



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

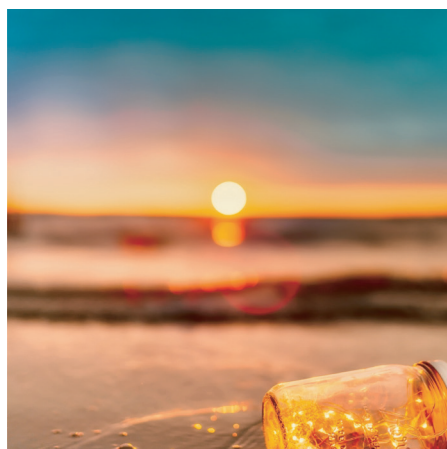
– sharing the best ideas,  
 stories & advice  
 ACROSS RETAIL, HOSPITALITY,  
 HEALTH/WELLBEING,  
 INDUSTRY AND TOURISM

**Henry is for all of us.** Celebrating 5 years in print, this a magazine that continues to connect business with readers.

Featuring an engaging blend of lifestyle articles, advertorials, events, local business showcases and advertising, recipes, short-form entertainment pieces, and community news - the editorial tone is balanced from lightweight to thought-provoking, providing a well-rounded source of local and wider interest stories.

For advertisers, the mix of content styles offer a great opportunity to tell stories and deliver complex messages in a longer format advertorial, with expert opinion or thought leadership either prepared by the business or by one of henry's expert content writers.

As a further benefit, full and half page advertisers also feature on our website, and will be posted on our social media channels throughout their edition's run.



**Delivered for free** to Taupō letterboxes, rural delivery, PO Boxes & town circuit\*

Rotorua letterboxes & selected cafes

Whakatāne letterboxes, PO Boxes and selected cafes & town circuit\*

*\*includes cafes, waiting rooms, motel receptions, salons etc, and are topped up monthly*

Also available online at [henrymagazine.nz](http://henrymagazine.nz)

Contact our Account Manager to discuss advertising options:

**Mandy**  
[mandy@ninetyblack.com](mailto:mandy@ninetyblack.com)  
 027 869 8044



# henry

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## Advertising Rates



### 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.

**\$3,050+GST**

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

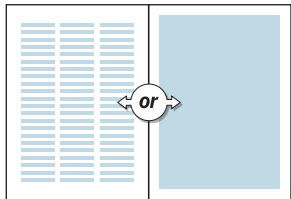


### FULL PAGE PREMIUM

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

**\$2,450+GST**

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

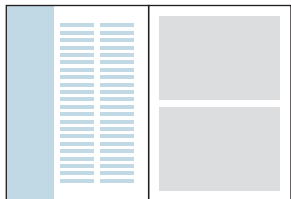


### FULL PAGE ARTICLE OR AD

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

**\$1,950+GST**

Editorial: 420 to 450 words or Ad size: 180(w)x250(h) mm



### 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.

**\$1,950+GST**

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



### FULL STRIP ADVERT

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

**\$725+GST**

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

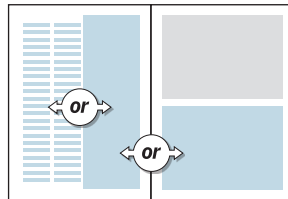


### EDITORIAL CONTRIBUTION (LIFESTYLE SPOTLIGHT)

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

**\$310+GST**

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



### 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.

**\$970+GST**

Editorial: 220 to 250 words or Ad: 88(w)x250(h) mm or 180(w)x123(h) mm

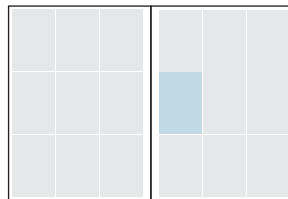


### EVENT SHOWCASE

Templated advert to showcase your big event.

**\$550+GST**

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



### DESTINATION LISTING

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

**\$230\*+GST** \* subject to subsidy

Content: 1 image, Business Description (upto 25 words), special deal (up to 15 words), address, phone number, website

## DIGITAL BOOST

Get your advert seen in more places, your advertorial read by more people, and your brand in new channels with our digital upgrade. Access our digital audience with a range of online placements.

Available to a maximum of three clients per quarterly edition, this upgrade will give you:

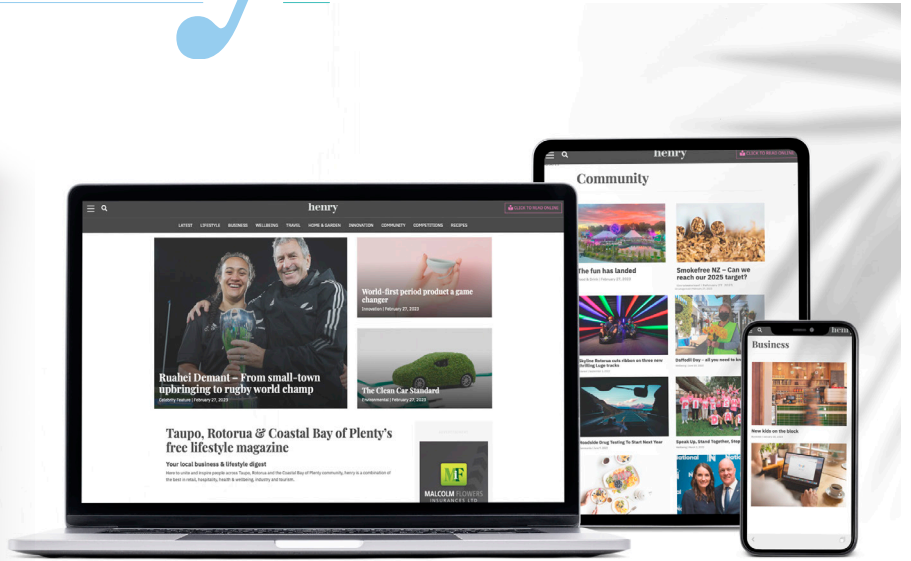
- A 1-month exclusive paid partnership post from henry magazine's Facebook and Instagram profiles, during the edition's run
- Can be linked either directly to your business website, or to the feature article (if you have placed an advertorial)
- Your ad will also feature on our website and advertorials will be placed in the top banner of our homepage for 1 month
- Boost your ad's reach beyond print to both our current digital audience (website & social media) and to a targeted audience of relevant potential customers

**\$290+GST**



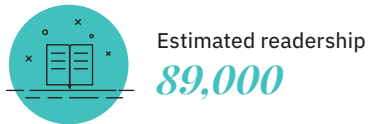
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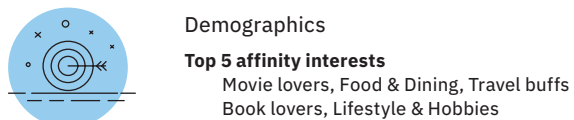
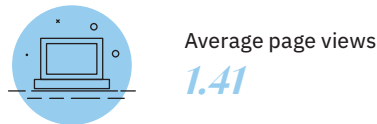


## Quarterly Statistics

### PRINT



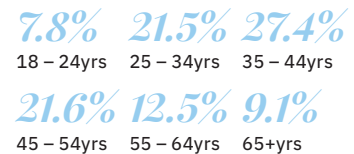
### DIGITAL



### Gender



### Age



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## Booking Deadlines

Spring  
10 August 2023

Summer  
9 November 2023

Autumn  
8 February 2024

Winter  
10 May 2024

Mandy  
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027 869 8044

