

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. 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.

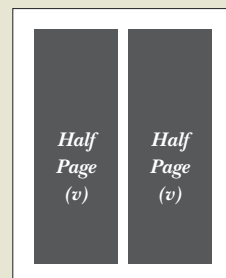
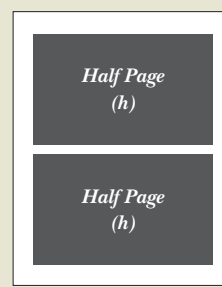
1/4 page: **\$500**
A great way to run a string of interconnected advertisements or targeted one-off on a tight budget - a bottom banner anchors the page with your brand message.

All prices are exclusive of GST.

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

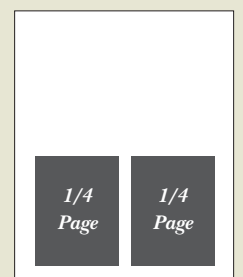
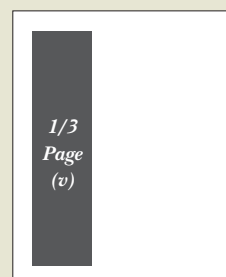


Bee in the know **BAYBUZZ**



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



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Contact Tessa or Graham for more information on advertising and priority bookings. Make sure you're in the 'know' become a baybuzz subscriber today - www.baybuzz.co.nz

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