

THE PROFIT

INSPIRING BUSINESS IN HAWKE'S BAY

MEDIA KIT 2019

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The Profit, Hawke's Bay's dedicated business magazine provides a direct link to the decision makers, entrepreneurs, forward thinkers, innovators and pioneers of the Hawke's Bay region.

Distribution: 7000 magazines are published quarterly, 4000 are directly sent to Hawke's Bay Businesses: 3000 are available for FREE at New World Supermarkets and the Hawke's Bay Airport. Also distributed to cafes and motels/hotels throughout Hawke's Bay.

- The Profit is for people passionate about doing business in the Bay
- The Profit talks to real people - Hawke's Bay people building great companies
- The Profit is inspirational, a leader, brimming with revelations in the business world
- A dedicated section profiling businesses in the Primary Sector.

Estimated
Readership
21,000

www.theprofit.co.nz

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RATE CARD 2019

DEADLINES 2019

| Issue | Advertising Booking Deadline | Advertising design required Booking Deadline | Press-ready Advert Material Deadline |
|-------------------|------------------------------|--|--------------------------------------|
| February-May | January 11 | January 16 | January 25 |
| May-August | April 5 | April 8 | April 12 |
| August-November | July 1 | July 8 | July 18 |
| November-February | September 30 | October 9 | October 16 |

OPTION 3
 (110mm H x 190mm W)
\$1,260

OPTION 2
 Large Banner (72mm H x 190mm W)
\$700

OPTION 1
 Small Banner (39mm H x 190mm W)
\$600

OPTION 6
 Full page (297mm H x 210mm W) with 3mm bleed
\$1,890

OPTION 4
 Quarter page
 (126mm H x 93mm W)
\$700

OPTION 5
 Bambino
 (85mm H x 93mm W)
\$450

- Discounts available for annual bookings. All adverts must be published consecutively.
- Please supply artwork as a Pdf or Eps. Fonts converted to outlines and images embedded.
- Monthly payment options available.
- Full page adverts must have a 3mm bleed. Crop size: 297mm H x 210 W (With bleed: 303mm W x 216mm W)

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PRODIRECTORY RATE CARD 2019

DEADLINES 2019

| Issue | Advertising Booking Deadline | Advertising design required Booking Deadline | Press-ready Advert Material Deadline |
|-------------------|------------------------------|--|--------------------------------------|
| February-May | January 11 | January 16 | January 25 |
| May-August | April 5 | April 8 | April 12 |
| August-November | July 1 | July 8 | July 18 |
| November-February | September 30 | October 9 | October 16 |

ProDirectory

| | |
|--|---|
| <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <p>ProDirectory Double Horizontal (82mm H x 125mm W) \$360</p> </div> <div style="border: 1px solid #ccc; padding: 5px;"> <p>ProDirectory Double Vertical (169mm H x 60mm W) \$360</p> </div> | <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <p>ProDirectory Triple Vertical (257mm H x 60mm W) \$480</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <p>ProDirectory Single (82mm H x 60mm W) \$200</p> </div> <div style="border: 1px solid #ccc; padding: 5px;"> <p>ProDirectory Single (82mm H x 60mm W) \$200</p> </div> |
|--|---|

- Annual booking 15% discount. All adverts must be published consecutively.
- Monthly payment options available.
- Please supply artwork as a Pdf or Eps. Fonts converted to outlines and images embedded.
- Full page adverts must have a 3mm bleed. Crop size: 297mm H x 210 W (With bleed: 303mm W x 216mm W)

ADVERTISING BUSINESS PROFILE RATE CARD 2019

Brewing business opportunities beyond the Bay

WRITER: SIMON HENDERY

WilliamsWarn: taking local brewing technology to the world

After originally targeting homebrewers wanting a simple, quick way to make quality beer, Hastings company WilliamsWarn now has its sights set on a second, larger market – the hospitality sector.

WilliamsWarn launched its BrewMaster appliance in 2011 leveraging their unique pressure fermentation system, building up a base of customers keen on an easy way to brew beer or cider at home, or even in the office, in just seven days.

