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~ Advertising in *Bravado* ~

Without the generous support of advertisers, we would not be able to produce *Bravado* at the low cost of \$30 p.a. (for 3 issues) or \$55 p.a. for 6 – incl. p. & p. Although we are grant-aided by Creative New Zealand, we are committed to generating as much income as possible ourselves. That means we can pay our contributors, and produce a quality magazine that will hold its own against competitors.

*Bravado* is now increasingly recognized as a worthwhile contender among the other regionally-based literary arts magazines in New Zealand. Though produced in the Bay of Plenty, *Bravado* includes contributions from all over New Zealand, and from Australia and the Pan-Pacific regions.

Our subscription list is growing by 21% annually, and that includes many library subscriptions, mainly within New Zealand, but also in the USA. *Bravado* is published three times a year, in March, July and November. Individual issues are usually available to send out to contributors, subscribers and distributors a few days before that.

Our deadlines for advertising copy are therefore as follows:

- **March** issue ready 21<sup>st</sup> February; deadline 4 weeks before, i.e. 10th January.
- **July** issue ready 25<sup>th</sup> June; deadline 4 weeks before, i.e. 14th May.
- **November** issue ready 24<sup>th</sup> October; deadline 4 weeks before, i.e. 12th September

All advertising is B. & W. artwork only, and our charges are modest:

- Inside back & front cover (full-page only)      \$150 i.e. \$450 p.a.
- Full page internal      \$100 i.e. \$300 p.a.
- Half page internal      \$50 i.e. \$150 p.a.

We prefer your artwork in a JPEG or PDF format. We look forward to hearing from you to discuss your requirements.

With thanks.

Jenny Argante  
Co-ordinating Editor  
*Bravado*