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.

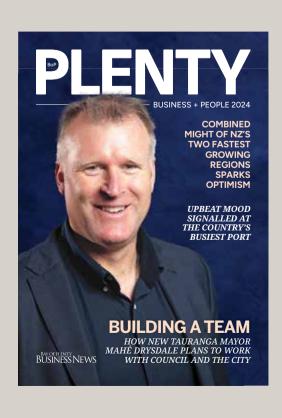
Off the back of the success of PLENTY Magazine – Business + People 2024, we are launching MIGHTY Magazine – Waikato Business + People 2025 to celebrate and profile the amazing businesses and businesspeople across the length and breadth of the Waikato region.

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

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 | PROFILES | Rates |
|---------------------------------|--------|--------------------------------|--------|
| Mico-Profile | \$295 | Full Page Profile | \$1750 |
| Mini-Profile | \$495 | Double Page Profile | \$2500 |
| DISPLAY/BRAND ADVERTISING | Rates | BRAND ADVERT PRIME POSITIONS | Rates |
| Full Page Brand Advert | \$1750 | Inside Front Cover - Full Page | \$2750 |
| Double Page Spread Brand Advert | \$2500 | 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 pete@bopbusinessnews.co.nz | 022 495 9248 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.