"The BrewMaster got us on the map with home users who are able to use it to brew world-class beer," says Jeremy Absolom, the company's general manager commercial. "The challenge with it was that because it was a handmade NZ product it came with a large price tag. But what we did was to find our brand to the quality beer our appliances can make in one-week time period."

Since then WilliamsWarn has been able to expand its reach through some new design and manufacturing partners, which has brought unit costs down significantly.

The company has now gone on to develop the BrewKeg, a trademarked innovation (like the BrewMaster) that allows the brewing process to be completed using either a fridge or chiller, and then dispense the beer through a normal tapping system or kegerator.

"What that did was allow us to use different size pressure fermenters (BrewKeg) and open up to the opportunity of working in hospitality," says Jeremy.

"Over the past couple of years that's where our real focus has been – on developing a range of products and ingredients that suit bars, restaurants and cafes that want to develop their own branded beer or cider, and either produce on or off premises for their customers."

In this instalment of our series on craft brewing in Hawke's Bay, we meet the team inspiring establish brew pubs around the globe and the founder of a beer brand taking Napier to the rest of the country. Why... we love local craft beer!



WilliamsWarn's general manager commercial (left) Jeremy Absolom and Sam Wood, the company's managing director.

The BrewKeg system even allows WilliamsWarn customers to scale up to the extent that primary brew effectively running small breweries with a low carbon footprint.

"Because of our modular system, you can have breweries using 50 or 100 BrewKegs and producing tens of thousands of litres a week. It allows them to scale as demand grows, as opposed to having to put a big lump sum up front to build, say, a big German-style brewhouse."

As well as saving on the significant capital costs of establishing a brewery, the BrewKeg system – where WilliamsWarn provide all the required ingredients – doesn't need a high-ceiling building or the specialist staff normally associated with large-scale brewing.

"BrewKegs can operate in a fairly normal facility, with regular ceiling heights, normal floor weights and the same level of staff you'd employ in any bar or restaurant, because they're working to recipes rather than having to make all the ingredients from scratch," says Jeremy.

With a resurgence of people enjoying fresh beer off tap and increasingly looking for locally produced food and beverage, the BrewKeg concept is generating a lot of international interest and is behind a strong period of growth for WilliamsWarn, which has doubled its staff numbers over the past couple of years to 14.

"It's early days but we've certainly got growing interest in a number of key global markets," says Jeremy.

"Because of the simple nature of more sustainable brewing using BrewKegs, we're finding we can get people up and running in different parts of the world without having to spend a lot of time training them. We can do a lot of that remotely."

WilliamsWarn.co.nz

"It's early days but we've certainly got growing interest in a number of key global markets."
— Jeremy Absolom



The company's BrewKeg allows bars to become brewpubs.

18 | PROFIT | NOV 2018 - FEB 2019

| | Single page | Double page spread |
|--|------------------|--------------------|
| Editorial Feature – incl. copy writing & photography | \$1,800 plus gst | \$2,500 plus gst |

OPTION 1
Full page
\$1,800

Growing Greater Industry and Education Pathways

By Anna Lorc

Two exciting new horticulture education partnerships, led from Hawke's Bay, have been launched to attract growing young minds to New Zealand's apple and pear industry.

Once dubbed a sunset sector, the phenomenal success of our apple and pear industry – which is ranked the best in the world for international competitiveness – has seen growers and exporters calling out for an industry-specific education pathway that delivers tangible results.

Worth over \$800 million, the industry has been experiencing year-on-year record seasons and export returns. To keep earning and retaining our world-leading status, we need to attract the best young minds to join in growing and exporting the best apples and pears for the world.

Over the past two years, New Zealand Apples & Pears capability manager Erin Simpson has been tasked with building stronger relationships with education providers so that at every step of the way, learning is more relevant and connected to the industry.

"We're strongly committed to increasing students' understanding of horticulture and the fantastic career opportunities there are, now and in the future," he says.

