

EXCLUSIVE INVITATION TO

WOMEN LEADING BAY BUSINESS

BAY OF PLENTY BUSINESS NEWS – FEBRUARY 2025



Read about who they are and their inspiring stories about how they made it

As we get back into the swing of business in 2025, readers are looking for inspirational reads. At *Bay of Plenty Business News* we have been particularly inspired recently by many of the stories we hear of local businesswomen who have forged their own paths to become leaders in their fields, often having to overcome outdated perceptions to excel in often traditionally male dominated roles. We are pleased to invite you to take this opportunity to tell the business community about your own business and personal story and for us to highlight and publicly applaud your determination and success.

THIS FEATURE IS AN OPPORTUNITY FOR YOUR BUSINESS TO:

- Feature profile of your business story
- Promote your business and your achievements
- Represent your industry category as an exceptional leader in your field

WOMEN LEADING BAY BUSINESSES PACKAGE INCLUDES:

- Up to 450 words of content (includes intro paragraph) with strip advert to tell your business story (supplied by client)
- Or up to 550 words of content (includes intro paragraph), contact details and logo if not supplying a strip advert
- Profile picture (supplied by client)
- (Optional) Business brand strip ad (included within the business profile) size 243mm wde x 35mm deep
- February 2024 issue – front page cover profile picture
- Promotion of your piece across our digital channels: website, email and social.

TOTAL INVESTMENT: \$995 + GST



INDUSTRY CATEGORIES AVAILABLE

- | | |
|--|--|
| 1. Accounting and Advisory | 16. Government & Council |
| 2. Banking and Finance | 17. Automotive |
| 3. Property – Commercial | 18. Travel/Hospitality/ Tourism/ Accommodation/ Venues |
| 4. Property – Residential | 19. Retail |
| 5. IT | 20. Business Bodies |
| 6. Marketing/Media/PR/ Communications | 21. Export |
| 7. HR Management/ Recruitment | 22. Primary Industries |
| 8. Telecommunications | 23. Maori Business/iwi |
| 9. Construction – Commercial | 24. Insurance/Trusts |
| 10. Construction – Residential | 25. Business Brokers |
| 11. Lawyers | 26. Business Consultants |
| 12. Health & Medical | 27. Co-working Stations |
| 13. Manufacturing/ Transport and Logistics | 28. Education |
| 14. Sales | 29. Health and Safety |
| 15. Trades & Services | 30. Security |
| | 31. Not For Profit |
| | 32. Alcohol (wine, beer, spirits) |
| | 33. Food Production/FMCG |

BAY OF PLENTY BUSINESS NEWS

For all advertising inquiries please contact **Pete Wales** Publishing and Business Director, *Bay of Plenty Business News – The Voice of Business in the Bay*
Ph: 022 495 9248 | Email: pete@bopbusinessnews.co.nz
www.bopbusinessnews.co.nz