

PEOPLE

PERCEPTIONS

PLACES

PLEASURES

# Media Kit

2025

**LIVING**  
*Hawke's Bay*

HAWKE'S BAY IN A MAGAZINE



now available  
in digital

Tablet



Smart Phone



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# LIVING

*Hawke's Bay*

30%  
of our audience are  
mortgage free



63%  
of our readers are  
female, 37% are male

## survey stats



average annual travel spend

93% up to \$20k  
7% more than \$40k



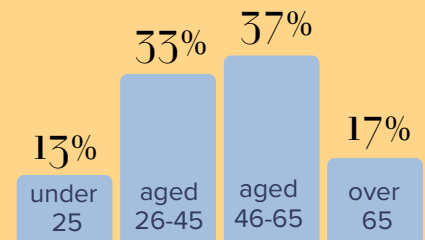
40,000  
reads per season



16.6%

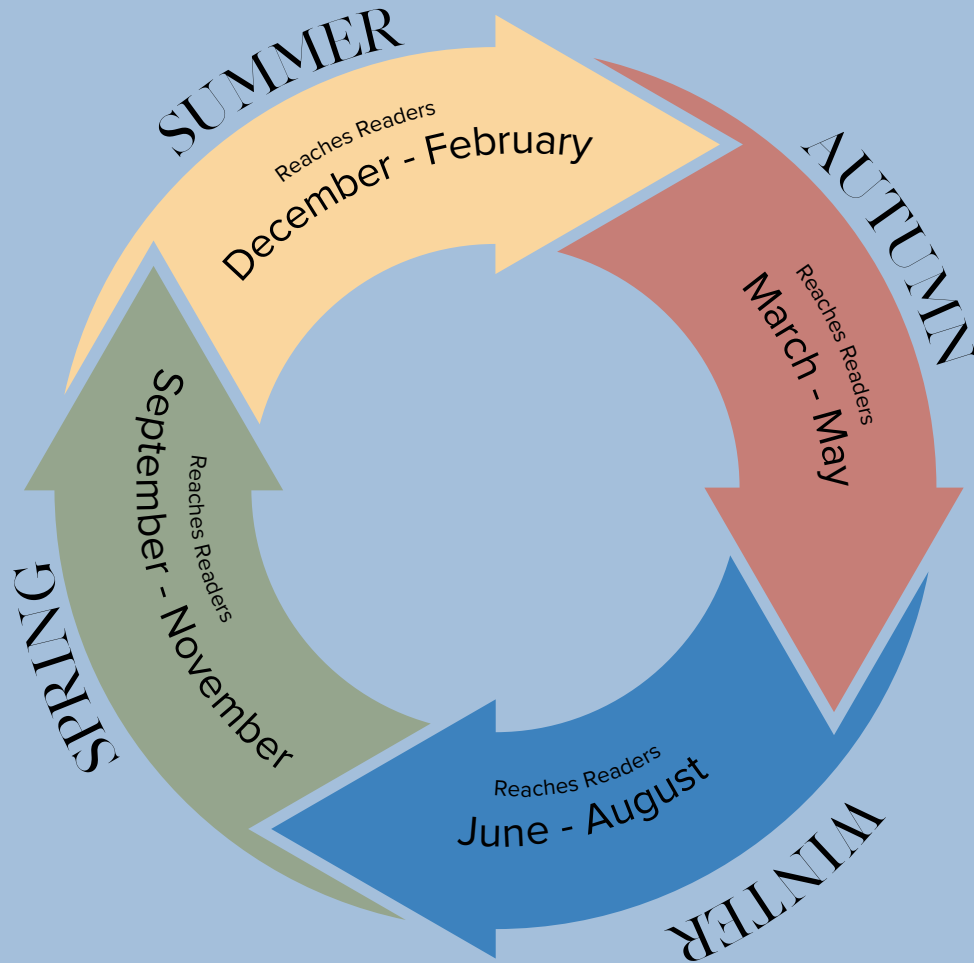
of copies get over  
50 reads

70%  
aged between 30-65





# issue guide



A large seabird, likely a booby, is captured in mid-flight, its wings fully extended, showing a mix of white and dark feathers. The bird is flying over a rocky coastline with a blue ocean in the background. Several other similar birds are seen in flight throughout the scene, some near the water and others higher in the sky. The overall atmosphere is bright and clear, suggesting a sunny day.

