





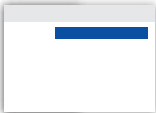
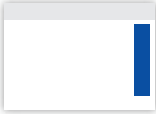


# ADVERTISING RATES & SPECS

FORMAT	ADVERT SIZE	1 ISSUE	6+ ISSUES	11+ ISSUES
	<b>1/8 PAGE</b> Trim: 91.5w x 60h mm	\$385 +gst	\$345 +gst	\$310 +gst
	<b>1/4 PAGE</b> Trim: 91.5w x 126h mm	\$605 +gst	\$550 +gst	\$495 +gst
	<b>1/3 PAGE</b> Trim: 186w x 81h mm	\$695 +gst	\$635 +gst	\$570 +gst
	<b>1/2 PAGE</b> Trim: 186w x 126h mm	\$895 +gst	\$795 +gst	\$715 +gst
	<b>FULL PAGE</b> Trim: 210w x 297h mm with 3mm bleed	\$1450 +gst	\$1295 +gst	\$1165 +gst
	<b>SERVICES ON THE SHORE DIRECTORY</b> Trim: 91.5w x 60h mm	-	-	\$75 +gst

WEBSITE HOMEPAGE ADVERTISING	RATES EXCLUDE GST.
 <b>LEADERBOARD AD (TOP OF PAGE BANNER)</b> 710px x 87px	\$350+gst for one month or half price if you are a regular contributor in Channel.
 <b>SKYSCRAPER SIDE AD (DOWN RIGHT OF PAGE)</b> 160px x 600px	\$250+gst for one month or half price if you are a regular contributor in Channel.

Talk to us about our competitive advertorial options.

SPREADING GOOD VIBES  
ACROSS THE SHORE SINCE 2010.

<b>Kathryn Calvert</b> 021 085 34114 kathryn@channelmag.co.nz	<b>Nikki Davidson</b> 021 453 534 nikki@channelmag.co.nz	<b>Aidan Bennett</b> 021 500 997 aidan@benefitz.co.nz	<b>Tanya Rotherham</b> 0274 575 027 tanya@channelmag.co.nz	<b>Kim McIntosh</b> 021 419 468 kim@channelmag.co.nz
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www.channelmag.co.nz    @channelmag



**Channel**  
NORTH SHORE'S MONTHLY MAGAZINE  
www.channelmag.co.nz

“We have been advertising in the Channel magazine for over four years now. It is a great way for us to reach the market, especially with the expanded distribution and readership, and we have received numerous clients from this marketing avenue. An all round great option for advertising, and a wonderful team of people too!”

Brynyce and Tom Owen  
Moving Made Easy

“We are delighted how our editorial turned out for us. And what a great magazine this is.”

Graeme Rodgers  
Forrest Funerals

“That November spread was GOLD! My staff felt great and ham orders are happening...bran muffin sales have never been better. Power of the Channel Magazine!!!”

Jo Williams  
Jojo's Gourmet, Milford







## THE MAGAZINE

Channel is an independent, locally-owned community lifestyle magazine for Auckland's North Shore. It is produced by a small local team of experienced editorial and advertising professionals who are passionate about creating a positive publication that celebrates people, businesses, community organisations and events in our little piece of paradise on 'The Shore'.

## 2019 ISSUE THEMES

**FEBRUARY:** Health & Beauty  
**SHOP THE SHORE:** Tropical Brights

**MARCH:** The Green Issue  
**SHOP THE SHORE:** Go Green

**APRIL:** At Home  
**SHOP THE SHORE:** Autumn Tones

**MAY:** The Arts Issue  
**SHOP THE SHORE:** Mother's Day

**JUNE:** Winter Wellbeing  
**SHOP THE SHORE:** Rich Reds

**OUR 100TH ISSUE!**  
**JULY:** Travel & Accommodation  
**SHOP THE SHORE:** Winter Whites

**AUGUST:** Ageing Well  
**SHOP THE SHORE:** The Blues

**SEPTEMBER:** Transport  
**SHOP THE SHORE:** Spring Fresh

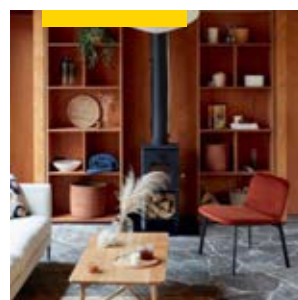
**OCTOBER:** Outdoor At Home  
**SHOP THE SHORE:** Perfect Pastels

**NOVEMBER:** Festive Shopping  
**SHOP THE SHORE:** Glitter & Metallics

**DECEMBER/JANUARY:** Summer Fun  
**SHOP THE SHORE:** Primary Brights

## SOCIAL MEDIA

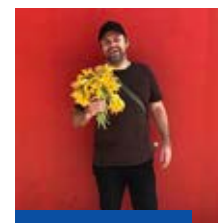
Channel content is shared on: [channelmag.co.nz](http://channelmag.co.nz) and [f](https://www.facebook.com/channelmag) [i](https://www.instagram.com/channelmag) [t](https://www.twitter.com/channelmag) [@channelmag](https://www.instagram.com/channelmag)



## DISTRIBUTION

36,500 copies are delivered FREE to homes and businesses that allow unaddressed mail in this catchment area: Devonport, Bayswater, Belmont, Takapuna, Milford, Forrest Hill, Sunnynook, Westlake, Castor Bay, Campbells Bay, Mairangi Bay, Murrays Bay, Rothesay Bay, Browns Bay, Torbay, Long Bay, Northcote Point, Birkenhead Point, selected homes in Greenhithe, and to businesses outside these areas.

