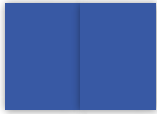





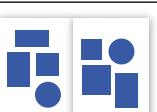
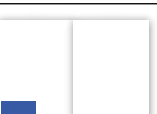
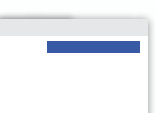
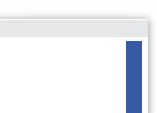


Advertising Rates & Specs

FORMAT	ADVERT SIZE	1 ISSUE	6+ ISSUES	11+ ISSUES
	DOUBLE PAGE SPREAD Trim: 420w x 297hmm with 3mm bleed	\$2,610 +gst	\$2,250 +gst	\$1,995 +gst
	FULL PAGE Trim: 210w x 297h mm with 3mm bleed	\$1450 +gst	\$1295 +gst	\$1165 +gst
	1/2 PAGE Trim: 186w x 126h mm	\$895 +gst	\$795 +gst	\$715 +gst
	1/3 PAGE Trim: 186w x 81h mm	\$695 +gst	\$635 +gst	\$570 +gst
	1/4 PAGE Trim: 91.5w x 126h mm	\$605 +gst	\$550 +gst	\$495 +gst
	EATING OUT GUIDE 1/6th page listing of your business, includes 1 photo		\$120+gst per issue for full year	
	SHOP THE SHORE One high res product photo.		\$120+gst per issue for full year	
	SERVICES ON THE SHORE DIRECTORY Trim: 91.5w x 60h mm		\$90+gst per issue for full year	
WEBSITE HOMEPAGE ADVERTISING		RATES EXCLUDE GST.		
	LEADERBOARD AD (TOP OF PAGE BANNER) 990px x 122px		\$450+gst for one month	
	SKYSCRAPER SIDE AD (DOWN RIGHT OF PAGE) 160px x 600px		\$395+gst for one month	

Talk to us about our **COMPETITIVE ADVERTORIAL, EXTENDED FEATURE** and **PREFERENTIAL PLACEMENT OPTIONS.**

Liz Cannon 021 204 3395 or liz@channelmag.co.nz

Kim McIntosh 021 419 468 or kim@channelmag.co.nz

Aidan Bennett 021 500 997 or aidan@benefitz.co.nz

www.channelmag.co.nz   @channelmag

“We have been supporters of Channel Magazine with advertising since it started around 12 years ago. We continue to use it as a key ingredient for promoting Takapuna Beach and everything it has to offer. We love the positive focus of the articles, the reach it has across the North Shore and readership feedback we receive. I highly recommend it.”

Terence Harpur,
Takapuna Beach Business Association

“We support Channel, because this publication is community focused, reaching a broad range of our target customers and is widely read around the North Shore.”

Mary Buckley, Shore Travel
Milford & Browns Bay

“Being in Channel since the beginning has shown me that advertising needs sustained effort over a long period of time to get noticed. It gives us good results.”

Alex Coburn,
QPC Build Group

NORTH SHORE'S MONTHLY MAGAZINE

Channel

www.channelmag.co.nz

2023 MEDIA KIT

- 13th YEAR OF PUBLISHING -



In print and online | Channel Mag content is shared on: channelmag.co.nz and   @channelmag



21,500
Copies monthly

www.channelmag.co.nz   @channelmag

Proudly published by
BENEFITZ
→ Future thinkers.

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'.



Focus and Features for 2023 Issues

FEBRUARY:

The Best of Shore Living
Love is in the Air
EVs and Transport

MARCH:

Creatives and the Arts
Easter Holiday Fun
Autumn Style

APRIL:

Mother's Day
Autumn Style

MAY:

Warming Up for Winter
Travel for Winter
Winter Style

JUNE:

AIMES AWARDS 2023
- Celebrating Excellence
School Holiday Fun
Winter Style

JULY:

AIMES AWARDS 2023
- Celebrating Excellence
Football World Cup and Sports

AUGUST:

Father's Day
Spring Style

SEPTEMBER:

Homes and Gardens
School Holiday Fun
Spring Style

OCTOBER:

Mind, Body and Spirit
Travel for Summer

NOVEMBER:

Festive Shopping
Summer Style

DECEMBER/JANUARY:

Festive Shopping
Summer Holiday Fun
Summer Style



Eating Out Guide

Shop the Shore

Services on the Shore

Special rates for our monthly Eating Out Guide, Shop the Shore and Services on the Shore features.

