

PEOPLE

PERCEPTIONS

PLACES

PLEASUREES

# LIVING

*Hawke's Bay*

## MEDIA KIT 2022

*Hawke's Bay in a magazine*

[livinghbmagazine.co.nz](http://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

50k+

**READERSHIP**  
We have an average readership of 50,000+

# EDITIONS EACH YEAR

\$10.<sup>90</sup>

**BUY IN STORE**  
The cost per copy of LIVING  
*Hawke's Bay*

\$45

**SUBSCRIBE**  
The cost of an annual subscription

**RETAIL AVAILABILITY**



**DISTRIBUTION**  
Available in stores throughout the North Island of New Zealand.

Subscription distribution available worldwide.

# 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.



# ISSUE GUIDE

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SEASON	AD BOOKINGS CLOSE	AD MATERIAL DEADLINE	REACHES READERS
Autumn	20th January	4th February	March
Winter	20th April	4th May	June
Spring	20th July	4th August	September
Summer	14th October	28th October	December

# RATES

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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>\$1550+gst</b>
Double Page Spread	<b>\$2500+gst</b>
Half Page Horizontal	<b>\$900+gst</b>
Third Page Horizontal / Vertical	<b>\$700+gst</b>
Quarter Page Horizontal	<b>\$500+gst</b>

Artwork Advert Creation Fee	<b>\$180+gst</b>
RHS Placement	<b>\$50+gst</b>

## SALES & MARKETING

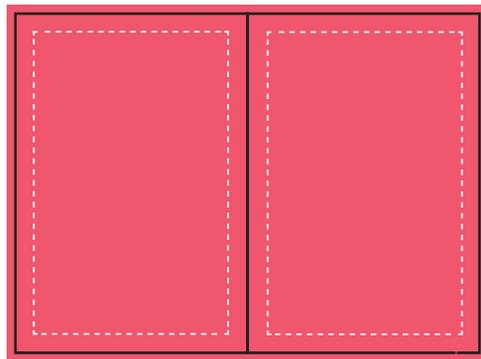
Contact sales with any advertising enquiries

022 548 4210  
sales@livinghb.kiwi

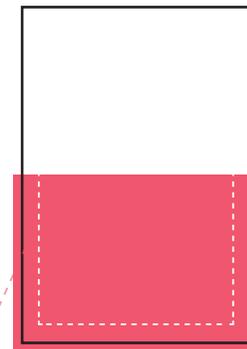
# AD SPECS



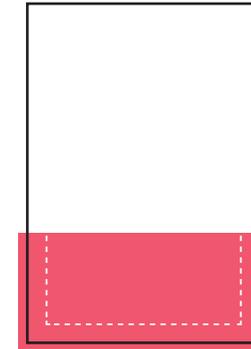
**Full Page Bleed**  
216(w) x 303(h)mm  
(Includes 3mm bleed)



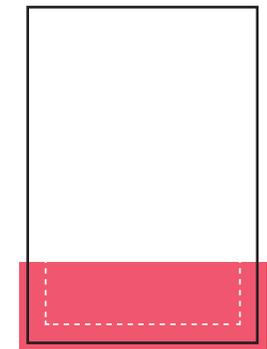
**Double Page Spread Bleed**  
426(w) x 303(h)mm  
(Includes 3mm bleed)



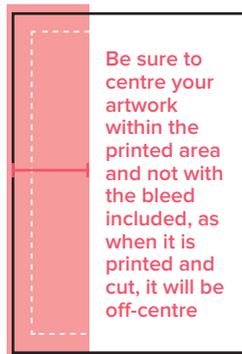
**Half Page Horizontal Bleed**  
216(w) x 155(h)mm  
(Includes 3mm bleed)



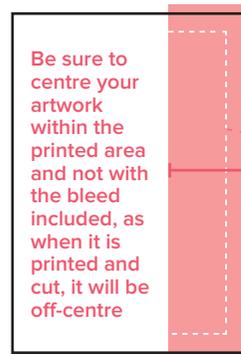
**Third Page Horizontal Bleed**  
216(w) x 103(h)mm  
(Includes 3mm bleed)