Estimated readership is 75,000 to 100,000 monthly.



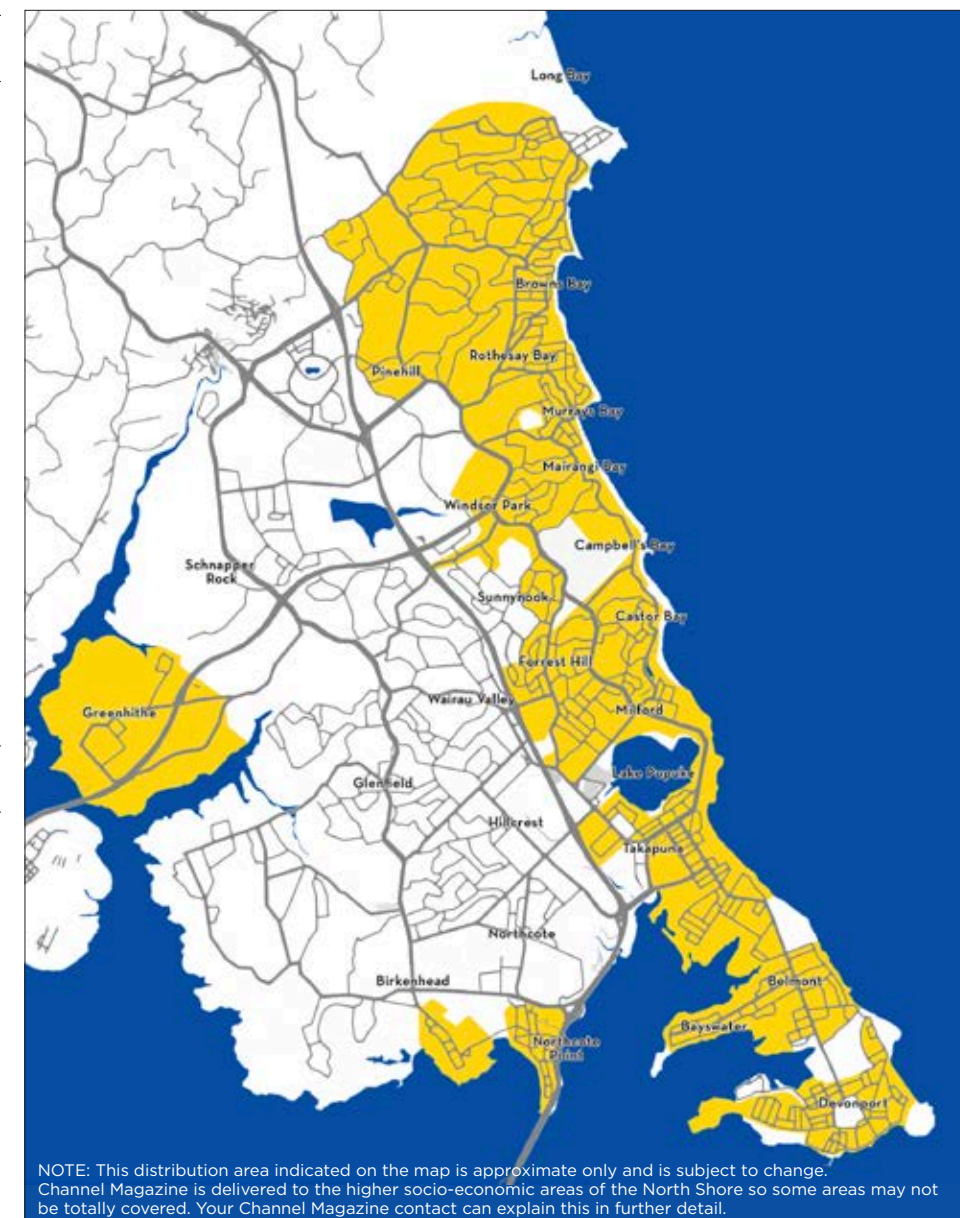
## DEADLINES

Our desired booking deadline is the 10th of each month, but there is flexibility.

**Deadline for supplying content is the 15th of each month.**

Print-ready content (pre-designed adverts) can be supplied up until the 20th of each month.

Channel is published on the first Friday of each month, except in January.



## ADVERTISING OPPORTUNITIES

Channel is a strong advocate of shopping locally. We passionately encourage readers to support local businesses, thereby contributing to the local community and economy. We have established a strong base of local business advertisers who have found Channel a solid, effective means of advertising their products/services and increasing sales.

Our rates are priced very reasonably, with a view to encouraging frequency and continuity from our advertisers for greater recognition and cumulative impact.

We aim to maximise our editorial-style content so offer special rates for advertorials. These are very effective, allowing interesting commercial stories to be told and businesses to engage editorially with our readers.

We also run regular columns by contributors who provide monthly topical copy content relating to their business, for an affordable monthly charge. Many contributors have found this to be a highly effective means of establishing and promoting themselves as authoritative in their field of expertise.

All content is also on the popular [channelmag.co.nz](http://channelmag.co.nz) website and much of this is also promoted via social media.