Through this work, New Zealand Apples & Pears recently announced two new partnerships at both ends of the education spectrum – one before and the other after students finish their school years.

Planting the Seeds of Horticulture

In Hawke's Bay, North, Tairāhema, Te Mata, Haumoana and Hawke's Bay North primary schools along with Hawke's Bay North Intermediate and Hawke's Bay North High School are joining forces with industry to help plant the seeds of horticulture with their students.

"Research tells us that by tapping into growing young minds and their interests at a younger age, students are more likely to consider careers in horticulture. The Hawke's Bay North schools' partnership is a way to save the seed of horticulture with our future generations, which we hope will see more of them entering our industry," says Erin.

Hawke's Bay North Intermediate's principal Julia Beaumont says schools are interested in delivering meaningful ways for students to learn and identified that an increased emphasis on science (skills, knowledge and vocabulary) is important.

"Horticulture, with all its different branches, fits well within our STEAM (science, technology, engineering, arts and maths) approach where we are integrating a range of subjects with real life experience.

"Take robotics, we can be learning about it in the classroom and then go out and visit a local packhouse to see the technology in action," she says.



"Clipping the Ribbon" from left: FruitDirect general manager Steve Potbury, NZSP (fruit) capability lead Professor Peter Kemp, and head of the School of Agriculture and Environment Professor Peter Kemp (right) Innovation Orchard at Massey University in Palmerston North.

"Research tells us that by tapping into growing young minds and their interests at a younger age, students are more likely to consider careers in horticulture."

Erin Simpson says the group is interested in helping increase the understanding of the industry.

"We hope that through this initial partnership which will see the development of a range of teaching resources and programmes implemented – that, over time, the partnership can be supported and expanded into other schools and across all levels of the curriculum.

The innovation of the T&G, New Zealand's only horticulture degree, is being considered by Universities New Zealand's Committee on University Academic Programmes and an announcement is expected soon.

Professor Ray Geor, the Pro Vice-Chancellor for Massey's College of Sciences, says that while Massey has always worked closely with industry, with the community and with students, the College has been challenging itself to find innovative and productive ways to do it better, to deliver even better results to benefit industry and New Zealand.

"The rapid growth and developments within industry means they need more graduates with an excellent knowledge of science, technology and the horticultural business," says Ray.

Horticulture on Track for Stand Alone Degree

Horticulture is now on track to get its very own bachelor's degree, designed and delivered through Massey University, along with a renowned New Zealand Apples & Pears industry-sponsored Innovation Orchard at the Palmerston North campus.

Plans for what would be the only stand alone Bachelor of Horticultural Science degree in New Zealand were announced as part of the official opening of the four-hectare orchard, which features the latest planting methods and world-leading export varieties, including the new Dazzle™ apple and the globally successful T&G variety Tony™.

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An important part of the industry education partnership will see Massey University's Director of Business Innovation & Strategy Professor Harriet Gow (right) pictured with School of Agriculture and Science Senior Lecturer April Hubbard Karacikofits (left), who is developing the new degree, and NZSP's Erin Simpson working closely together with employers and industry leaders here in Hawke's Bay.

Erin Simpson working closely together with employers and industry leaders here in Hawke's Bay.

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46 | PROFIT | NOV 2018 - FEB 2019

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OPTION 2
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with advert
\$2,500

THE PROFIT

ADVERTISING
RATE CARD
2019

INSPIRING BUSINESS IN HAWKE'S BAY

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Email:
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All advertising must be paid by cheque or direct deposit.
NB. Please phone or fax on day of deposit to confirm amount and branch location.
A tax invoice will be supplied to you on receipt of booking form and payment.

Issue Date(s): Size of Advertisement(s):

Total Cost (excludes creative design costs):

Creative design required at \$120 per hour (please tick if required):

Advertising Specifications will be forwarded with booking confirmation.

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Casual cancellation fee will apply. Cancellations need to be in writing two weeks prior to advertising material deadline or a 50% cancellation fee may apply.

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Date:

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