

NEW YEAR, NEW REGION,  
NEW PEOPLE,  
NEW INSPIRATION

*NEW  
MAGAZINE  
LAUNCH*

The mighty Waikato is a region of significant importance to the alliance of the 'golden triangle' and it deserves to be celebrated.

Off the back of the success of **PLENTY Magazine – Business + People 2024**, we are launching **MIGHTY Magazine – Waikato Business + People 2025** to celebrate and profile the amazing businesses and businesspeople across the length and breadth of the Waikato region.

The publication will be an annual and is inline to be published at the start of the financial 25/26 year.

Many businesses have a presence in both the Waikato and Bay of Plenty so it makes sense to bring these two regions even closer together with this annual MIGHTY publication.

**MIGHTY Magazine – Waikato Business + People 2025** is an annual magazine with a focus on building the profile of Waikato 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.

# MIGHTY

WAIKATO BUSINESS + PEOPLE 2025

**HAMILTON  
CROWNED  
NZ'S FASTEST  
GROWING CITY  
ONCE AGAIN**

**TRANS-TASMAN  
FLIGHTS FROM  
HAMILTON  
AIRPORT  
TO BOOST  
WAIKATO**

**CHAMPION OF ARTS  
AND CREATIVITY**

**CHRIS WILLIAMS, CREATIVE  
INDUSTRY LEADER ON ARTS,  
ADVERTISING AND THEATRE**

BAY OF PLENTY  
BUSINESS NEWS





# RATE CARD

# MIGHTY

WAIKATO BUSINESS + PEOPLE 2025

**PRINT RUN:** 6,000

## DISTRIBUTION:

All major businesses, business hubs, Hamilton airport – covering Hamilton and the Waikato region.

## KEY DEADLINES:

<b>BOOKING DEADLINE:</b>	Friday, 4 April 2025
<b>CONTENT DEADLINE:</b>	Monday, 7 April 2025
<b>PDF/PRINT DATE:</b>	Thursday, 17 April 2025
<b>IN MARKET DATE:</b>	Wednesday, 30 April 2025
<b>SHELF LIFE:</b>	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): \$500\* + GST

**Photography Cost** (if required): \$400\* + 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

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www.bopbusinessnews.co.nz/mighty-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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BUSINESS NEWS