

THE PROFIT

INSPIRING BUSINESS IN HAWKE'S BAY

RATE CARD 2022

DEADLINES 2022

Issue	Advertising Booking Deadline	Advertising design required Booking Deadline	Press-ready Advert Material Deadline
March	February 7	February 11	February 18
June	May 6	May 13	May 18
September	August 5	August 12	August 17
December	November 4	November 11	November 18

OPTION 3
Half page banner
(110mm H x 190mm W)
\$1260

OPTION 2
Large banner
(72mm H x 190mm W)
\$750

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

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

Inside Front Cover/
Back Cover
(297mm H x 210mm W)
with 3mm bleed
\$2195

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

OPTION 7
Half page vertical
(275mm H x 93mm W)
\$1200

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

- Discounts available for annual bookings. 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)

THE PROFIT

BUSINESS PROFILE RATE CARD 2022

BUSINESS PROFILE

A firm with the destination in mind

Somerset Smith Partners reaches 85 year milestone

It's an adage that has held true for Hawke's Bay's oldest wealth management firm, Somerset Smith Partners, which was established in 1934.

Over 85 years there's been some national and global financial turbulence but with just eight partners over this time, Somerset Smith has been able to draw upon their experience to assist many of their clients to financial success.

As Somerset Smith's current longest standing partner Andrew Pearson says the firm has not been transactional driven, instead focusing on building enduring relationships with clients.

"We have intergenerational clients, and still have a client that's been with us for 70 years."

"Over the years we have seen the good, bad, ridden the ups and downs and the industry and experience that has led us up to quality financial advice and outcome."

Andrew knows this only too well as his fellow partners Anthony Sabiston and Marilyn Lee remind him, having been with the firm since 1985 and experiencing the 1987 stock market crash, the tech bubble burst in 2001 and the Global Financial Crisis (GFC) in 2007.

"Connections in the market will happen but its people's responses that will make or break outcomes."

As Anthony says "Like the airline pilot we'll tell you when to put your seat belt on or when to relax, and we will get you to your destination."

Somerset Smith positioned itself well back in the 80s as it was one of the first to build its own computerised portfolio system, which

Investing can be like air travel, you need to know your destination, its mostly calm, there can be bumps along the way, but we'll get you there.

It developed with Napier based Napier Computer Systems.

"Back then our card system was dated but David Sewell (a former partner) and Andrew could see the advantage technology would provide so we built a system that enabled every trade to be instantly updated to a client's portfolio. It proved a major success for the firm and our clients as we could see at any time how a portfolio was performing and advise accordingly," says Andrew.

It's still at the heart of Somerset Smith's bespoke service and doesn't stray too far from the 1930s approach of founder Ward Somerset Smith, and carried on by subsequent partners such as son Owen Somerset Smith, Wes Bruce, David Sewell, Bill Dalton along with the current partners.

Anthony as the firm's managing partner says the firm's track record over subsequent years is attributed to its dedication to its founding principles and goals.

A commitment to provide individualised investment advisory services to meet the specific and unique investment needs of each client.

A paramount goal of providing the best combination of growth, income, risk and return, with a view to creating and maximising clients' wealth.

A traditional approach based upon our experience, expertise and sound judgement and success measured by many years of service to our loyal client base.

"We aren't a transaction based firm, advising on clients portfolios was an early speciality of

EXAMPLE

Somerset Smith Partners
INVESTMENT ADVISERS SINCE 1934 - NZX FIRM

85 YEARS
1934-2019

	OPTION 1 Single full page	OPTION 2 Double page spread with advert
Editorial Feature – incl. copy writing & photography	\$1,800 plus gst	\$2,500 plus gst

BUSINESS PROFILE

Hastings HIVE has businesses buzzing

with excitement over a new co-working space!

A new-age approach to renting office space that provides corporate-level facilities for small companies has got the business community buzzing in Hawke's Bay.

From high-end offices, super-fast Internet connectivity, hi-tech meeting and board rooms, a cafe with great coffee, a chilled water station with still and sparkling water and relaxing lounge

area, to luxury bathrooms with showers and changing lockers, small businesses can now enjoy the trappings of a swish corporate office.

