

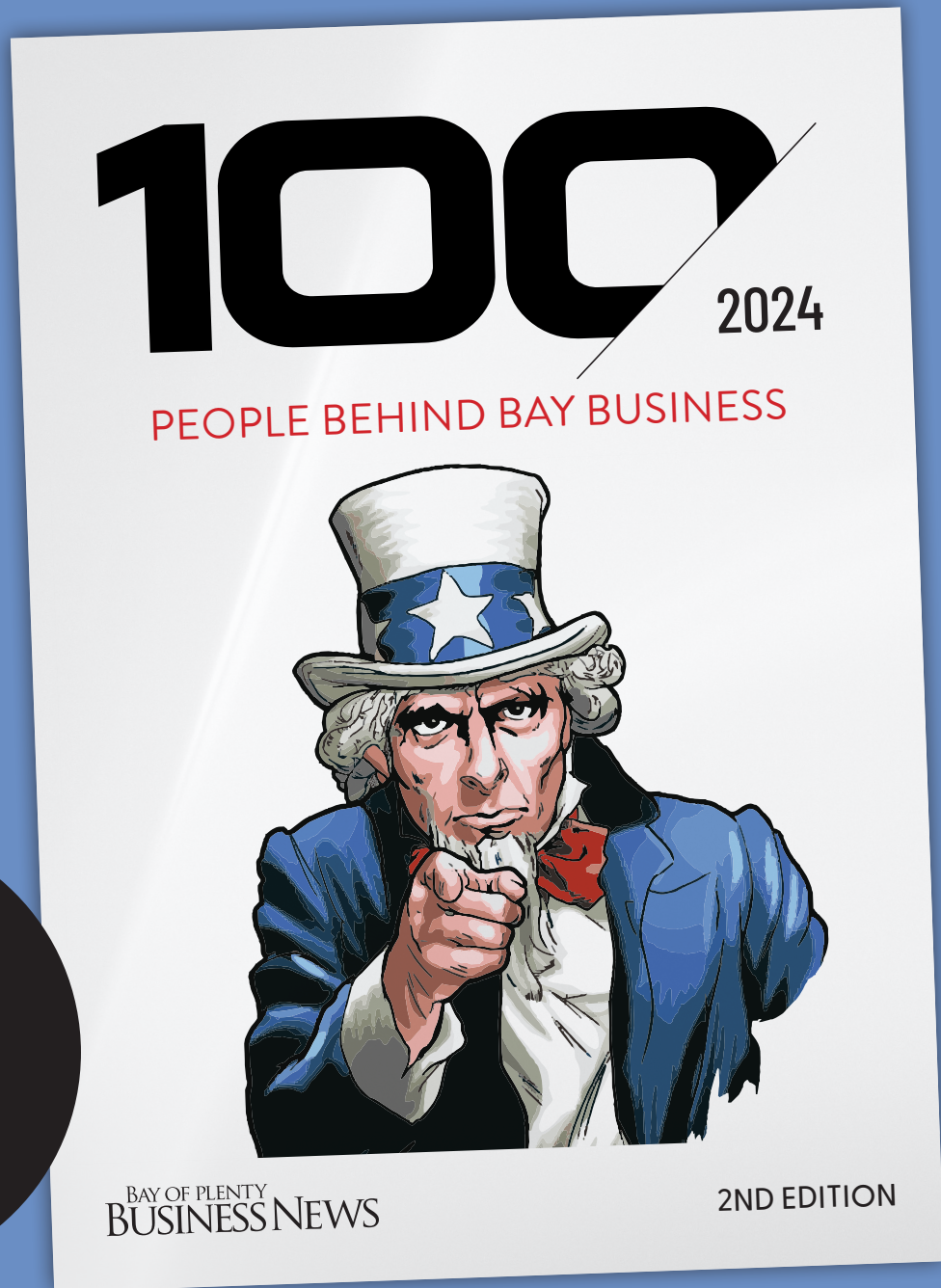
WE WANT YOU!

TO BE PART OF 100 PEOPLE MAGAZINE 2024

**BOOK
YOUR
PROFILE
NOW IN
THE 2024
EDITION**

*Publishing March
2024*

**DON'T
MISS
OUT**



RECRUITING NOW!

For more information go to:
[www.bopbusinessnews.co.nz/
media-kit-100-people-behind-bay-business/](http://www.bopbusinessnews.co.nz/media-kit-100-people-behind-bay-business/)

100

2ND EDITION
2024

PEOPLE BEHIND BAY BUSINESS

Following the successful launch of the inaugural 100 People Magazine in 2023, the second edition of 100 People Magazine, 2024 exists to continue successfully profile the people behind Bay business in an intelligent, insightful and inspiring way so that readers can learn more about them, their expertise, experience, offering and their business.

The publication will be formatted in order of A-Z industry categories, designed to showcase the depth, breadth and strength of the multitude of business industries and the people behind them across the Bay of Plenty region. Businesses that want to profile their people can take either a full page or double page spread utilising the design format examples which allows for the business to also place a brand ad in the profile. Each full page or double page spread will only profile one person.

Businesses can profile multiple people in their organisation in the publication by taking advantage of the multi-buy rates (seen on the back page) where discounts are applied for multiple people profiles placed by the one company.

WHY PROFILE YOU AND YOUR PEOPLE?

Business readers are looking to make connections, network and understand more about the people in business across the region and the various industries they represent.

The publication offers businesses and the people that work within it an opportunity to profile who they are, what they do and what they offer in terms of expertise, experience and services.

