

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**

**CHAMPIONING
WAIKATO WAAHINE**

**AMY MARFELL, CEO OF
WAIKATO RUGBY ON SPORTS,
LEADERSHIP AND GIVING BACK**

BAY OF PLENTY
BUSINESS NEWS

RATE CARD

MIGHTY

WAIKATO BUSINESS + PEOPLE 2025

PRINT RUN: 8,000

DISTRIBUTION:

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

KEY DEADLINES:

BOOKING DEADLINE:	Friday, 6 June 2025
CONTENT DEADLINE:	Monday, 9 June 2025
PDF/PRINT DATE:	Thursday, 19 June 2025
IN MARKET DATE:	Friday, 27 June 2025
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): \$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:

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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