

# Business North Harbour

## MEDIA PACK

Business North Harbour's advertising options will provide you with cost effective channels to grow your business profile and customer base.

**Business North Harbour's FYI Magazine** is currently published four times per year, and is read by 75,000 business decision-makers, local property owners and employees in the area. Business sectors include retail, finance, human resources and service providers. Printed copies of each issue are mailed directly to every business and property owner in the North Harbour Business Improvement District. Our Associate Members, outside the area are also included on our mailing list. Every issue is also available on our website as an e-magazine, providing 24/7 exposure for your marketing message.

**In addition to FYI magazine advertising we also offer the following:**

**Digital Marketing** – You can advertise directly to our e-newsletter database comprising over 3,000 subscribers. The 'YOUR Business North Harbour' e-newsletter goes out every week to business owners, local employees and property owners. This electronic medium provides you with a good opportunity to run any current promotions, events and/or sales effectively.

**Website Banner Advertising** – A revolving banner displayed on the homepage of our website. This can be linked to the URL you specify.

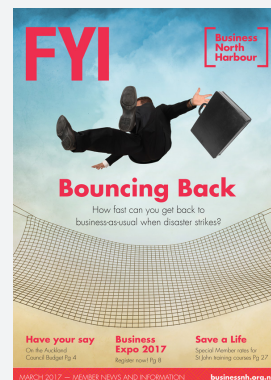
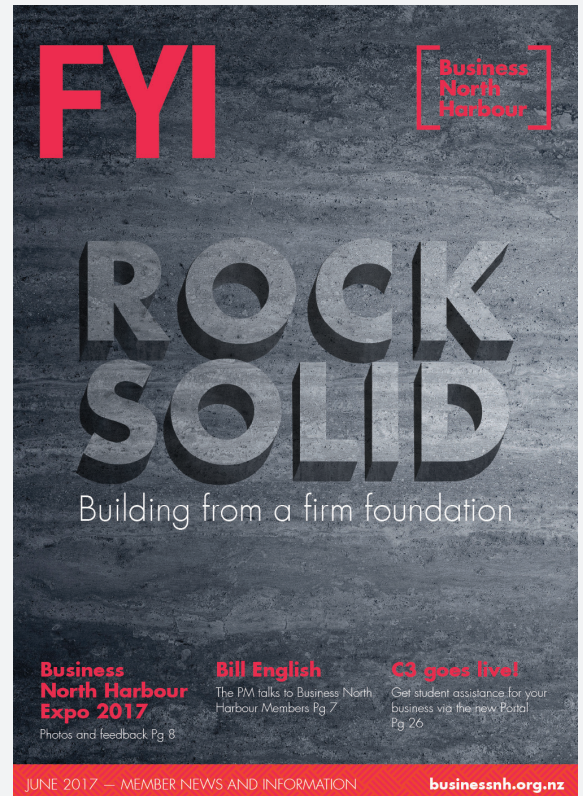
**Social Media Platform Advertising** – You can make use of our efforts and place and advertisement via our social media channels.

## FYI Magazine Publication Dates 2017/18

	Advertising Deadline	Print Deadline
<b>2017</b>	1 September 2017 27 October 2017	8 September 2017 3 November 2017
<b>2018</b>	15 February 2018 3 May 2018	22 February 2018 10 May 2018

Contact Shirner Kenny  
09 968 2222  
shirner@businessnh.org.nz

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Business North Harbour

# FYI Magazine Advertisement Sizes and Digital Options

Size	Dimensions mm (wxh)	Rate per issue plus GST
Full page FP	210 mm x 297 mm + 3 mm bleed	\$950
Half page horizontal HPH	190 mm x 128 mm	\$500
Half page vertical HPV	85 mm x 277 mm	\$500
FYI Magazine Inserts	Varies	POA
Advertorial (subject to editorial approval)	500 words plus one picture	\$1100
YOUR Business North Harbour E-newsletter	Graphic or text advertisement	\$180
Social Media (across all channels) x 1 post	High quality images only	\$100

**Book two or more placements and receive a 10% reduction.**

## FYI Magazine Advertising Packages

Platinum Package		
FYI Magazine	Double page spread – run of magazine	<b>\$2,400 + GST</b>
Website Banner	1 x Home page banner (3 weeks)	
E-newsletter	Graphic offer for 2 weeks	
Social Media	4 posts via all platforms	

Gold Package		
FYI Magazine	Outside back or inside front cover	<b>\$1,800 + GST</b>
Website Banner	1 x Home page banner	
E-newsletter	Graphic offer for 2 weeks	
Social Media	4 posts via all platforms	

Silver Package		
FYI Magazine	1 x Full page article or advertisement	<b>\$1,420 + GST</b>
Website Banner	1 x Home page banner	
E-newsletter	Graphic or text offer for 2 weeks	
Social Media	2 posts via all platforms	

Bronze Package		
FYI Magazine	Half page advertisement	<b>\$1,060 + GST</b>
FYI Magazine	Half page article – editorial not advertorial	
E-newsletter	Graphic or text offer for 2 weeks	
Social Media	2 posts via all platforms	

## BUILD YOUR OWN PACKAGE

Contact Shirner Kenny on  
09 968 2222 or  
[shirner@businessnh.org.nz](mailto:shirner@businessnh.org.nz)  
with your package enquiries.

## CLASSIFIEDS

The 'Business Classifieds' section in our FYI Magazine is a good opportunity for small businesses and/or retailers offering special deals. If you want to increase your reach but don't have a large marketing budget, this will be a good deal for your business!

