



HAWKE'S BAY WINE

The official magazine of Hawke's Bay Winegrowers Inc.

PUBLISHING DATES AND DEADLINES - 2018

	Advertising booking deadline	Editorial supplied	Advertising material deadline	Magazine delivered
Issue 41	12 March 2018	21 March 2018	23 March 2018	30 April 2018
Issue 42	13 July 2018	20 July 2018	3 August 2018	3 September 2018
Issue 43	19 October 2018	26 October 2018	29 October 2018	30 November 2018

ADVERTISEMENT RATES

Advertisement	Contract (three consecutive ads – per ad)	Casual (one or two 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:

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HAWKE'S BAY WINE
NEW ZEALAND