



**CONNECT. COMMUNICATE. COLLABORATE.**

## FYI Magazine and Online Advertising

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

**Business North Harbour’s FYI Magazine** is published four times per year, and is read by 75,000 annually. Printed copies of each issue are mailed to all local businesses and commercial property owners within the North Harbour Business Improvement District. Every issue is also available on our website as an e-magazine, providing 24/7 exposure to your marketing message.

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

**Inserts** – Pre-printed advertising sent to our printers in advance can be inserted into our magazine.

**Digital Marketing** - available through our weekly electronic newsletter, **YOUR Business North Harbour**. With a subscriber database of over 3800, this electronic medium provides you with the opportunity to run current promotions effectively.

**Website Banner Advertising** - a new initiative by Business North Harbour launching 1<sup>st</sup> February! Limited spaces available and on a first-come-first-serve basis. **Your banner will be displayed on our new website’s home page.**

**Social Media Platform Advertising** – We’ve accomplished an increase of 61% Twitter followers and 98% LinkedIn followers since February 2015, and intend to increase this number based on our monthly targets. You have the opportunity to make use of our efforts and place and advertisement via our social media channels.

### FYI Magazine Publication Dates 2016/17:

	Advertising Deadline	Publication Date
<b>2017</b>	17 February 19 May 21 July 20 October	10 March 10 June 10 August 10 November

### FYI Magazine Advertisement Sizes and Digital Options

Size	Dimensions mm (wxh)	Rate per issue
Full page	210 mm x 297 mm + 3 mm bleed	\$850
Half page horizontal	190 mm x 128 mm	\$460

Half page vertical	85 mm x 277 mm	\$460
FYI Magazine Inserts	Varies	\$300
Advertorial (subject to editorial approval)	500 words plus one picture	\$960
YOUR Business North Harbour E-newsletter	Graphic or text advertisement	\$150
Social Media (across all channels) x 1 post	High quality images only	\$100

### 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 3 mm bleed for all full page advertisements.

**Note:** Design services are available at \$120 + GST per hour or part thereof

### FYI Magazine Advertising Packages

<b>Premium Platinum Package</b>		<b>Net GST</b>
FYI Magazine	Double page spread – run of magazine	\$1615
Website Banner	1 x Home page banner	\$500
E-newsletter	Graphic offer for 2 weeks	\$300
Social Media	4 posts via all platforms	FREE
		<b>Total: \$2415</b>

<b>Premium Cover Package</b>		<b>Net GST</b>
FYI Magazine	Outside back or inside front cover	\$1020
Website Banner	1 x Home page banner	\$500
E-newsletter	Graphic offer for 2 weeks	\$300
Social Media	4 posts via all platforms	FREE
		<b>Total: \$1820</b>

<b>Gold Package</b>		<b>Net GST</b>
FYI Magazine	1 x Full page article or advertisement	\$850
Website Banner	1 x Home page banner	\$500
E-newsletter	Graphic or text offer for 2 weeks	\$150
Social Media	2 posts via all platforms	FREE
		<b>Total: \$1500</b>

<b>Silver Package</b>		<b>Net GST</b>
FYI Magazine	Half page advertisement	\$450
FYI Magazine	Half page article – editorial not advertorial	\$350
E-newsletter	Graphic or text offer for 2 weeks	\$150
Social Media	2 posts via all platforms	FREE
		<b>Total: \$950</b>

Additional discounts will apply for multiple bookings.

**BUILD YOUR OWN PACKAGE** – contact [shirner@businessnh.org.nz](mailto:shirner@businessnh.org.nz) or 027 645 5114 / 09 968 2222 with your package enquiries.