

BAY BUZZ

THE BI-MONTHLY PUBLICATION FOR THINKING HAWKE'S BAY

Our provocative and wide-ranging 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 - 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. It's an advertiser's dream and the perfect match for your brand.

CIRCULATION: 5,000

READERS: 12,500

ADDRESSED DELIVERY: 2,000

STORE SALES: 700

HOSPITALITY/BUSINESSES: 600

TARGETED HOMES: 1,700



Ad Sizes and Specifications

BACK COVER: \$2,500+gst

2 10(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: \$2,000+gst

2 10(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: \$1,600+gst

2 10(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 left, right and top edges and 27mm from left (spine) edge.

HALF PAGE: \$1,000+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: \$750+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): \$500+gst

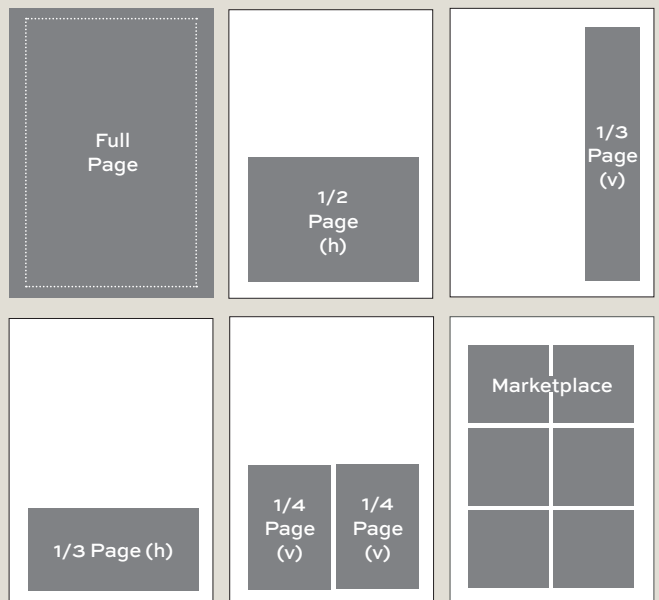
Vertical: 82.5(w) x 127(h)mm

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.



Publication Dates

Issue	JUL/AUG	SEP/OCT	NOV/DEC
On Sale	Fri 6 Jul	Fri 7 Sep	Fri 2 Nov
Booking Deadline	Mon 11 Jun	Mon 13 Aug	Mon 8 Oct
Creative Deadline	Fri 15 Jun	Fri 17 Aug	Fri 12 Oct

Contact

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

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

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