deep

MISC

Content/Copy Creation (if required): \$395 + GST

Photography (if required): \$295 + GST

Issue specifications/size/paper stock quality specs:

- Cover 300gsm Sumo Matt with gloss laminate
- Inside 115gsm Alpha Matt; PUR bind

Accepted files: CMYK PDF with minimum 300dpi. All fonts embedded.

Logo policy: Only to appear in photography on editorial style pages

Design: Bay of Plenty Business Publications Ltd

ADVERTISING ENQUIRIES

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**CELEBRATING
BAY BUSINESS**