Rob and Jenny Gill bought the former Hastings Farmers store in 2018. The large building on the corner of Queen Street and Market Street was completely redeveloped and earthquake strengthened in 2014, becoming the National Operations Centre for KiwiBank.

Part of the building remained undeveloped until the Gill's identified an opportunity in Hastings for high-quality, shared workspaces. Rob says the complex, called Hastings HIVE, is based

on the shared workplace concept pioneered in international centres like London and Toronto.

He says this movement has been spreading globally, fuelled by a need for adaptable workspaces and a desire for better quality but shared resources, supporting modern agile work practices with intelligent design and the latest information technologies.

Rob illustrates why adaptable spaces are important: "Previously, we owned an IT business that was locked into a 10-year lease, ratcheting up 3 percent a year. This at a time when rents around us fell by up to 30 percent after the 2008 global financial crisis. We had to lay off staff as this lack of flexibility with one of our biggest fixed costs was really hurting us. It was a very stressful time to own a small business."

EXAMPLE

hastings HIVE

"Co-working spaces have been spreading globally, fuelled by a need for adaptable workspaces and a desire for better quality but shared resources, supporting modern agile work practices with intelligent design and the latest information technologies."

"So we were determined the i-space users would have some of the best working conditions and professional support available anywhere in New Zealand, so they can concentrate on their core business and leave the contextual stuff to us and our professional partners."

Being an i-space, the first partner on board was local ICT company Glenn Cook Technologies, whose job it was to ensure customers have the best and most resilient networking and internet experience possible. The ultra-secure Kraken network powers the new i-space and is used only in large enterprises. "i-space will, like most co-working spaces, be networking is a monthly rental plan, we've certainly gone to the next level with office fit-out," says interior designer Amy Henderson, who recently returned to New Zealand from working in London. "The design brief was to create a sophisticated workplace that provides small businesses the opportunity to work in an environment that usually only large corporates can



Breakfast lounge

afford. Fundamentally, people work better when they love where they work.

"What sets this i-space apart from co-working spaces I have seen here and overseas is the quality of the fit-out, the high-end products we specified and the craftsmanship on display. MCL Construction (based in Hastings) have done a world-class job," says Rob.

Local architects Fat Parrot have designed a highly functional space that users can adapt as needed but know that almost everything they might require is provided for, from fixtures and fittings to the cafe and lounge setting, meeting spaces and five-star hotel-like bathrooms.

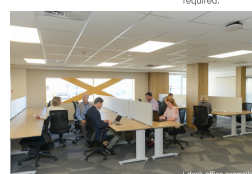
This i-space, the first of many the Gill's say, offers a range of flexible workspaces to suit most uses and budgets, starting from a one-person i-desk up to larger i-offices sized from 20m² to 70m² and suitable for six to twenty people. All this, amazingly, with a 30 to 40 percent lower total occupancy cost than leasing your own office, with no long fixed-term leases or guarantees required.



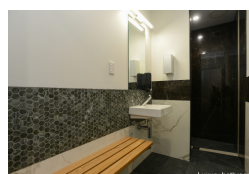
Meeting room example

Interested in leasing an i-space? Visit www.hastingshive.co.nz

i-space



i-desk office example



Luxury bathrooms

OPTION 2
Double page spread with advert
\$2,500

THE PROFIT

ADVERTISING
RATE CARD
2022

INSPIRING BUSINESS IN HAWKE'S BAY

Business:
.....
Name:
Title:
Phone: Fax:
Mobile:
Address:
..... Post Code:
PO Box:
Email:
Website:

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.

Method of payment:

☐

Monthly Instalments

☐

Direct Deposit: ATTN! Communications

ANZ

Account No: 01 0646 0204870 00

Branch: Hastings

I authorise my advertisement to be included in The Profit magazine. I understand I will be provided with one proof and I am required to sign off on the completed artwork. I understand any changes made to artwork after signing off incurs an additional charge of \$95 per hour. ATTN! Marketing PR will not be liable for any errors or omissions after signing off artwork

Cancellation Policy:

For cancellations of advertisements which form part of a multiple insertion advertising contract, the rate for the noncancelled advertisements will revert to the appropriate rate that would have been charged based on the actual insertions run.

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.

Signature: Name (please print):

Date:

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ATTN!
MARKETING PR