

Destination
BROWNS BAY
... much more than a Mall

OVERVIEW:

- Destination Browns Bay is the official magazine of the Browns Bay Business Association.
- The mission of the Association is to support and promote businesses in Browns Bay through appropriate activities.
- Circulation is 10,000 covering Torbay, Waiake, Browns Bay, Oaktree and Rothesay Bay. Potential readership 19,600 - currently 4 issues per annum.
- Taking this objective into its editorial concept, Destination Browns Bay
 - supports the business community by providing affordable, targeted, innovative and flexible advertising features
 - provides useful information for the daily life of Browns Bay residents
 - is printed A4 format in full colour on chlorine free bleached paper and stapled, in keeping with ecological standards

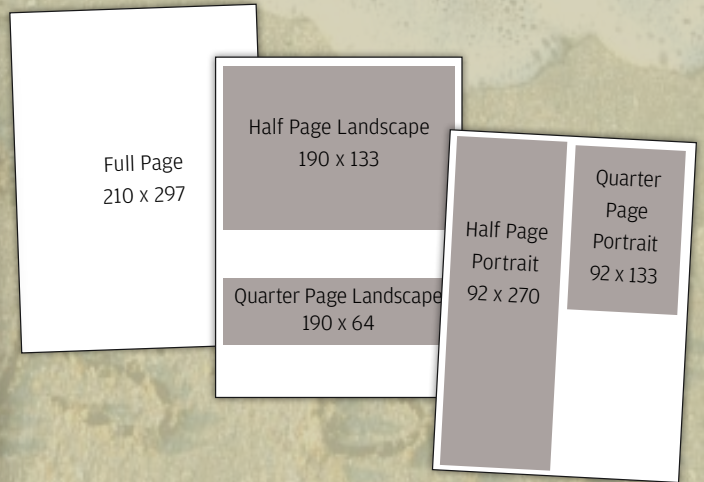
MAGAZINE ADVERTISING RATES:

Full-page	\$700
1/2-page	\$450
1/4-page	\$250
Trade Directory	\$95

MAGAZINE PREMIUM POSITIONS

Inside Front Cover	33% extra
Inside Back Cover	33% extra
Back Cover	33% extra
Specified Positions	20% extra
Multiple Issues contract	10% discount

All prices exclude GST



GENERAL PRINT SPECIFICATIONS:

- Files to be supplied as Press Optimized PDFs.
- Ensure there are no RGB colours or low resolution images or jpegs.
- Images are to be no lower than 300dpi.
- All fonts are to be embedded.
- All colour profiles need to be turned off.

DEADLINES:

ISSUE	Material Deadline	Delivered
AUG/SEP/OCT	13 JUL	2 AUG
NOV/DEC/JAN 12	13 OCT	1 NOV
FEB/MAR/APR	13 JAN	2 FEB
MAY/JUN/JUL	13 APR	2 MAY

Reaching
an affluent
market in
the Bays

SPECIFICATIONS FOR PRINT MATERIAL:

Page dimensions:	TRIM SIZE (mm)	BLEED (mm)
Double Page Spread	420(w) x 297(h)	440(w) x 307(h)
Full Page	210 x 297	220 x 307
Half Page Portrait	92 x 270	
Half Page Landscape	190 x 133	
Quarter Page Portrait	92 x 133	
Quarter Page Landscape	190 x 64	

FOR MORE INFORMATION CONTACT:

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