

EST 1992

TORBAY

Long Bay Okura Torbay Waiake Lifestyle Magazine

Advertising Media Kit 2023

www.torbay.co.nz

About the Torbay Business Association



Steve Piner, Chairperson

Our mission is to promote our Northern East Coast Bays area as a fantastic place to live, work, shop and enjoy our beaches and restaurants.

The Torbay Business Association (a not-for-profit Incorporated Society) was one of the earliest Business Improvement Districts to be established by the North Shore City Council.

The main service provided by the Torbay Business Association over the last 30 years has been the publication of the community newsletter—now known as the Torbay Magazine.

>> **TORBAY MAGAZINE**

We have a strong loyal following due to our long history. Our readers love the interesting articles, the Classified section ('the bible for trades in the area'), the What's On section and directory of businesses and community groups.

A wide range of topics led by current local concerns or events keeps the content varied. We have volunteer columnists who write about fishing, gardening, home maintenance and craft projects.

Our values: The Torbay Magazine is committed to representing our increasingly diverse population, different generational groups and we support values held dear by many in our community: sustainability, environmental protection and restoration, our beaches and coastal lifestyle, health and wellbeing, and the development of a sustainable local economy.

The Torbay Magazine is published as an A4 32-40 page lifestyle magazine. It is also available on our website. It is the pre-eminent publication for reaching people living and working in the northern East Coast Bays suburbs from Waiake to Okura River.



DETAILS:

- Circulation: 7200
- Distribution: Letterboxes, businesses and schools in the Northern East Coast Bays suburbs of Waiake, Torbay, Long Bay and Okura. We also distribute to outlets in Browns Bay, Northcross and Oteha Valley.
- Frequency: Monthly (Feb – Dec)
- Price: Free
- Email: Free
- Online: Current issue as an interactive flipbook; previous issues archived as PDF on torbay.co.nz
- Promoted via: Facebook & Instagram @Torbay Village, New Zealand
- Delivery assured: We have our own delivery team.

Advertising with us will not only promote your products or services, but you'll also be supporting our small local shops and businesses, and our shopping centres. Advertising with us also helps a wide range of community groups, charities and schools we give free editorial space to, such as Plunket, MERC, Friends of Okura Bush, the Okura Long Bay Great Park Society, Restore Hibiscus, RAFT Studio and Torbay Theatre. This greatly appreciated service would not be possible without the support of advertisers.

ADVERTISEMENT DETAILS: You can supply us with a print-ready pdf, eps, jpg or tiff file. Please ensure advert is the correct size, logos and images are 300 dpi and CMYK.

CONTACT DETAILS:

For further information or bookings:

Ph: 022 3004 329

Email: magazine@torbay.co.nz

www.torbay.co.nz

Torbay Magazine

Advertising Specifications

Classifieds

\$5 for 7 words. *Excl GST*

TOTAL SIZE
COPY AREA

Small

Total size: 62mm (w) x 42mm (h)
Copy area: 58mm (w) x 38mm (h)
No bleed
\$60 *Excl GST*

TOTAL SIZE
COPY AREA

Medium

Total size: 62mm (w) x 90mm (h)
Copy area: 58mm (w) x 86mm (h)
No bleed
\$120 *Excl GST*

BLEED

TOTAL (TRIM) SIZE
COPY AREA

Quarter Page

Total size: 105mm (w) x 148mm (h)
Copy area: 95mm (w) x 138mm (h)
Bleed (added 5mm) size: 115mm (w) x 158mm (h)
\$195 *Excl GST*

BLEED

TOTAL (TRIM) SIZE
COPY AREA

Half Page

Total size: 210mm (w) x 148mm (h)
Copy area: 200mm (w) x 138mm (h)
Bleed (added 5mm) size: 220mm (w) x 158mm (h)
\$245 *Excl GST*

TOTAL (TRIM) SIZE

COPY AREA

Third Page (Vertical)

Total size:
67mm (w) x 277mm (h)

Copy area:
57mm (w) x 267mm (h)

No bleed

\$225 *Excl GST*

BLEED

TOTAL (TRIM) SIZE

COPY AREA

Full Page

Total size: 210mm (w) x 297mm (h)

Copy area: 200mm (w) x 287mm (h)

Bleed (added 5mm) size: 220mm (w) x 307mm (h)

\$475 *Excl GST*

BLEED

TOTAL (TRIM) SIZE

COPY AREA

Third Page (Horizontal)

Total size: 210mm (w) x 99mm (h)

Copy area: 200mm (w) x 89mm (h)

Bleed (added 5mm) size: 220mm (w) x 109mm (h)

\$225 *Excl GST*