

BAY OF PLENTY
BUSINESS NEWS

YEAR BOOK

CELEBRATING BAY BUSINESS | 2023

SUSTAINABILITY EDITION AIR | LAND | SEA

Don't miss the opportunity to promote your business in the Bay of Plenty region's most celebrated print and online business publication – **Year Book**.

The 2023 Sustainability Edition will be the 5th annual edition of Year Book.

With forewords from business leaders championing business sustainability operations across AIR | LAND | SEA, this edition is not to be missed.

Showcase your business story, people and achievements in the region's most influential, annual business publication – **Year Book 2023**

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:	Friday, 9 June 2023
Content Deadline:	Monday, 12 June 2023
PDF/Print Date:	Wednesday, 21 June 2023
In Market Date:	Friday, 30 June 2023
Shelf Life:	Annual/12 months

CORPORATE ENTITY ADVERTISING FORMATS

Double Page Spread:	\$2,500 + GST
• Editorial DPS:	600 words plus images
• Display DPS:	420mm wide x 297mm deep plus 5mm bleed
Full Page:	\$1,750 + GST
• Editorial Full Page:	450 words plus images
• Display Full Page:	210mm wide x 297mm deep plus 5mm bleed

SME SPECIAL

Half Page:	\$950 + GST
• Editorial Half Page:	300 words plus image
• Display Half Page:	172mm wide x 125mm deep

MISC

Content/Copy Creation Cost (if required): \$400 + GST

Photography Cost (if required): \$350 + GST

Issue specifications/size/paper stock quality specs:

- 300gsm Royal Offset
- 100gsm Sumo Offset

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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