# Advertising

Photos: Gannet Safari Overland  
Edition 30 Summer 2024

**LIVING**  
*Hawke's Bay*  
HAWKE'S BAY LIFESTYLE MAGAZINE



# print rates

Back Cover	\$1995+gst	Third Page Horizontal	\$700+gst
Inside Cover Page	\$1695+gst	Third Page Vertical	\$700+gst
Inside Cover Spread	\$2745+gst	Quarter Page	\$500+gst
Single Full Page	\$1550+gst	Small Directory	\$250+gst
Double Page Spread	\$2550+gst	Advert Design Fee	\$180+gst
Half Page Horizontal	\$900+gst	Guaranteed right hand placement	\$50+gst

## print details

**File Types** Please send advertising artwork as a PDF. JPG will only be accepted if supplied with bleed at the correct size and at 300dpi

**Important note:** text must be kept 18mm in from edges. This is to protect your text being lost into the binding (fold) of the magazine, or being cut off if it is too close to the edge.

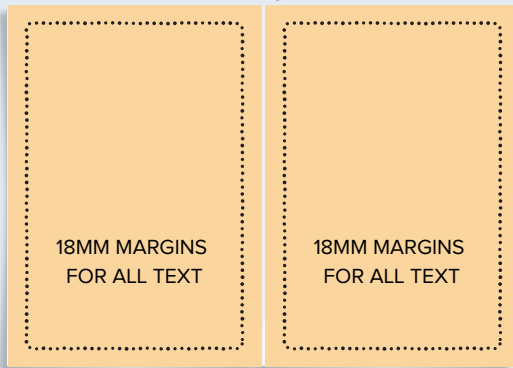
**Photography** Supplied as CMYK, 300dpi

**Submissions to** [sales@livinghb.kiwi](mailto:sales@livinghb.kiwi) or [design@livinghb.kiwi](mailto:design@livinghb.kiwi)

Ask us  
about  
our seasonal  
promotions

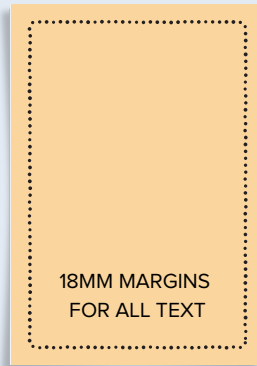
# print specs

## double page spread



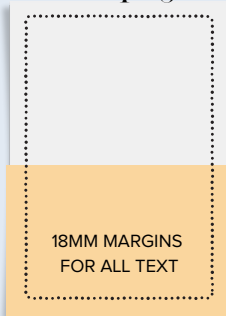
426(w) x 303(h)mm  
(includes 3mm bleed)

## full page



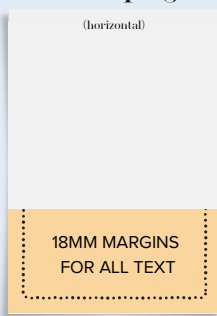
216(w) x 303(h)mm  
(includes 3mm bleed)

## half page



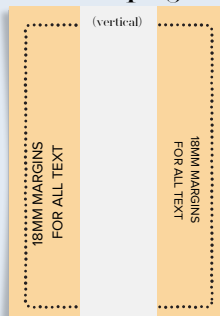
216(w) x 153(h)mm  
(includes 3mm bleed)

## third page (horizontal)



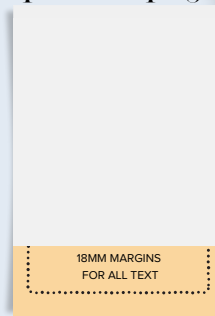
216(w) x 103(h)mm  
(includes 3mm bleed)