Please book by contacting Shirner Kenny on 09 968 2222 or [shirner@businessnh.org.nz](mailto:shirner@businessnh.org.nz)

**\$300 plus GST per placement OR \$1080 plus GST** for four placements (advert to be repeated in four issues, or finished artwork supplied two weeks ahead of print schedule).

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[shirner@businessnh.org.nz](mailto:shirner@businessnh.org.nz)

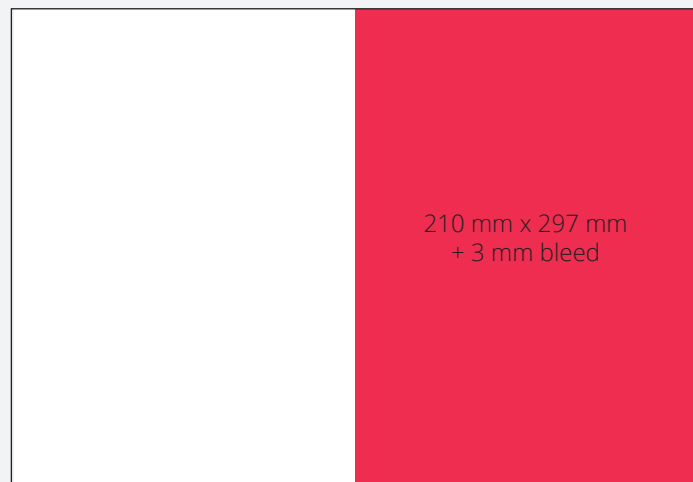
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**Business  
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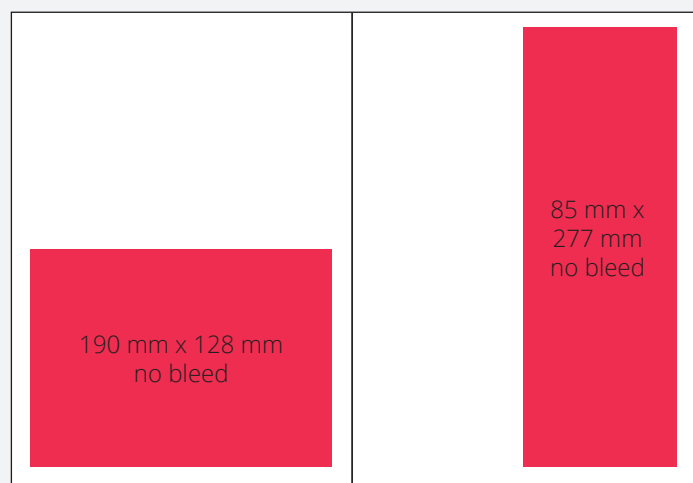
# FYI Technical Specifications (Print)

All advertisements provided must be supplied as print ready artwork. Images contained must be high resolution (300 dpi minimum). Please include a 3mm bleed for all full-page advertisements.

**Note:** Design services are available at \$120 + GST per hour or part thereof. Should you need a copywriter, we can provide this service starting from \$120 + GST per copy.

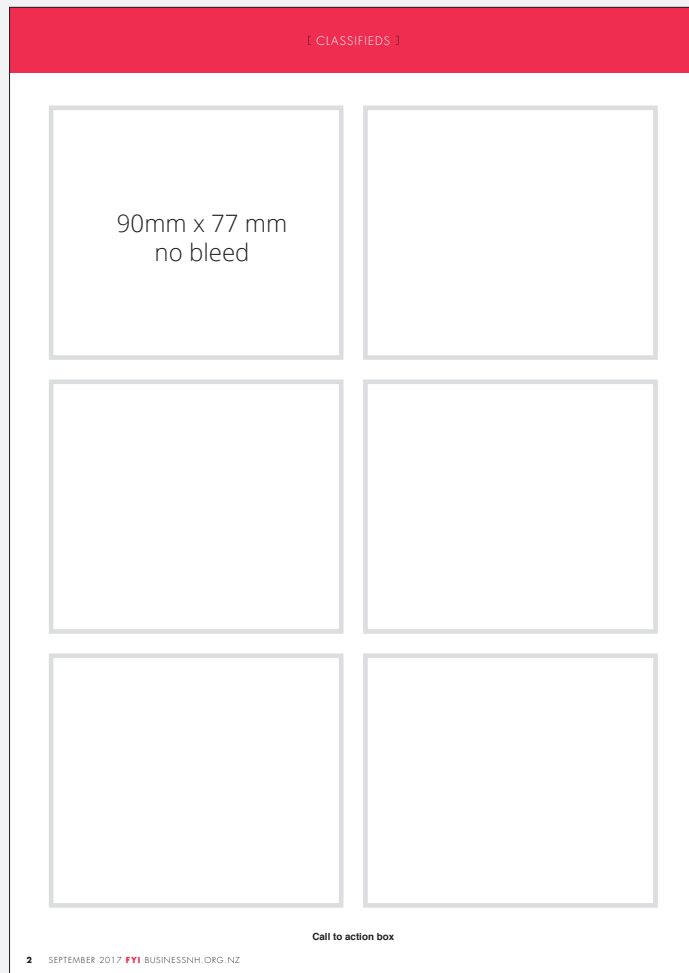


**FP**



**HPH**

**HPV**



**Classifieds**

Annual readership of

**75,000**

**2,000  
Property  
Owners**

**2,500  
Business  
Owners**

**Over  
28,000  
Employees  
in the area**

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