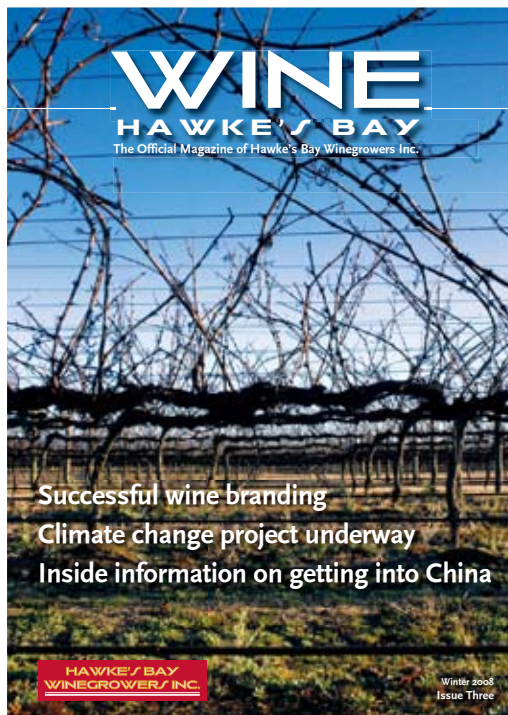


WINE

HAWKE'S BAY



Mock up only of cover

WINE Hawke's Bay

WINE Hawke's Bay is the official quarterly magazine of Hawke's Bay Winegrowers Inc. Our aim is to keep members of the industry updated on what is happening locally – news, information on the latest developments from experts, research findings, and special features capturing all that makes Hawke's Bay's wine industry unique.

To cater for everyone, the magazine has articles dedicated to viticulture, winemaking and business. We also publish recent reports and results, seminar paper summaries and provide relevant research updates. High profile events like Harvest Hawke's Bay and the Charity Wine Auction are also covered and an events calendar keeps the industry in the know.

Circulation

WINE Hawke's Bay is distributed to 450 Hawke's Bay Winegrowers Inc. members, associate members, industry and civic leaders, media, and others that need to know what's going on.

Benefits of advertising

- Ensure everyone in the local wine industry knows what your business does.
- Build your company's reputation and expertise.
- Foster rapport by association with credible research, information and the latest events.
- Be seen as cutting edge – this is a new magazine.
- Access new markets as we increase the distribution of the magazine.
- Be regarded as a strong supporter of WINE Hawke's Bay and Hawke's Bay Winegrowers Inc.
- Make customers aware of new services and products in a cost effective manner.
- Reduce other marketing costs – WINE Hawke's Bay reaches key decision makers.
- Save time and energy by reaching your market with one sales tool.
- Celebrate your company's achievements and successes.

Publication dates

WINE Hawke's Bay is distributed seasonally at the end of February, May, August and November.

Strict deadlines will be enforced so your message reaches the market in a timely way. Subsequent issue deadlines will be advised in each edition. Copy or advertisements provided after deadline will be held over for consideration in the next edition.

Columnist contributions

Submissions are welcome and will be included at no charge. Inclusion will be subject to space and at the discretion of the Editor and Hawke's Bay Winegrowers Inc. as to the suitability for the readership of the magazine.

Material will be edited for consistency of style and where significant editing is undertaken, copy will be supplied to the original writer for approval. Columns will be set to the style of the magazine.

Columnists will be expected to provide an appropriate head and shoulders photo as a jpeg. Guidelines for columnists will be supplied.

An optional company logo can be included for \$50 + GST. Placement of logo will be to magazine style. Colour subject to availability.

**HAWKE'S BAY
WINEGROWERS INC.**

Advertising rates

These prices are based on the commitment of advertising for a year (four editions). A surcharge of 20 percent applies to casual advertisements. Advertisements must be to the sizes indicated, and supplied to the specifications laid out.

Advertisement	Annual (four-ad buy rate - per ad)	Size and specs	Casual (one to three ads per year - per ad)
Full colour (limited colour is available so bookings will be on a first-in basis)			
Inside Front Cover or Inside Back Cover 1/3 page	\$250	88mm x 185mm w (no bleed)	Four ad contract only
Outside Back Cover 1/2 page	\$1000	151.5mm x 216mm w including 3mm bleed	\$1200
Full Page	\$575	303mm x 216mm w including 3mm bleed	\$690
1/2 page	\$400	125mm x 185mm w (no bleed)	\$480
1/4 page	\$300	125mm x 90mm w (no bleed)	\$360
Black and white		Sizes as per colour	
Full Page black and white	\$285		\$342
1/2 page black and white	\$200		\$240
1/4 page black and white	\$150		\$180
Special advertising opportunities (rates apply per insertion)		Cost	
Inserts – size limitations	\$250		
Logos to accompany columns	\$50	Supplied in both colour and black and white - colour not guaranteed	
Sole advertiser on cover mailing sheet (flowrapped on top of magazine for postage)	\$400 per issue	Advertiser to supply own art. 50mm x 220mm w (no bleed) Cost covers printing of 450 sheets.	

*All prices are GST exclusive.

Advertisements will only be accepted if they are of interest to wine and affiliated industries.

Deadlines

In order for the team at WINE Hawke's Bay to meet our printing and distribution deadlines, please ensure that you have all required artwork, copy, logos and photos through to us by the date specified on your booking confirmation.

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 either a commissioned designer or GEON.

WINE Hawke's Bay team

Dale Cowie Communications and Word copywriting are responsible for advertising and production of the magazine. Dale Cowie and Linda Roberts respectively have extensive marketing, journalism, writing and project management backgrounds.

Book now

Hawke's Bay Winegrowers Inc. is committed to the success of our member magazine and need your advertising support. Ensure your business is featured in WINE Hawke's Bay, foremost in local news, research and events.

Contact Dale Cowie Communications, Phone 06 875 0393 or winehbmag@xtra.co.nz



WINE Hawke's Bay is the official magazine of
Hawke's Bay Winegrowers Inc.

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