Distribution

Distributed to higher socio homes with welcoming letterboxes in Devonport, Cheltenham, Stanley Bay, Stanley Point, Vauxhall, Narrownneck, Bayswater, Belmont, Hauraki, Takapuna, Milford, Westlake, Forrest Hill, Crown Hill, Castor Bay, Sunnynook, Campbells Bay, Mairangi Bay, Murrays Bay, Northcote, Birkenhead, Chatswood, Northcote Point, Birkenhead Point, Hillcrest and to businesses, shopping centres and foyer/reception areas in these areas and Shore-wide. We also have many magazine stands throughout the North Shore.

Estimated readership is 75,000+ in print and online



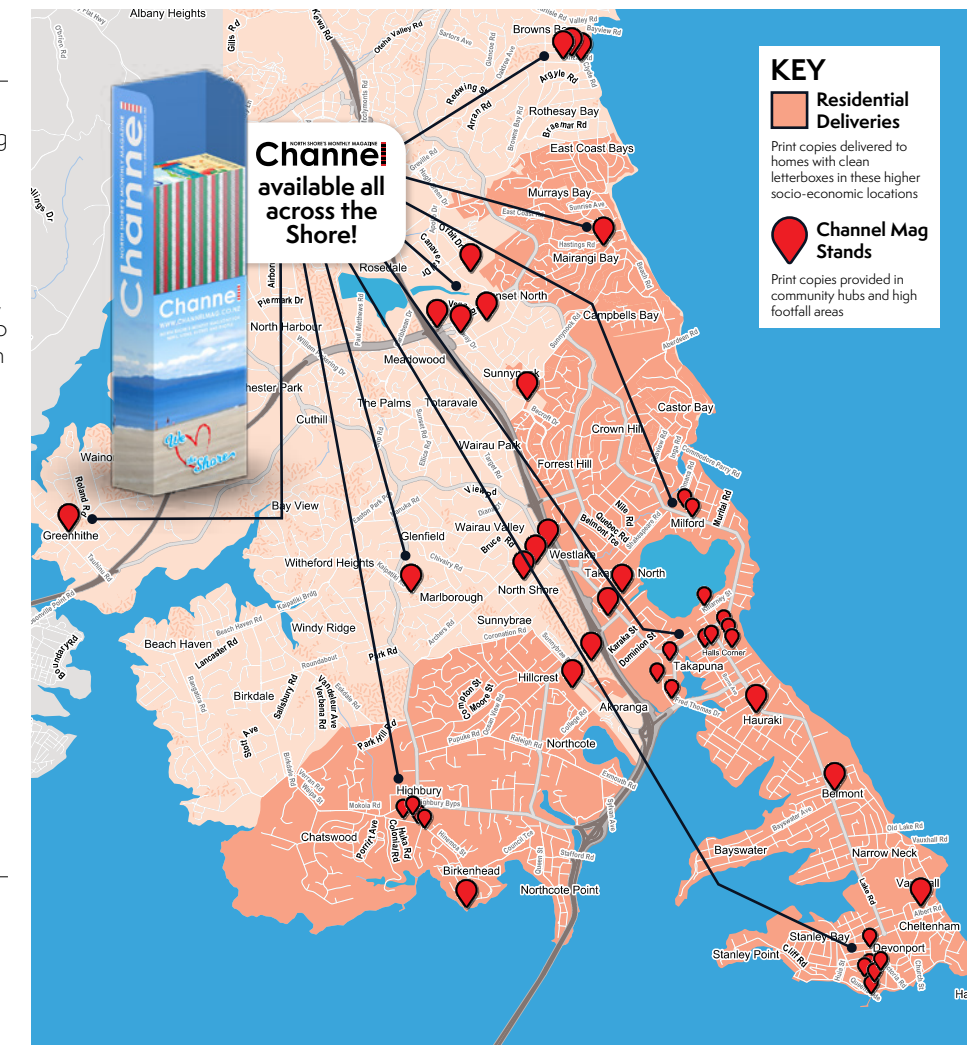
Deadlines

Our desired booking deadline is the 10th-15th of each month.

Deadline for supplying content is the 15th-20th 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 every month, except in January.



NOTE: This distribution area indicated on the map is approximate only and is subject to change.

Channel Magazine is delivered to the higher socio-economic areas of the North Shore so some areas may not be totally covered. Your Channel Magazine contact can explain this in further detail.

Advertising & Advertorial 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 website and much of this is also promoted via social media.

www.channelmag.co.nz   @channelmag