

BAY BUZZ

THE BI-MONTHLY PUBLICATION FOR THINKING HAWKE'S BAY

Our provocative and wide-ranging editorial attracts an audience of influential thought-leaders – already engaged in our publication and participating in our online offering at www.baybuzz.co.nz.

Our readers make things happen and persuade others to join them. They appreciate - and talk about - the new, the different, and the best! That makes *BayBuzz* the ideal vehicle to reach your customer.

BayBuzz has an avid and loyal following of readers who enjoy it from cover to cover, and save and display their copies. It's an advertiser's dream and the perfect match for the Bay's best brands.

Print circulation: 4,000

Readers: 12,000

Addressed delivery: 2,000

Store sales: 700

Hospitality/Businesses: 500

Targeted audiences: 800

Digital BayBuzz: 15,000 unique website users/mo; 1,800 digital mags distributed



Ad sizes and specifications

Back cover: \$3,000+gst

210(w) x 297(h)mm – full bleed

The magazine's premium position for branding, visibility, reach and recall. Maximum exposure in households, cafes and throughout Hawke's Bay

Inside front cover: \$2,400+gst

210(w) x 297(h)mm – full bleed

Second only to the back cover, high visibility, great cut through for brand exposure and being front of mind for every *BayBuzz* reader.

Full Page: \$1,920+gst

210(w) x 297(h)mm – full bleed

Grab attention for your brand by taking the prime position within *BayBuzz*. Impact and cut through that's second to none.

> supply artwork with 3mm bleed on all edges with no crop marks, final file dimensions to be 216(w) x 303(h)mm

> safe area 175(w) x 277(h)mm, ideal margins 13mm from right and top edges, 18mm from bottom and 27mm from left (spine) edge.

Half page: \$1,200+gst

Horizontal: 170(w) x 127(h)mm

Hold the page with an advertisement that works alongside editorial – a great way to position your brand seamlessly within the *BayBuzz* offering.

Third page: \$900+gst

Vertical: 53(w) x 266(h)mm

Horizontal: 170(w) x 86(h)mm

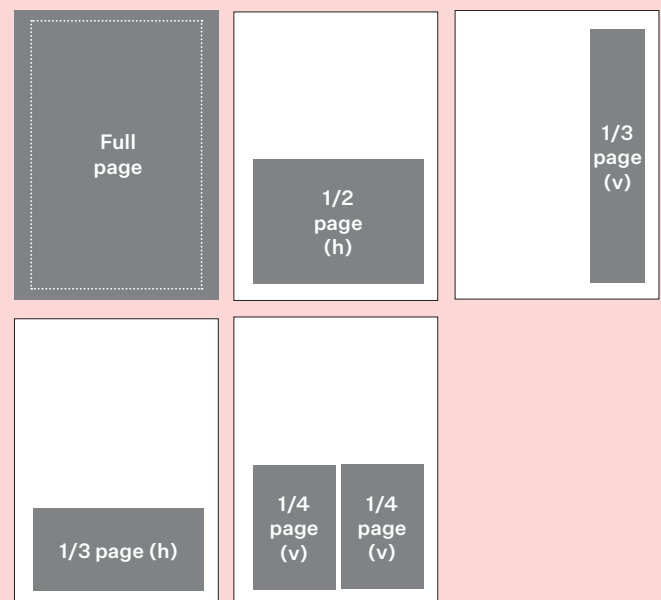
This is a cost effective way to be part of *BayBuzz*. Positioning that sits within body copy pulls the eye and engages the reader.

Quarter page (2 per page): \$600+gst

Vertical: 82.5(w) x 127(h)mm

A great way to run a string of interconnected advertisements or targeted one-off on a tight budget.

Please supply all artwork in high res PDF format without crops.



Publication dates

Issue	JUL/AUG	SEP/OCT	NOV/DEC
On sale	Fri 1 Jul	Fri 1 Sep	Fri 27 Oct
Booking deadline	Wed 31 May	Wed 2 Aug	Wed 27 Sep
Creative deadline	Wed 7 Jun	Wed 9 Aug	Wed 4 Oct

Contact

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Contact Mandy for more information on advertising.

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Published bimonthly in Jan, Mar, May, Jul, Sep, Nov.

Advertisers invoiced as we go to press; payment due within 15 days.

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