



**BAY BUZZ**  
HAWKE'S BAY UP CLOSE, IN DEPTH





### BayBuzz ... for **thinking Hawke's Bay**

Our provocative and wide-ranging editorial – in print and online – attracts **thinking people** from all sectors of the community passionate about advancing the economic, environmental, social and cultural well-being of Hawke's Bay.

Our readers make things happen and persuade others to join them. They appreciate – and talk about – the new, the different, the future and the best! If you think word-of-mouth referral is important to your business, *BayBuzz* the ideal vehicle to reach your customer.

*BayBuzz* magazine enjoys 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 platform, delivering your message to consumers when they are both focused on getting information and leisurely 'kicking back' to enjoy it.

And now our weekly e-newsfeed, **The Buzz**, and our dynamic website, updated daily, deliver our same quality content online to thousands.

*Ben Balford*

Editor

## Reach/Distribution

### Print magazine

Print circulation  
**3,000** published bi-monthly

Readers  
**10,000+**

Addressed delivery  
**2,000**

Store sales  
**500**

Businesses/shops  
**500**

### Digital

#### The Buzz EDM

**5,000+**  
subscribers  
to weekly EDM

#### Digital magazine

emailed to  
**1,000**  
readers/edition

#### Website

**25,000**  
unique website  
users/month

#### Facebook



**4,700+**  
followers

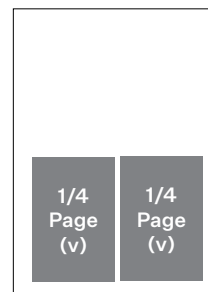
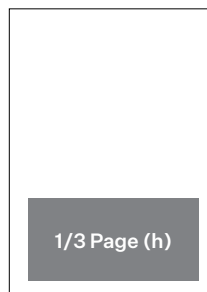
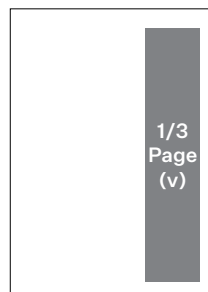
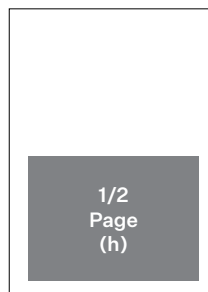
# BAY BUZZ

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Follow  
BayBuzz

  baybuzzhb



### Print

#### 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: \$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.

#### Marketplace ad (6 per page): \$350+gst

82.5(w) x 80(h)mm

**Please supply all artwork in high res PDF format with no crop marks. Full page ads need 3mm bleed on all sides. Other ad sizes no bleed.**

### Digital

Our online platforms expand your reach significantly. Sponsorships and placement plans available for both website and weekly EDM, or buy discounted 'by the bucket' and use as needed to suit your promotion plans.

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### Booking deadlines 2024

Issue	MAY/JUN	JUL/AUG	SEP/OCT
On sale	Fri 3 May	Fri 8 Jul	Fri 6 Sep
Booking deadline	Wed 3 Apr	Wed 7 Jun	Wed 7 Aug
Creative deadline	Wed 10 Apr	Wed 12 Jun	Wed 14 Aug

### Contact

#### Mandy Wilson

Marketing Sales Executive

027 593 5575

mandy@baybuzz.co.nz

Contact Mandy for more information on advertising and priority bookings. Make sure you're in the 'know' – become a BayBuzz subscriber today – [www.baybuzz.co.nz](http://www.baybuzz.co.nz)

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

Advertisers invoiced as we go to press; payment due within 30 days.

#### BayBuzz Online



Visit [baybuzz.co.nz](http://baybuzz.co.nz) • Sign up for our e-newsletters • Get BayBuzz App



## Our readers and what they say

The high regard our readers have for *BayBuzz* makes it the perfect match for the Bay's best brands.

**"Bay Buzz is the best read in Hawke's Bay ... the only way to find out what's going on!"**

DIANA A, HAVELOCK NORTH

**"I continue to be delighted, impressed and even proud that we have in HB a magazine of such quality as *BayBuzz*."**

KEN K, HASTINGS

**"You jog my conscience and tickle my fancy. Best of all, you report in depth on issues that affect us all."**

BETH B, NAPIER

**"I'm very proud of your magazine ... it sets a wonderfully creative and professional standard for our area."**

ALICE B, HASTINGS

**"HB is lucky to have such a classy, smart, fun, informative, beautiful representation."**

SUSAN H, HAVELOCK NORTH

**"Your magazine is important to keep a progressive community culture thriving in the region."**

BARRIE R, NAPIER

**82%**

say *BayBuzz* "acquaints me with the region's personalities & achievements"

**40%**

with \$100k or more household incomes

**79%**

say *BayBuzz* "makes me think more about important issues"

**93%**

age 45 or older

**37%**

follow news online 'very often' (pre-Covid!)

**78%**

say *BayBuzz* "helps me feel connected to the community"

**63%**

with Bachelor's degree or higher

**89%**

say *BayBuzz* "meets a need other HB publications do not"

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### Editor

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### Marketing Sales

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