## third page (vertical)

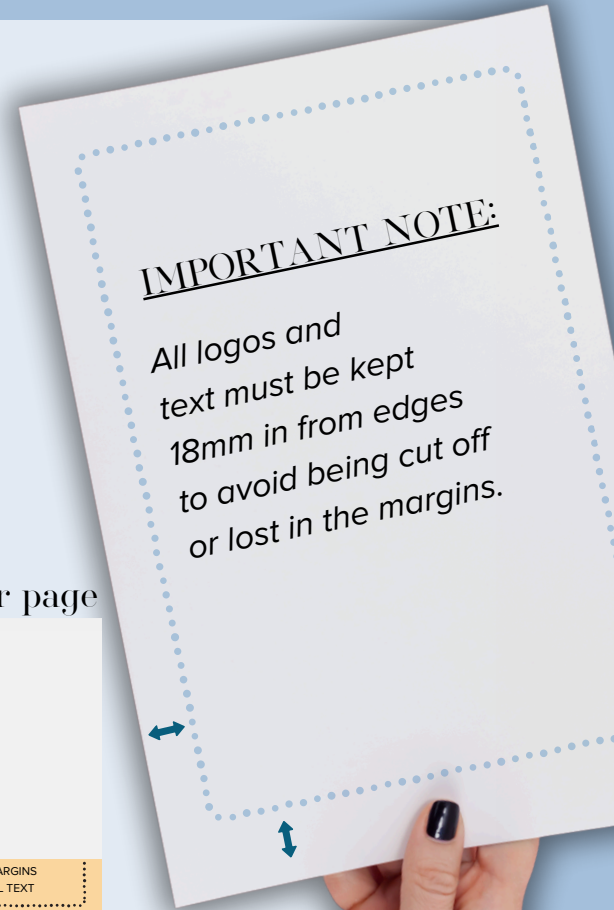


78(w) x 303(h)mm  
(includes 3mm bleed)

## quarter page



216(w) x 76(h)mm  
(includes 3mm bleed)





# digital rates



Ask us about  
our digital  
& print  
packages

home page header	\$350+gst	1940w x 300h pixels
home page Sidebar	\$250+gst	600w x 1200h pixels
home page footer	\$200+gst	1940w x 300h pixels
in article advert	\$150+gst	250w x 70h pixels
above article	\$150+gst	1940w x 300h pixels
below article	\$100+gst	1940w x 300h pixels

*Prices apply to a three-month cycle.*

## digital details

### File Types

Please send advertising artwork as PNG, JPG and GIF will only be accepted if supplied.

**Website Link** All digital advertisements are clickable and will be linked to requested website. Please add the link when submitting advertisement

**Submissions to** [sales@livinghb.kiwi](mailto:sales@livinghb.kiwi) or [marketing@livinghb.kiwi](mailto:marketing@livinghb.kiwi)



A man in a white chef's coat is shown from the chest down, leaning over a field of vibrant green herbs. He is holding a pair of scissors, ready to harvest. The background shows a large greenhouse structure under a bright sky. The word "features" is overlaid in a large, white, serif font across the center of the image.

# features

Photos: Charlotte Anderson  
Edition 30 Summer 2024

**LIVING**  
*Hawke's Bay*  
HAWKE'S BAY IN A MAGAZINE



# food feature

Our **Food Feature** shines a spotlight on the incredible eateries and chefs that bring flavor to our community.

Each article tells the story behind a beloved local dining spot, sharing how it all began—from passion projects to long-standing family traditions.

Brought to life with stunning professional photography by **Charlotte Anderson**, the feature captures the essence of each eatery, from its atmosphere to the heart and soul behind its menu. To top it off, the final two pages include easy-to-follow recipes straight from the kitchen, so readers can recreate a taste of the experience at home.

This feature is invite only, but we are always taking recommendations of places people have enjoyed around Hawkes Bay.



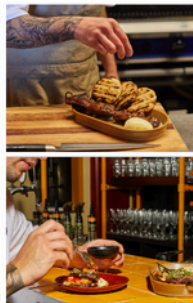


Preparing steak for the skewer

# a latin american experience

WORDS & RECIPES Mijita  
PHOTOS Charlotte Anderson

I love Latin American food and the vibe that goes with it. The spices, the music, the energy! In Hawke's Bay there is a place to enjoy all that. We have been talking to the co-owners of Mijita, and they have kindly shared their story with us, along with a couple of recipes to get our tastebuds tingling. Enjoy!



**A**t Mijita we want you to experience a little bit of Latin America. Originally, our intentions were set on Auckland following a ten-year stint in Colombia growing a restaurant together. However, ending up in Hawke's Bay due to Covid worked out for the best.

