

PEOPLE

PERCEPTIONS

PLACES

PLEASURES

LIVING

Hawke's Bay

MEDIA KIT 2021

Hawke's Bay in a magazine

livinghbmagazine.co.nz

GREAT THINGS
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HAWKE'S BAY NEW ZEALAND



LIVING
Hawke's Bay

An exciting
quarterly magazine
designed especially
for Hawke's Bay

From food and lifestyle to local stories and arts, LIVING *Hawke's Bay* is packed with interesting and inspirational reads accompanied by stunning photography from all around Hawke's Bay and beyond. Its beautiful, luxurious design and glossy finish gives its readers the perfect look and feel to enjoy, read and re-read the articles our talented local writers deliver. It truly is 'Hawke's Bay in a magazine'.

LIVING
Hawke's Bay

4

EDITIONS / EACH YEAR

\$9.90

BUY IN STORE

The cost per copy of LIVING
Hawke's Bay

\$39

SUBSCRIBE

The cost of an annual
subscription

\$80k

HOUSEHOLD INCOME

Our readers have an average
household income of \$80k

60/40

GENDER SPLIT

60% Women
40% Men

25+

READER AGE

Ages 25 years and upwards
read LIVING *Hawke's Bay*

Our mission

LIVING *Hawke's Bay* celebrates our love for the region through discovering and involving all aspects of our community, telling the stories of our people, places, perceptions and the pleasures of living in Hawke's Bay. We ensure our signature high quality publications maintain a standard of excellence in all facets of production. Through a combination of these elements we produce a profitable and sustainable publication which is Hawke's Bay's most loved magazine.



2021 ISSUE GUIDE

| YEAR | ISSUE | SEASON | AD BOOKINGS CLOSE | AD MATERIAL DEADLINE | REACHES READERS |
|---------|-------|--------|----------------------|-------------------------|--------------------|
| 2021 | #15 | Autumn | 20th January | 4th February | March |
| 2021 | #16 | Winter | 20th April | 4th May | June |
| 2021 | #17 | Spring | 20th July | 4th August | September |
| 2021/22 | #18 | Summer | 14th October | 14th October | December |

RATES

| | |
|-------------------------------------|-------------------|
| Back Cover | \$1995+gst |
| Inside Cover (Front or Back) | \$1695+gst |
| Inside Cover Spread (Front or Back) | \$2745+gst |
| Single Full Page | \$1450+gst |
| Double Page Spread | \$2195+gst |
| Three Page Spread (Consecutive) | \$2995+gst |
| Half Page Horizontal | \$800+gst |
| Third Page Horizontal | \$650+gst |
| Quarter Page Horizontal | \$450+gst |
| RHS Placement | \$50+gst |
| Sole Placement | \$100+gst |

| | |
|-----------------------------|------------------|
| Directory Listing | \$250+gst |
| Directory Quarter Page | \$450+gst |
| Artwork Advert Creation Fee | \$150+gst |



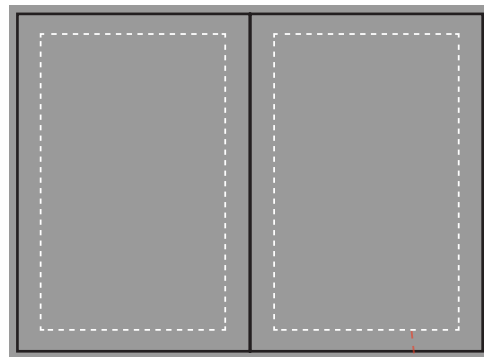
SALES & MARKETING
Contact Mandy with any
advertising enquiries