Being profiled next to your peers and competitor organisations in your industry category provides readers with insights into the 'Who's who of that industry category'. The publication will also help people who are new to the Bay of Plenty region gain some familiarity with who people are in business across the Bay of Plenty.

WHO SHOULD BE PROFILED FROM YOUR ORGANISATION?

Anyone in your organisation at any level, from the Director of First impressions (reception) to sales people, warehouse staff, general management, senior management, senior executives, business

leaders, board representatives, business owners, entrepreneurs, new innovators, rising stars etc.

Bay Business people magazine is designed to profile anyone at any level doing any job within an organisation to ensure it promotes the breadth and depth of people behind Bay businesses.

BUSINESS PROFILE AND ADVERTISING FORMATS

Business people profiles will take on two formats:

- Full Page or Double Page Spread

There are also options for display advertising:

- Full Page or Double Page Spread

PROFILE AND EDITORIAL POLICY

- Each format option can only profile one person.
- All editorial profiles are to be written in the third person narrative eg. 'he is' or 'they are' (NOT in the first person narrative: 'I am', 'we are').
- Profiles are placed within their industry category.
- Profile placement with the industry category is in A-Z order of the business name
- Industries are featured in A-Z order.
- Double page spreads can't be split into two business profiles.

For example:

- The Automotive industry category will be placed under A.
- A Business People profile that works for Lexus Tauranga will be placed in A-Z order (under L for their business name) within the Automotive industry category.

DESIGN OPTIONS

There a number of design options for each full page and double page spread business profile format that can incorporate a brand ad of different sizes for the business profiling the person, please see the various examples provided.

INDUSTRY CATEGORIES

EXAMPLES

In (A-Z) order (but not limited to): 1. Accounting & Advisory 2. Architects/Design 3. Automotive 4. Alcohol 5. Accommodation 6. Banking 7. Business Brokers 8. Business Bodies 9. Business Consultants 10. Construction – Commercial 11. Construction – Residential 12. Co-working Stations 13. Charities/Not For Profit 14. Education & Training 15. Events 16. Export 17. Forestry 18. Food Production/FMCG 19. Financial Services 20. Government & Council 21. Health & Safety 22. Health & Medical 23. Hospitality 24. Human Resources 25. Horticulture 26. Information Technology 27. Insurance/Trusts 28. Lawyers 29. Logistics 30. Marketing/PR/Communications 31. Marine 32. Manufacturing/Engineering 33. Media 34. Maori Business/Iwi 35. Primary Industry 36. Property – Commercial 37. Property – Residential 38. Recruitment 39. Sales 40. Security 41. Technology/Software 42. Telecommunications 43. Transport 44. Tourism 45. Travel 46. Trades & Services 47. Venues 48. Other

PROFILE OPTIONS

DOUBLE PAGE SPREAD

Option 1 – DPS including branding details

Name, title, intro, photo, text to 950 words, company logo and contact details

Option 2 – DPS including full page advert

Name, title, intro, photo, text to 550 words, full page advert – 210mm wide x 297mm deep plus 5mm bleed

Option 3 – DPS including half page advert

Name, title, intro, photo, text to 800 words, half page advert – 172mm wide x 125mm deep **or** 103mm wide x 297mm deep plus 5mm bleed

Option 4 – DPS including quarter page advert

Name, title, intro, photo, text to 850 words, strip advert – 172mm wide x 65mm deep **or** 83mm wide x 125mm deep

Option 5 – DPS including strip advert

Name, title, intro, photo, text to 650 words, strip advert – 380mm wide x 65mm deep

FULL PAGE

Option 1 – Full page including strip advert

Name, title, intro, photo, text to 550 words, strip advert – 172mm wide x 35mm deep

Option 2 – Full page including eighth page advert

Name, title, intro, photo, text to 550 words, eighth page advert – 83mm wide x 65mm deep

Option 3 – Full page including quarter page advert

Name, title, intro, photo, text to 450 words, quarter page advert – 172mm wide x 65mm deep **or** 83mm wide x 125mm deep

Option 4 – Full page including half page advert

Name, title, intro, photo, text to 300 words, strip advert – 172mm wide x 125mm deep



ADVERTISING RATES

All rates exclude GST

NUMBER OF PROFILES	One	Two	Three	Four	Five	Six plus
Full Page Rate (per profile)	\$1750	\$1670	\$1590	\$1510	\$1430	\$1350
Double Page Spread Rate (per profile)	\$2500	\$2380	\$2260	\$2140	\$2020	\$1900

DISPLAY/BRAND ADVERTISING	Rates	BRAND ADVERT PRIME POSITIONS	Rates
Full Page Brand Advert	\$1750	Inside Front Cover - Full Page	\$2750
Double Page Spread Brand Advert	\$2500	Inside Back Cover - Full Page	\$2250
		Outside Back Cover - Full Page	\$3500

MISCELLANEOUS

Content/Copy Creation Cost (if required):	\$400* + GST	<i>* Content/photography charges are estimates only. Accurate pricing will be provided on provision of a brief and assessment of the scope of the content/photography request.</i>
Photography Cost (if required):	\$350* + 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

Design: Bay of Plenty Business Publications Ltd

PRINT RUN: 6,000

DISTRIBUTION:

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

KEY DEADLINES

Booking Deadline: Friday, 16th February 2024

Content/Artwork Deadline: Friday, 1st March 2024

PDF/Print Date: Friday, 15th March 2024

In Market Date: March 2024

Shelf Life: Annual/12 months

ADVERTISING ENQUIRIES

Pete Wales, Business Director
pete@bopbusinessnews.co.nz 022 495 9248

BAY OF PLENTY
BUSINESS NEWS