After some time settling in to New Zealand and enjoying the Hawke's Bay region, we decided on the Hawke's Bay North dining precinct on Joll Road for Mijita. One thing led to another, and with no looking back, and working with great architects, RIA Studio, we created the dream venue – an intimate mixed restaurant bar with a Latin vibe.

We are three owners, all very different – two Colombians and a Kiwi with a shared vision. We want to share the beauty, flavours and culture of Latin America through hospitality.

**Mijita** (pronounced MEE-HEE-TA in Spanish) is used as an endearment to a loved one: darling, honey, sweetie; and it can also be used for your daughter. Mijita is, to us, our Mijita, our first hospitality venue on this side of the world.

At Mijita we have a sharing-style menu and playful cocktail list inspired by flavours, ingredients and concepts of Latin American food and drink. We are not just food lovers but also cocktail lovers.

Starting the evening with cocktail – the margaritas are a favourite – immediately gives you that buzz of excitement. We want our diners to feel like they are on holiday, even if it's just for a moment.

Then the choice is yours: make your way through the cocktail menu or turn to an Argentinian or Chilean red to accompany something juicy off the grill. We love a Chilean Carmenera wine with a Picanha Skewer (pictured here, with recipe over the page).

We have really enjoyed sharing the Latin American experience with everyone who has visited us so far, and we look forward to trying out new flavours to capture that Latin American nightlife within our venue.

See you soon! ¡Nos vemos pronto!



Pouring the perfect Pisco Sour

## Mijitas Pisco Sour

Makes approximately 250 ml (8 cocktails)

### Apple, Cinnamon, Clove and Nutmeg Syrup

250 g green apple  
2.5 g cinnamon powder or sticks  
10 g cloves  
1 g nutmeg ground  
250 g sugar  
250 g water

Prep your syrup first. Allow mixture to cool down and refrigerate before making your cocktails.

Roughly slice the green apple.

Place all ingredients in a saucepan and heat for 20 minutes, stirring every now and then until sugar is dissolved and syrup develops flavour.

Take off the heat, strain through a sieve and allow to cool before placing in a jar to refrigerate.

### To Make the Cocktail

60 ml Pisco of your choice – we have used *Diemonio de Los Andes*  
30 ml lime juice  
30 ml apple, cinnamon, clove & nutmeg syrup  
1 tsp egg white  
500 g ice

Pre-chill cocktail glass with a couple of cubes of ice.

Place all ingredients in a cocktail shaker, add 4–5 cubes of ice, shake really well to activate the egg white and create foam.

Remove ice from cocktail glass and with a cocktail strainer serve. A nice foamy layer on the top should appear.

Cheers! ¡Salud!



## Picanha Skewer with Chimichurri

Serves 4

Prepare enough of your desired steak to serve four people – we use the picanha (jump cap) from Matangi Angus Beef

20 g anchovies  
45 g green olives  
30 g fresh parsley curly or Italian  
10 g fresh oregano  
1 g fresh thyme  
70 g red onion  
50 g red capsicum  
140 ml olive oil  
15 ml lime juice  
20 g Hohepa Vintage Danbo or Parmesan cheese, grated finely  
30 g white vinegar  
10 g garlic finely chopped or paste  
Salt to taste

Prepare the chimichurri well before cooking the meat, so it has time to enhance its flavour.

In a mixer, pulse the anchovies and olives to mix roughly.

Finely chop parsley, oregano, thyme, red onion and red capsicum.

Mix all of the remaining ingredients together in a bowl and season with salt.

Set aside to marinate in the fridge. If you're able to make it the day before, even better. Just take it out of the fridge to reach room temperature before serving.

Cook your desired cut of steak as you like. We leave about 1 cm of the fat cap and cut the excess away before slicing into smaller pieces to make skewers.

Once your beef is cooked, rested and ready to be served, pour the room-temperature chimichurri over the top.

