

BAY OF PLENTY BUSINESS NEWS

NEW MAGAZINE LAUNCH

Bay of Plenty Business News is delighted to announce the launch of its newest title, taking the best of its annual **100 People Magazine** and **Year Book** formats and meshing them together to produce one beautifully designed business publication profiling dynamic businesses and people across the region.

BoP PLENTY Magazine – Business + People 2024 is an annual magazine with a focus on building the profile of Bay of Plenty businesses and business people from all industries and walks of life.

If you're looking to promote yourself or your business to key decision makers in a beautifully designed, annual magazine then this is the publication for you.

BoP PLENTY

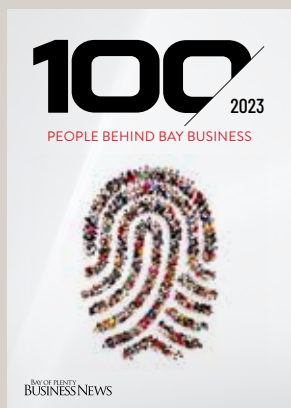
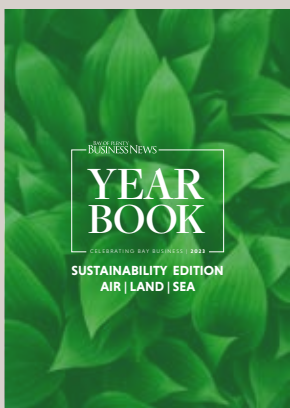
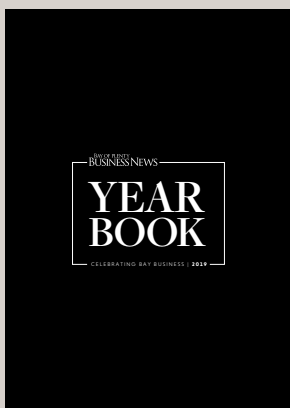
BUSINESS + PEOPLE 2024

ELECTIC MIX
OF INDUSTRIES
PROPEL THE BAY
OF PLENTY REGION
FORWARD

BAY OF PLENTY:
SHAPING UP TO
BE NZ'S CULINARY
DESTINATION
WITH FLAVOURS
A PLENTY

**TAKITORU
– GROUP
OF THREE**
TAKING THE MĀORI WORLD
VIEW TO BUSINESSES WITH A
GLOBAL AD AGENCY ALLIANCE

BAY OF PLENTY
BUSINESS NEWS



**RATE
CARD**

BoP **PLENTY**

BUSINESS + PEOPLE 2024

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, 2 August 2024
CONTENT DEADLINE: Monday, 5 August 2024
PDF/PRINT DATE: Wednesday, 14 August 2024
IN MARKET DATE: Friday, 23 August 2024
SHELF LIFE: Annual/12 months

ADVERTISING RATES: *All rates exclude GST*

PROFILES	Rates
Mico-Profile	\$295
Mini-Profile	\$495

DISPLAY/BRAND ADVERTISING	Rates
Full Page Brand Advert	\$1750
Double Page Spread Brand Advert	\$2500

PROFILES	Rates
Full Page Profile	\$1750
Double Page Profile	\$2500

BRAND ADVERT PRIME POSITIONS	Rates
Inside Front Cover - Full Page	\$2750
Inside Back Cover - Full Page	\$2250
Outside Back Cover - Full Page	\$3500

MISCELLANEOUS:

Content/Copy Creation Cost (if required): \$450* + GST

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

Issue Specifications/Size/Paper Stock:

- Cover A4 300gsm Sumo Matt with gloss laminate
- Text A4 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

Brand Advertising: Advertising space can be placed inside editorial content pages as a designed brand advert to various sizes pending content length and space available

Design: Bay of Plenty Business Publications Ltd

ADVERTISING ENQUIRIES:

Pete Wales, Business Director
pete@bopbusinessnews.co.nz 022 495 9248
www.bopbusinessnews.co.nz/plenty-magazine

**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.*

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