

**Rate Card**

**BAYBUZZ** *The bi-monthly publication for thinking people.*



**Tom Belford**  
*Editor*

**A bold, new magazine the Bay can be proud of. A fresh platform that reaches the Bay's premium audiences. Get the most out of your advertising spend.**

Our provocative, stimulating and intelligent editorial invites an audience of influential thought-leaders - already engaged in our publication and participating in our online offering [www.baybuzz.co.nz](http://www.baybuzz.co.nz). Our readers make things happen and persuade others to join them. They appreciate 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. It's an advertiser's dream and the perfect match for your brand.

**Circulation:** ..... 5,000  
Addressed delivery: ..... 500  
Preferential retail outlets: ..... 4,500

**Advertising Rates:**

**Full Page:** ..... \$1,600  
(+\$200 premium positioning inside front and back cover)  
Grab attention for your brand by taking the prime position in BayBuzz. Impact and cut through that's second to none.

**Half page:** ..... \$900  
Hold the page with an advertisement that works alongside editorial - a great way to position your brand seamlessly within the BayBuzz offering.

**1/3 page:** ..... \$650  
This is a cost effective way to be part of BayBuzz. Positioning that sits within body copy pulls the eye and engages the reader.

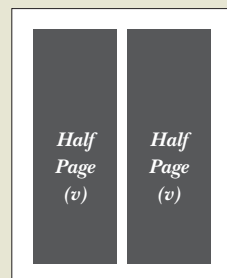
**1/4 page:** ..... \$500  
A great way to run a string of interconnected advertisements or targeted one-off on a tight budget - a bottom banner anchors the page with your brand message.

All prices are exclusive of GST.

**1/9 page:** ..... \$200

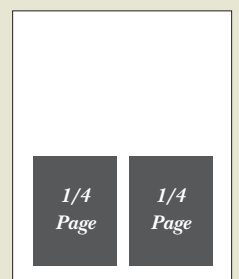
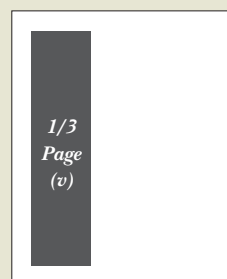


Bee in the know **BAYBUZZ**



**Page Sizes:**

- Full Page Bleed:** 216(w) x 303(h)mm (Inc 3mm bleed)
- 1/2 page vertical:** 88(w) x 240(h)mm
- 1/2 page horizontal:** 180(w) x 118(h)mm
- 1/3 page vertical:** 57(w) x 240(h)mm
- 1/3 page horizontal:** 180(w) x 77(h)mm
- 1/4 page vertical:** 88(w) x 118(h)mm
- 1/9 page vertical:** 57(w) x 77(h)mm



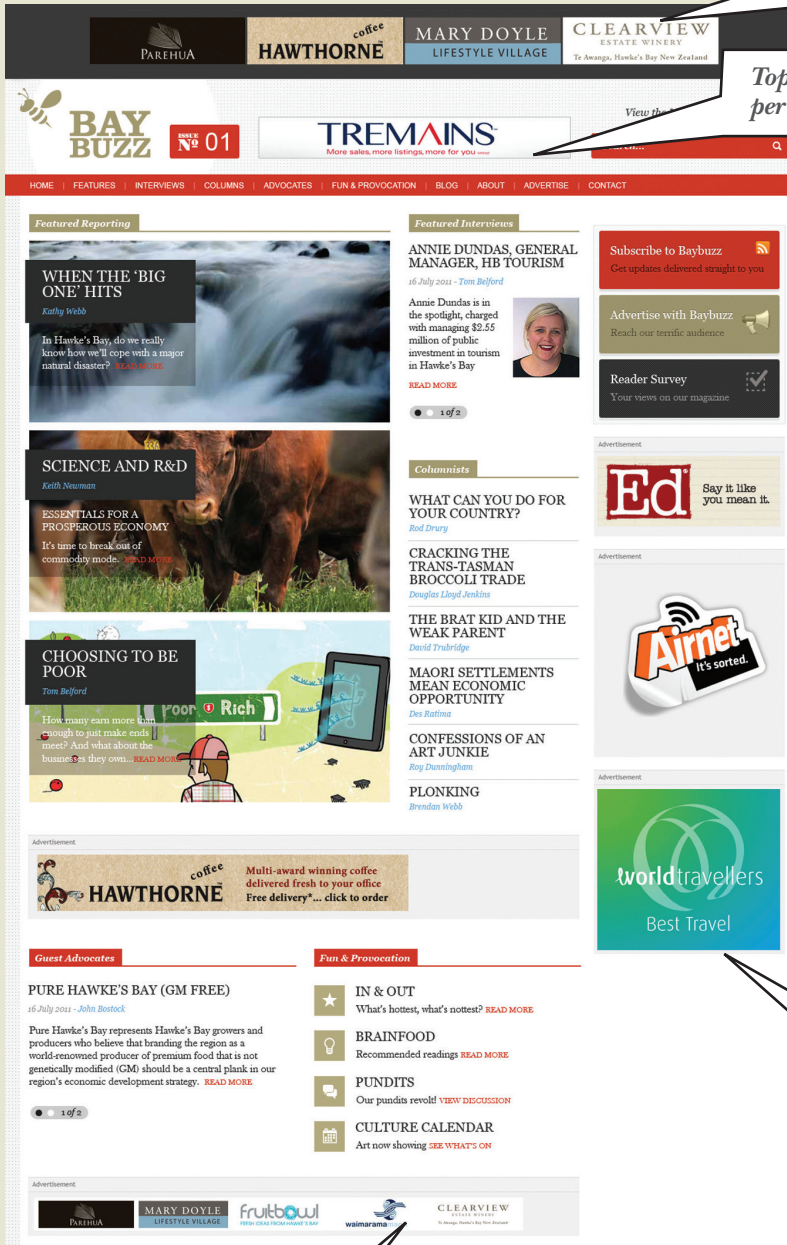
**Anna Archibald**  
t: 06 874 7858  
m: 027 2854 711  
e: [anna@baybuzz.co.nz](mailto:anna@baybuzz.co.nz)

Contact Anna 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 Bi-Monthly from July 2011. Payment due 20th of the following month.

Logo at top of website:  
\$250 per quarter

Top Banner: \$750  
per quarter



Bottom Banner: \$150  
per quarter

## Baybuzz Online Adverts

1. All online advertisements must be purchased on a 3-month basis or longer. Three positions are available on the Website page template. This provides exposure on all web pages viewed @ 25,000 plus per month.

Advertisements as follows:

'Logo' placement at top of website template (40px tall x 130px wide) ....\$250 per quarter

'Sidebar' placement in side column of website template (250px tall x 200px wide) .....\$500 per quarter

'Banner' placement in top-of-page banner on website template (110px tall x 455px wide) .....\$750 per quarter

Sidebar: \$500 per quarter

2. Three positions are available on the Daily Mail Feed template (this provides exposure on all articles viewed @ 6,000+ per month, as follows:

'Logo' placement at top or bottom of email template (75px tall x 160px wide) .....\$300 per quarter top  
.....\$150 per quarter bottom

'Sidebar' placement in side column of email template (200px tall x 200px wide) .....\$250 per quarter

'Banner' placement in top-of-page banner on email template (80px tall x 670px wide) ....\$400 per quarter

Be in the know **BAYBUZZ**



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