**MIJITA**  
LATIN FOOD & DRINKS

17 Joll Rd  
Hawke's Bay  
Hawke's Bay

Tues – Sat  
4pm – late

www.mijita.co.nz  
021 411 4134  
@mijita.nz

"Experience a little bit of Latin America"

# checklist

**300- 400 word introduction to your business or head chef.** Note: Writing is optional.  
We will always give you the option of writing it yourself or having a writer assigned

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**2x Easy to follow recipes.** These recipes by no means need to be directly off your menu, it needs to be relevant to your cuisine. Even a sauce, dessert, entree or cocktail Think of something that will photograph well as they will need to be made during your photoshoot

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**Third Page Support Advertisement.** At the end of the article is a small space for a support ad. These ads are yours to do with what you wish and need to be created by the business. It's an opportunity to give readers all your details of where to find you. Please note there is a small cost for these ads which go towards funding the article.

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# beverage feature

Our Beverage Feature explores the stories behind **Hawke's Bay's finest wineries, breweries, cideries and non-alcoholic beverage companies**. It is an introduction to the businesses and the passionate people who craft them. Each article takes readers on a journey through the vineyards, sharing the history, vision, and dedication that shape every drop.

The feature includes a stunning double-page spread showcasing the beauty of the brand through a large background photo, along with a short introduction to the business or winemaker.

Two selected beverages are highlighted with product shots and tasting notes, offering readers an insight into the flavours and craftsmanship behind each drop..



# beverage feature

**the urban winery**

## the urban winery

WORDS & PHOTOS Genevieve Fish

**T**he Urban Winery, home of Tony Bish Wines Cellar Door located in the historic Rothman's Tobacco Company building in Ahuriri, welcomes wine enthusiasts to explore the art of Hawke's Bay winemaking in a relaxed and innovative setting.

Upon arrival, a large window into the Chardonnay Barrel Room immediately captures your attention. Inside, you'll find a space filled with creative winemaking techniques, including concrete and oak 'eggs' alongside traditional barrels. Dive into an immersive tasting flight, guided by friendly and knowledgeable staff who are passionate about sharing their expertise.

Not a chardonnay enthusiast? No worries! The daily tasting experience introduces you to wines from local, family-owned wineries that do not have their own cellar doors. It's a handpicked selection that

perfectly represents the flavours of the Hawke's Bay region without requiring a road trip. If wine isn't your preference, indulge in the enticing beer tastings, exploring a diverse world of craft brews.

When it comes to enhancing your tasting experience, the exceptional tapas menu awaits, offering a selection of local produce from artisanal cheeses and charcuterie to the iconic Urban platter, a combination of all the best offerings.

During the day, enjoy as the extensive vinyl collection serenades you, adding a nostalgic and melodic backdrop to your visit. As the sun sets, the Urban Winery transforms into a lively wine bar, featuring live music on Friday and Saturday nights, courtesy of some of the region's finest local performers.

The Urban Winery offers more than just wine; it embodies the spirit of Hawke's Bay, providing a variety of experiences to suit all tastes.

### 2022 Heartwood

The aroma is a striking amalgamation of pure and intense elements, featuring ripe peach, sweet citrus notes, intricate nutty complexities, and a lifted hint of vanilla. It presents a captivating and multi-faceted bouquet. These enticing aromas gracefully transition onto the palate, offering a luxurious and substantial experience.

Discover a rich and pure expression of the varietal, underscored by the intricate complexities of barrel fermentation. The journey culminates in a sustained finish marked by the enduring presence of citrus, expertly balanced with the influences of French oak. The synergy between the oak and fruit components is truly harmonious.

### 2022 Fat and Sassy

The Fat & Sassy Chardonnay showcases a generously broad bouquet, brimming with invigorating aromas of ripe yellow stone fruits and zesty citrus. Complementing these lively scents are subtle hints of creamy, nutty barrel-fermentation and the enticing allure of spicy oak.

This wine's palate is a harmonious fusion of citrus notes interwoven with the richness of creamy barrel-fermentation and the subtle nuttiness of oak, all underpinned by a refreshing acidity that adds an elegant poise. Savour each sip and you'll notice a finely textured journey with creamy, nutty nuances leading to a lingering finish kissed by toasty oak. ●



# checklist

**300- 400 word introduction to your business or wine maker.** Note: Writing is optional. We will always give you the option of writing it yourself or having a writer assigned

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**2x High resolution bottle/ product shots and 100 word tasting notes**

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**Logos sent as PDF or PNG**

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**1x high resolution background image of your business + photographers name**

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**Quarter Page Support Advertisement.** These ads are yours to do with what you wish and need to be created by your business. It's an opportunity to give readers all your details of where to find you. Please note there is a small cost for these ads which go towards funding the article.

