


BAYLEYS

waterfront

2017/2018



A home by the sea, lake or riverside is an achievable pleasure for a select segment of property owners across New Zealand and the Pacific Islands thanks to the impressive coastlines and waterways that these locations boast.

A home or retreat by the water is an aspirational asset where property ownership represents far more than bricks and mortar. It's where memories are made, where holiday traditions are forged, where family time is celebrated and where life is lived well.

New Zealand and the Pacific Islands can take pride in having world-class waterfront locations that are highly-prized and keenly sought after.

Deciding to sell a waterfront property is a well-considered and often emotional conclusion and Bayleys understands the sensitivity and professionalism required to facilitate a smooth and optimal sale.

Bayleys' national waterfront property specialists are well-established in the waterfront sector and right up-to-date with market dynamics in these coveted locations.

The flagship annual Bayleys *Waterfront* magazine showcases premium waterfront properties for sale in New Zealand and the Pacific. Now in its 23rd year of publication, *Waterfront* is the respected and recognised market-leading magazine for those wishing to sell their waterfront property – and for those seeking to buy.

Jump aboard – secure your place in the 2017/2018 edition of *Waterfront* today.

Magazine Reach

Your property will feature in 10,000 printed copies of Bayleys' *Waterfront* magazine.

Our highly qualified databases are updated daily and revalidated every year, with Bayleys' *Waterfront* received by a selection of the following:

- Bayleys' key client databases
- Bayleys agents' buyer databases
- Nationwide waterfront purchasers' database
- A selection of key influencers, including bank managers, lawyers and accountants
- A selection of key New Zealand embassies and consulates
- 18 Air New Zealand airport lounges across New Zealand, Australia and Fiji
- A selection of luxury lodges and hotels in New Zealand and Fiji
- Bayleys' national network of 83 offices

Email Newsletter

An email newsletter with links to the properties featured within the magazine, as well as editorial content, will be sent to over 10,000 'hot buyers' – extending the reach of *Waterfront* further than just the printed page.

Electronic Magazine

An e-book version of the magazine will be hosted on the *Waterfront* landing page on bayleys.co.nz and is emailed to our exclusive database of 115,000 offshore skilled migrants looking to come to, or invest in, New Zealand.

Media Releases

Bayleys' communications team will prepare media releases on the portfolio, as well as on individual properties featured within, that are likely to be of interest to national and provincial media. These will be sent to media with which Bayleys has well established relationships and access privileges based on the large amount of advertising placed with these groups.

Digital Campaign

The internet is a vital part of the property marketing mix. Not only is it extremely cost effective, but because it makes things easier for prospective purchasers, it often delivers results very quickly. To further enhance the reach of the magazine, a range of robust digital packages have been developed to offer your property additional exposure across proven property portals - a number of which are exclusive to Bayleys.

1 Digital Package

Feature listing on bayleys.co.nz

2 Digital Package

Feature listing on bayleys.co.nz

Feature listing on trademe.co.nz

Feature listing on realestate.co.nz

NZ Herald Property Picks Carousel (1 week)

stuff.co.nz Carousel (1 week)

Standard listing on juwai.com

Standard listing on hougarden.com

Standard listing on rightmove.co.uk

3 Digital Package

Feature listing on bayleys.co.nz

Superfeature listing on trademe.co.nz (1 week)

Quality Package on realestate.co.nz
(includes 2 weeks of showcase, a feature listing until sold, and one refresh)

NZ Herald Property Picks Carousel (2 weeks)

stuff.co.nz Carousel (2 weeks)

Standard listing on juwai.com

Standard listing on hougarden.com

Standard listing on rightmove.co.uk

Dynamic Facebook campaign (1 week)

Cast the net as wide as possible with a tailored digital package...

Premium Feature Property

A single Premium Feature Property package is available in each issue of *Waterfront*. This option provides a more in-depth property overview, offering even greater levels of exposure for a truly special property. In addition to the standard *Waterfront* campaign elements noted above, a feature package includes photography, premium placement within the magazine and email newsletter, professional copywriting and design of a five page fold-out magazine styled editorial and pictorial feature.

Feature Property

Two double page Feature Property spreads are available in each edition of *Waterfront* magazine. In addition to the standard *Waterfront* campaign elements noted above, this option includes prime positioning within the magazine and email newsletter, professional copywriting and design.

Marketing Investment

To confirm your level of marketing investment...

1. Firstly select an ad size in the magazine - full page, double page, feature or premium feature
2. Then choose your preferred digital package - 1, 2 or 3

Ad Size	Digital Package 1	Digital Package 2	Digital Package 3
Full Page	\$1,600 + GST	\$2,700 + GST	\$3,800 + GST
Double Page	\$2,900 + GST	\$4,000 + GST	\$5,100 + GST
Feature Property	\$4,400 + GST	\$5,500 + GST	\$6,600 + GST
Premium Feature Property	\$7,500 + GST	\$8,600 + GST	\$9,700 + GST

Key Dates

Booking and Material Deadline 5pm, Friday 13th October 2017*
Official Magazine Release Friday 27th October 2017

*The booking deadline for any feature properties is 2 weeks prior to the date noted above.