Mandy Wilson
mandy@livinghb.kiwi
027 593 5575

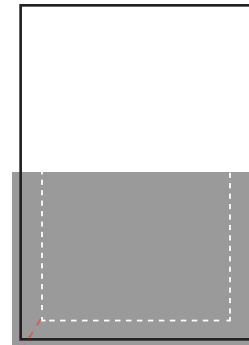
AD SPECS



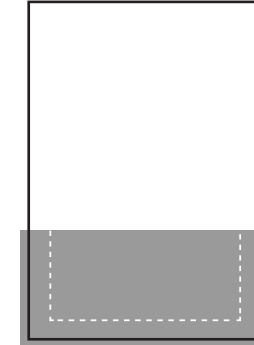
Full Page Bleed
216(w) x 303(h)mm
(Includes 3mm bleed)



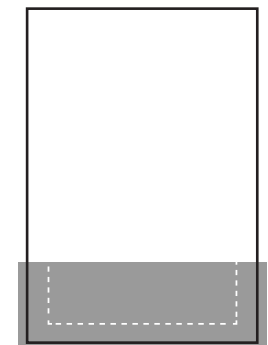
Double Page Spread Bleed
426(w) x 303(h)mm
(Includes 3mm bleed)



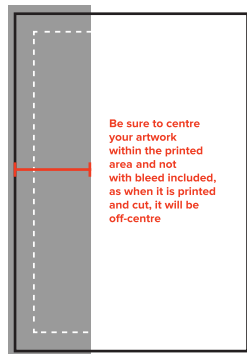
Half Page Horizontal Bleed
216(w) x 155(h)mm
(Includes 3mm bleed)



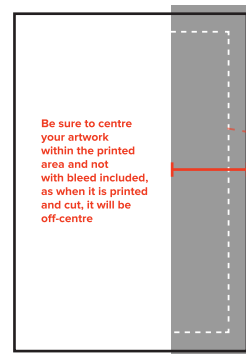
Third Page Horizontal Bleed
216(w) x 103(h)mm
(Includes 3mm bleed)



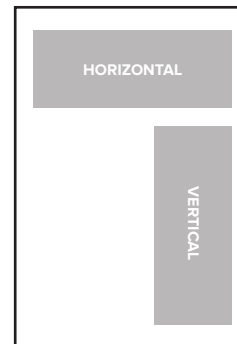
Quarter Page Horizontal Bleed
426(w) x 303(h)mm
(Includes 3mm bleed)



Third Page Vertical LHS Bleed
78(w) x 303(h)mm
(Includes 3mm bleed)



Third Page Vertical RHS Bleed
78(w) x 303(h)mm
(Includes 3mm bleed)



Directory Quarter Page
182(w/h) x 89(w/h)mm
No bleed required

ACCEPTED FILE TYPES

PDF, EPS (preferred)

JPG will only be accepted if supplied with bleed at the correct size and at 300dpi

PHOTOGRAPHY

Supplied as CMYK, 300dpi

SUBMISSIONS TO:

mandy@livinghb.kiwi
design@livinghb.kiwi

TEXT SAFE AREAS

All text on all ad sizes, must be kept 18mm in from all edges.

This is to protect your text being lost into the binding (fold) of the magazine, or being cut off if it is too close to the edge.



LIVING
Hawke's Bay

Your magazine

LIVING *Hawke's Bay* is an independent, locally-owned community lifestyle magazine for the region.

It is produced by a small local team of experienced editorial and advertising professionals who are passionate about creating a positive publication that celebrates people, businesses, hidden gems, community organisations and events in our little piece of paradise – Hawke's Bay.

FUN FACT: Nowadays the body of water is called Hawke Bay, while the region is called Hawke's Bay.

The difference stems from the authorities and histories behind the official names. The name of the original Hawke's Bay Province was gazetted on 1 November 1858, when it split from the Wellington Province.

Māori folklore has it that when Māui fished up Te Ika-a-Māui (the North Island), he is said to have used a hook made from the jawbone of his grandmother, Muri-ranga-whenua. The curve of this bay represents the hook or possibly refers to where the hook snagged, and is known as Te Matau-a-Māui (Māui's fish hook).



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