

PEOPLE PLACES PLEASURES PERCEPTIONS

# LIVING

*Hawke's Bay*

MEDIA KIT 2018/19

*Hawke's Bay in a magazine*

[www.livinghb.kiwi](http://www.livinghb.kiwi)

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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. 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'.

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**LIVING**  
*Hawke's Bay*



# Quarterly publication

Four editions per year — Summer,  
Autumn, Winter & Spring

## Categories

People

Places

Pleasures

Perceptions

## Associated Themes

Business

Local cuisine

Local wine, beer,  
cider

Health & beauty

Sports & fitness

Lifestyle/ rural

Home design

Indoor/ outdoor  
living

Gardening

Community

Great outdoors

Fashion for  
men & women

Tourism/ travel

Grassroots

Motor vehicles

Entertainment

Unique events in  
Hawke's Bay

Giving back

Passions

Music & theatre

\$8.90

### BUY AN ISSUE

The cost per copy of  
*LIVING Hawke's Bay*

\$35

### SUBSCRIBE!

Our 1 year birthday  
special price per year  
inc. postage

# Distribution

4,000

The amount of copies initially printed and available for sale through over 20 bookshops and supermarkets from Takapau to Wairoa.

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The amount of copies provided to every advertiser. Additional copies will be offered at a reduced cost on request.

## Copies at a discounted rate

Copies of LIVING Hawke's Bay at a discounted rate may be ordered by motels, hotels, lodges and businesses who require subscriptions or a bulk purchase

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# Target Demographics



60% Women  
40% Men



Ages 25  
years and  
upwards



Average  
Household  
Income



Readers  
of all  
backgrounds

## 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.



## 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.



# 2018/19 Issue Guide

*Four glossy editions per year*

Year	Issue	Season	Ad Bookings Close	Ad Material Deadline	Reaches Readers
2018	006	Summer	20 Oct	24 Oct	December
2018/19	007	Autumn	1 Jan	13 Jan	March
2019	008	Winter	1 Apr	13 Apr	June
2019	009	Spring	1 Jul	13 Jul	September

## ADVERT SUBMISSION

Please submit your artwork to: [mandy@livinghb.kiwi](mailto:mandy@livinghb.kiwi)

# Rates

Back Cover	<b>\$1995+GST</b>
Inside Cover (Front or Back)	<b>\$1695+GST</b>
Inside Cover Spread (Front or Back)	<b>\$2745+GST</b>
Single Full Page	<b>\$1450+GST</b>
Double Page Spread	<b>\$2195+GST</b>
3 Page Spread (Consecutive)	<b>\$2995+GST</b>
Half Page Horizontal	<b>\$800+GST</b>
Third Page Horizontal	<b>\$650+GST</b>
Third Page Vertical (these are positioned on cut edge only)	<b>\$650+GST</b>
Quarter Page Horizontal	<b>\$450+GST</b>
RHS Placement (ensures your ad is placed RHS only)	<b>\$50+GST</b>
Sole Placement (additional loading fee for being only advertiser on page spread)	<b>\$100+GST</b>

## Artwork Creation

Adverts can be created for you professionally by our experienced designer. We can also arrange for one of our talented photographers to do any photography you may need as required.

Artwork Rate Per Hour	TBA
Photography Rate	TBA

## ARTWORK

It is recommended that adverts are 'advertorial' in style **OR** full image with minimal text. All artwork is to be supplied as a high resolution PDF.

Advertorials must only have up to 300 words maximum.

An 18mm text-safe zone is recommended on all cut/fold edges.

If we are creating artwork for you, please supply your logo in original high-res format (PDF or EPS preferred).

## CMYK PHOTOS & IMAGERY

ALL photos supplied either on their own or embedded in an advert **MUST** be converted to CMYK and be 300dpi.

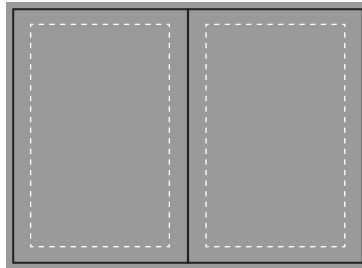
*Supplied artwork not meeting the specifications in this document may be refused publication.*



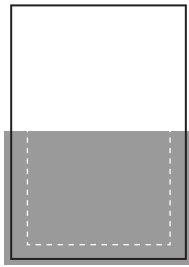
# Ad Specifications



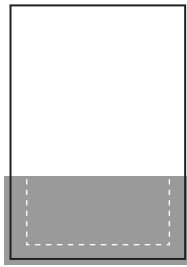
**Full Page Bleed**  
216(w) x 303(h)mm  
(Includes 3mm bleed)



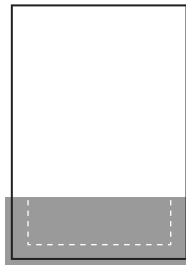
**Double Page Bleed**  
426(w) x 303(h)mm  
(Includes 3mm bleed)



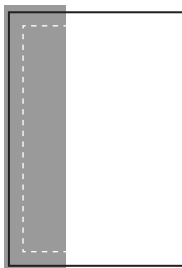
**Half Page Horizontal Bleed**  
216(w) x 155(h)mm  
(Includes 3mm bleed)



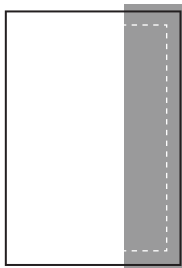
**Third Horizontal Bleed**  
216(w) x 103(h)mm  
(Includes 3mm bleed)



**Quarter Horizontal Bleed**  
216(w) x 77(h)mm  
(Includes 3mm bleed)



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



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

**TEXT SAFE AREAS**  
Keep all important text within the designated dashed lines 18mm in from all cut/fold edges

## ACCEPTED FILE TYPES

### PDF or EPS (preferred)

All artwork and text must be converted to outlines otherwise art will be rejected.

Please ensure any photos or images embedded in your PDF are 300dpi & CMYK otherwise art will be rejected.

Your PDF (if applicable) must have the required 3mm bleed included.

### JPEGS

JPEGS will only be accepted if artwork is supplied at the correct size (and bleed if required) at a 300dpi resolution.

### UNSURE?

If you are uncertain about these formats, please ensure your digital advertisement can be read in Illustrator, InDesign or Photoshop. Email [design@livinghb.kiwi](mailto:design@livinghb.kiwi) if you have any questions.

### ARTWORK SUBMISSION

Please submit your artwork to:  
[design@livinghb.kiwi](mailto:design@livinghb.kiwi)