

Business East Tamaki Magazine Advertising Rate Card

All prices excluding GST.

Magazine Advertising Price Guide (by size)

Full colour.

Published four times a year and posted to circa. 2000 East Tamaki business and property owners.

	Price (excl GST)
Double Page Spread A4	\$1950
Full Page A4	\$1100
Full Page (premium placement) *	\$1300
Half Page (Horizontal)	\$650
Third Page (Horizontal or Vertical)	\$500
Quarter Page (Horizontal with bleed)	\$350
Quarter Page (Horizontal without bleed)	\$300
Advertorial (subject to editorial approval) *	\$1300

**subject to availability*

Members need to supply Press-Ready PDF to specifications. If ads are not/cannot be supplied to these specifications, BusinessET can assist you in the development and production of your advertisement with the help of their external designer.

Please contact us for more information.

Contact: Shanu Gounder comms@businessET.org.nz

Ph: (09) 273 6274



BusinessET Magazine Advertisement Specifications

Full colour. Members need to supply Press-Ready PDF to the specifications outlined.

- Ads must be created using Adobe InDesign, Illustrator or Photoshop
- Email final ad in press-ready PDF format (not from Word, PowerPoint, or Publisher)
- Four colour process (convert spot colours and images to CMYK)
- Image resolution to be 300dpi
- PC users: Convert ALL fonts to outlines prior to making a PDF

FILE FORMATS NOT ACCEPTED:

Microsoft Word, PowerPoint, Publisher, Excel, HTML or similar.

If ads are not supplied to these specifications, BusinessET can assist you in the development and production of your advertisement. Please contact us for more information.

Required Ad Sizes

	Page Trim Size (mm)	Type area (mm) -10mm each side	Bleed Size (mm) + 3mm each side	Rate
Double Page Spread A4	420 w x 297 h	400 w x 277 h	+ 3 each side	\$1950
Full Page A4	210 w x 297 h	190 w x 277 h	+ 3 each side	\$1100
Full Page (premium placement)*	210 w x 297 h	190 x 277 h	+ 3 each side	\$1300
Half Page (Horizontal)	210 w x 148.5 h	190 w x 128.5 h	+ 3 each side	\$650
Third Page (Vertical)	70 w x 297 h	50 w x 277 h	+ 3 each side	\$500
Third Page (Horizontal)	210 w x 99 h	190 w x 79 h	+ 3 each side	\$500
Quarter Page (Horizontal with bleed)	210 w x 74.25 h	190 x 54.25 h	+ 3 each side	\$350
Quarter Page (Horizontal without bleed)	190 w x 66.75 h	180 w x 56.75 h	N/A	\$300
Advertorial (subject to editorial approval)*	500 words plus one image & one logo			\$1,300

*subject to availability

Contact: Shanu Gounder comms@businessET.org.nz

Ph: (09) 273 6274

**Please note there has been a small increase in the pricing of some of our advertising opportunities (as of January 2025). For over seven years, we've maintained our advertising rates without any increases. However, due to rising production costs and general inflation, we've made a small adjustment to our advertising rates. This will ensure we can continue delivering a high-quality publication that effectively showcases your business to our engaged readers and members.*