**Quarter Page Horizontal Bleed**  
216(w) x 76(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)

Keep ALL important text within the designated dashed lines which indicate 18mm text-safe zone



**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.

# STATS

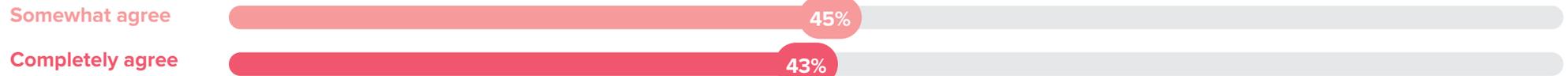


# STATS

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## What impact has LIVING *Hawke's Bay* made on you

It's highlighted places around me I haven't visited



It's made me feel proud of what we have in Hawke's Bay



It's motivated me to visit places in our area

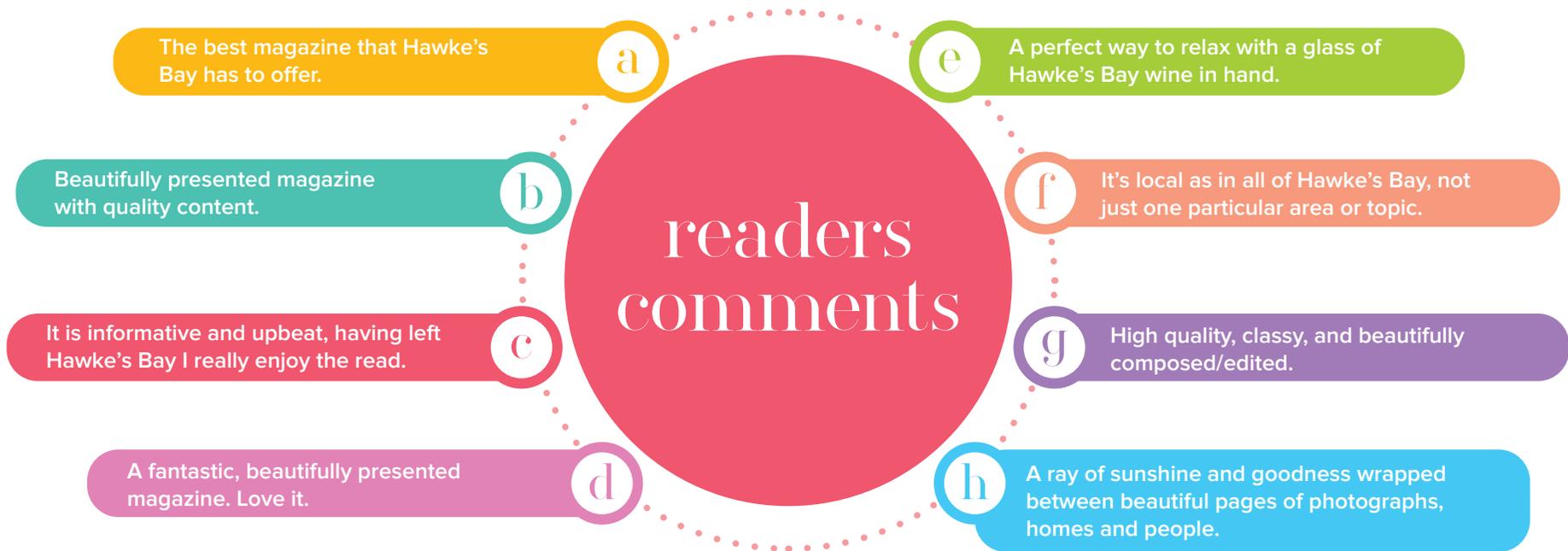


It's the perfect magazine to give to friends and visitors from out of town



# OUR READERS COMMENTS

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## Your magazine

- To show retail distribution from Auckland to Wellington
  - Subscribers all over New Zealand.
- 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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