

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)

**LIVING**  
Hawke's Bay  
Hawke's Bay  
in a magazine

# 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 will give 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'.

GREAT THINGS  
GR•W HERE™  
HAWKE'S BAY NEW ZEALAND

**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.

10

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

## Copies will also be provided for...

**Selected Lodges & Hotels**  
within Hawke's Bay

**Motels & Hotels**  
Motels & Hotels in Hawke's Bay will receive copies at a discounted rate

GREAT THINGS  
GROW HERE™  
HAWKE'S BAY NEW ZEALAND

**LIVING**  
*Hawke's Bay*





# Target Demographics

60/40

60% Women  
40% Men

25+

Ages 25  
years and  
upwards

\$70k<sup>+</sup>

Average  
Household  
Income

100%

Readers  
of all  
backgrounds

## SPECIFICALLY HAWKE'S BAY

**LIVING Hawke's Bay** is made for Hawke's Bay people by Hawke's Bay people. It is the perfect platform for local businesses to reach their local, targeted audience.

## Your magazine

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

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 in 'The Bay'.



# 2018/19 Issue Guide

*Four glossy editions per year*

Year	Issue	Season	Ad Bookings Close	Ad Material Deadline	Reaches Readers
2018	006	Summer	1 Nov	13 Nov	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>
RHS Placement (ensures your ad is placed RHS only)	<b>\$50+GST</b>
SOLUS (no other ads on the spread your ad is placed on)	<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. All artwork is to be supplied as a high resolution PDF.

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

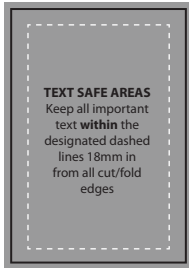
If we are creating artwork for you, please supply your logo in original high-res format (PDF or EPS preferred).

## CMYK PHOTOS & IMAGERY

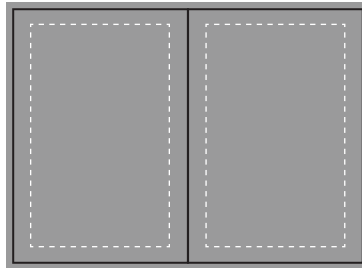
ALL photos supplied either on their own or embedded in an advert **MUST** be converted to CMYK and be 300dpi.

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

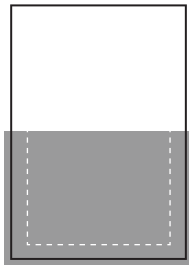
# Ad Specifications



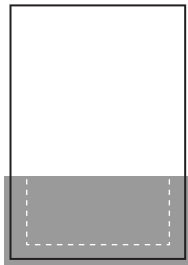
**Full Page Bleed**  
216(w) x 303(h)mm  
(Includes 3mm bleed)



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

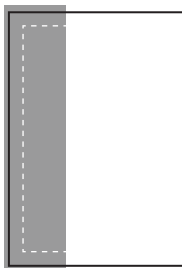


**Half Page Horizontal Bleed**  
216(w) x 155(h)mm  
(Includes 3mm bleed)

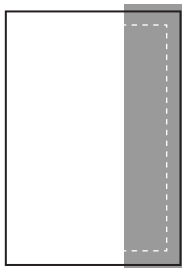


**Third Horizontal Bleed**  
216(w) x 103(h)mm  
(Includes 3mm bleed)

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



**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)