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# styling feature

In each Styling Feature, we collaborate with local professionals to explore creative ways to style different areas inside and outside your home.

This double-page spread includes a short write up from the business, offering insights in areas such as colours, textures, and finishings, along with expert tips and tricks to bring a space to life.

Accompanied by a large photo of their beautifully styled space and a curated mood board, this feature provides inspiration and practical ideas to help readers refresh their home with confidence.





# styling feature

## styling with foxtrot home

WORDS Foxtrot Home  
PHOTOS Florence Charvin

It's summer! Well, mostly. It is a time of new-ness and we are loving the abundance of green peppered with blossoms and sunshine at present. Now is a wonderful time to create a beautiful bedroom, and at Foxtrot Home we believe the best way to shape a room into a sanctuary is by using all-natural materials such as our French Linen and New Zealand Wool.



**W**e use soothing colours, layers and textures to invoke an inviting mood and so your mind and body can relax and rejuvenate (we do recommend you keep extra layers on the bed for cooler nights, and let's face it, a bed with layers looks so luxurious).

To start, add your favourite duvet and a pair of pillows as your base. Consider 'sizing up' as this gives you a lovely long overhang on the sides.

Fold your linen quilt into thirds and place it halfway down the bed. Layer another pair of pillows on top of the first. We like to stack them lying down, and use a different colour or pattern here. Placing a folded woollen blanket above the quilt helps create that luxurious layered look.

Fold the duvet back over both the blanket and quilt leaving a nice open space at the top of the bed for pillows. We use a pair of Euro pillows behind a single long lumbar cushion here. Don't be afraid to mix patterns and colours, but we recommend two or three as best. The colour palette is refined, but has depth and interest we love!

Other important considerations are the wall behind the bed, where we recommend you hang art that has a colour connection to your bedding (with or without a bedhead). Don't you agree that there is nothing more stunning than a vase of fresh flowers? We enjoy using a ceramic vase to add patina and texture on top of a wooden bedside table (our favourites are vintage look).

Add a beautiful ceramic mug or your favourite glass for water. Consider a lightly scented candle for gorgeous light and calming aromas. If you read, try stacking your favourite books for height and to create a lovely vignette. The foot of the bed is also an important spot. A linen ottoman or wooden bench helps 'ground' the bed and finishes the look.

These are but a few suggestions for this particular bedroom story. Please do get in touch and we can help you choose colours, patterns and texture for your own bedroom style unique to you. Or, visit Kate at our Waipukurau showroom to view and feel our extensive Linen and Wool range.

We are open every Saturday until Christmas 10-12 p.m. and by appointment.

Kate & Prisc xx

hello@foxtrothome.co.nz



### Foxtrot Home products used in this look:



Cactus Grid French Linen  
Duvet & Pillowcases



Natural French Linen  
Pillowcases



Cactus French Linen  
Euros



Spring Green New  
Zealand Wool Blanket



Cactus & Cactus  
Grid Linen Quilt



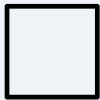
### Beautiful, all-natural bedding

We proudly offer you quality French Flax Linen and NZ Lambswool for elevating your home.

Please visit our showroom in CBH, by appointment  
Text Kate 027 5033550

FOXTROT HOME.  
foxtrothome.co.nz

# checklist



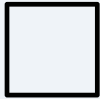
**300- 400 words on how to style your X** Things to talk about are colours, current trends, textures, finishings, frequently asked questions, tip and tricks, must do's & don'ts. Note: Keep all advertorial text to a minimum. This should be a general guide for readers

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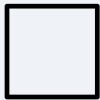
**A high resolution header photo of styled room or product** Note: Landscape is preferred

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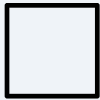
**Five mood board images**, including examples of colours, textures, finishings, tiles, and fabrics. Please label all files

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**An in article image of yourself or your business and caption**

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**Quarter Page Support Advertisement.** These ads are yours to do with what you wish and need to be created by your business. It's an opportunity to give readers all your details of where to find you. Please note there is a small cost for these ads which go towards funding the article.

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