

henry

THE LOCALS' BUSINESS & LIFESTYLE DIGEST



henry
IS HERE TO UNITE,
INSPIRE AND IGNITE
people &
their imaginations
across the wider Bay of Plenty

– sharing the best ideas,
stories & advice
ACROSS RETAIL, HOSPITALITY,
HEALTH/WELLBEING,
INDUSTRY AND TOURISM



30,000
COPIES PRINTED
QUARTERLY



Delivered for free to cafés, waiting rooms, medical centres, hotel receptions etc, throughout both Taupō / Mount Maunganui / Papamoa – topped up monthly

Letterboxes and PO Boxes in Mount Maunganui and Papamoa

Letterboxes and RD 1-5 in Taupō, RD 1-2 in Turangi

Letterboxes in Rotorua East, Kawaha Point, Koutu and 23 Rotorua cafés

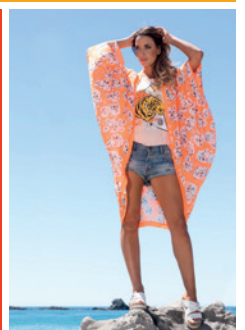
Also available online at henrymagazine.nz



what they say:

Build Taupo have loved having the back cover [...] – we see this magazine everywhere we go: Cafés, doctors and even in unexpected places! This has been a great place to advertise and we have received loads of comments with people saying they have seen it.

– Amy Penn (Owner), Build Taupo



**For more information
contact our advertising team**

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Advertising Rates

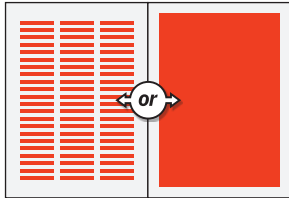


Full Page Premium

Go big. Up the front with the contents or grab the back cover.

\$1,999+GST

→ Ad size: 200(w)x270(h) mm + 5mm bleed

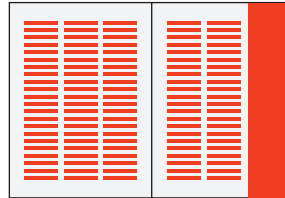


Full Page Article or Ad

Choose to introduce your business or tell your story through a 420 word article, or place a full page display advert.

\$1,599+GST

→ Editorial: 420 to 450 words **or** Ad size: 180(w)x 250(h) mm

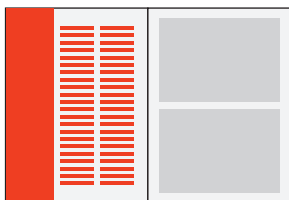


Double Spread Article & Ad

Make a splash. Showcase your business, tell your story, perhaps promote new products/services/changes or your unique point of difference.

\$2,499+GST

→ Editorial: 580 to 620 words **and** Ad size: 70(w)x270(h) mm + 5mm bleed

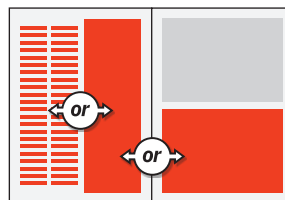


Expert Article & Ad

Min 4 issue booking. Share your knowledge & advice through an expert column each issue on specific areas of expertise within your industry.

\$1,599+GST

→ Editorial: 330 to 350 words **and** Ad size: 70(w)x270(h) mm + 5mm bleed



Half Page Article or Ad

Choose to introduce your business or tell your story through a 220 word article, or place a half page display advert.

\$799+GST

→ Editorial: 220 to 250 words **or** Ad: 88(w)x 250(h) mm **or** 180(w)x 123(h) mm



Full Strip Advert

Display advert only, placed as best we can based on our Category Guide.

\$599+GST

→ Ad size: 70(w)x270(h) mm + 5mm bleed



Event Showcase

Templated advert to showcase your big event.

\$450+GST

→ Editorial: 60 to 80 words, event details, 1 image, 1 logo

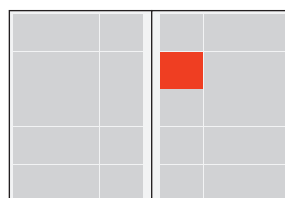


Editorial Contribution (Lifestyle Spotlight)

Promote your business through experience – by contributing approx. 100 words of advice/knowledge to our seasonal lifestyle article.

\$250+GST

→ Editorial: up to 100 words, logo & image (if applicable)



Good Time Guide

Get people through the doors with your best deal for the season! The Good Time coupons are low cost, measurable and give you the opportunity to drive business when you want it.

\$250+GST

→ Content: seasonal deal (up to 15 words), 1 image, 1 logo, business address

Booking Deadlines

Winter

20 May 2020

Spring

9 August 2020

Summer

8 November 2020

Autumn

7 February 2021

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