

# 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

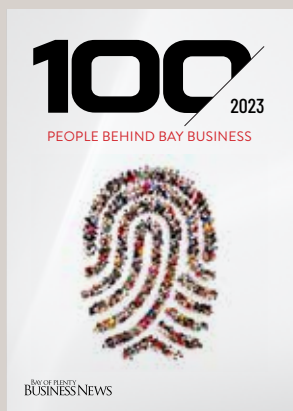
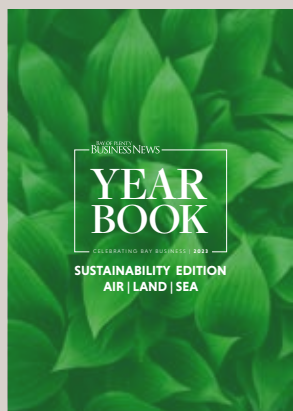
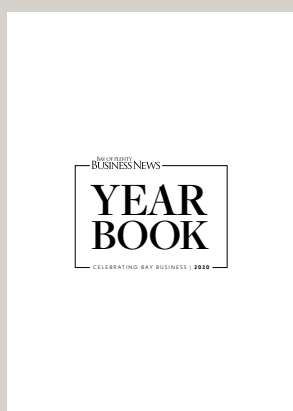
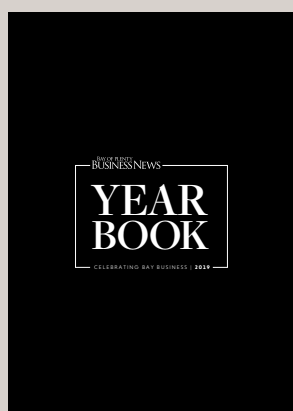
BUSINESS + PEOPLE 2024

ECLECTIC 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**

# 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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