



HAWKE'S BAY WINE

The official magazine of Hawke's Bay Winegrowers Inc.

PUBLISHING DATES AND DEADLINES

	Advertising booking deadline	Editorial supplied	Advertising material deadline	Magazine delivered
Autumn Issue 37	27 January 2017	27 January 2017	3 February 2017	6 March 2017
Winter Issue 38	28 April 2017	21 April 2017	5 May 2017	7 June 2017
Spring Issue 39	28 July 2017	21 July 2017	1 August 2017	4 September 2017
Summer Issue 40	27 October 2017	24 October 2017	30 October 2017	4 December 2017

ADVERTISEMENT RATES

Advertisement	Contract (four consecutive ads – per ad)	Casual (one to three ads per year - per ad)
Inside front or back cover – one third page	\$400	Four ad contract only
Outside back cover – half page	\$625	Four ad contract only
Full page double page spread	\$1100	\$1410
Half page double page spread	\$725	\$1150
Full page	\$600	\$780
Half page	\$425	\$550
Quarter page	\$325	\$415
Special advertising opportunities (Rates apply per insertion)		
Inserts – size limitations		\$250
Logos to accompany columns		\$55
Classified advertisement	Text only, no graphics or logos	up to 100 words \$50 over 100 words P.O.A
Sole advertiser on cover mailing sheet (Flowrapped on top of magazine for postage)	Advertiser to supply own art 50mm x 220mm w (no bleed)	\$225 per issue

ADVERTISEMENT SIZES

Advertisement	Size specifications
Inside front or back cover – one third page	88mm x 185mm w (no bleed)
Outside back cover – half page	151.5mm x 216mm w (including 3mm bleed)
Full page double page spread	303mm x 426mm w (including 3mm bleed)
Half page double page spread	122mm x 390mm w (no bleed)
Full page	303mm x 216mm w (including 3mm bleed)
Half page	Horizontal - 125mm x 185mm w (no bleed) Vertical - 260mm x 87mm w (no bleed)
Quarter page	125mm x 90mm w (no bleed)
Inserts	Please contact direct for sizes

NOTE

- Prices for black and white advertising can be provided upon request.
- A 15 percent loading fee can be applied for guaranteed position.
- Advertisements must be to sizes indicated, and supplied to specifications below.
- All prices are GST exclusive.

SUPPLY OF MATERIAL

- Material must be supplied electronically as jpeg or pdf format only.
- Charges will be incurred if incomplete or incorrectly formatted files are supplied.
- A full set of specifications is available on request.
- Advertisements that need to be created will be charged at commercial rates by a commissioned designer.

Contact

For advertising and editorial enquiries:

hawkesbaywinemag@xtra.co.nz
06 875 0393
www.hawkesbaywine.co.nz



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NEW ZEALAND