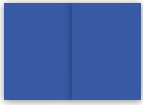






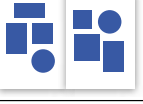

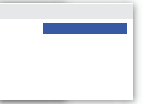
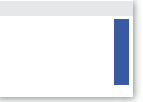


## Advertising Rates & Specs

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

Talk to us about **SPECIAL RATE ADVERTORIAL** and **EXTENDED FEATURES**, and **COMPETITIVE FRONT COVER** and **PREFERENTIAL PLACEMENT OPTIONS**.

**Liz Cannon** 021 204 3395 or [liz@channelmag.co.nz](mailto:liz@channelmag.co.nz)

**Kim McIntosh** 021 419 468 or [kim@channelmag.co.nz](mailto:kim@channelmag.co.nz)

**Aidan Bennett** 021 500 997 or [aidan@benefitz.co.nz](mailto:aidan@benefitz.co.nz)

[channelmag.co.nz](http://channelmag.co.nz)   [@channelmag](https://www.instagram.com/channelmag)

“We have been supporters of Channel Magazine with advertising since it started around 15 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

“We have been regularly using Channel Mag as a local North Shore advertising option, including editorial in relation to our legal expertise. The magazine provides consistent results.”

Tammy McLeod,  
Davenport's Law

# Channel

NORTH SHORE'S MONTHLY MAGAZINE

[www.channelmag.co.nz](http://www.channelmag.co.nz)

## 2025 MEDIA KIT

### 15<sup>th</sup> YEAR OF PUBLISHING



In print and online | Channel Mag content is shared on: [channelmag.co.nz](http://channelmag.co.nz) and   [@channelmag](https://www.instagram.com/channelmag)



**22,000**  
Copies monthly

[channelmag.co.nz](http://channelmag.co.nz)   [@channelmag](https://www.instagram.com/channelmag)

Proudly published by  
**BENEFITZ**  
→ Future thinkers.

## Channel 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 2025 Issues

### FEBRUARY

Travel  
Creatives, Arts and Entertainment

### MARCH

The Best of North Shore Living and Retirement  
Easter and School Holidays **12-27 April**  
**ANZAC Day – 25 April**

### APRIL

Money Matters  
– finance, insurance & more  
Autumn Fashions and Style  
Mother's Day **11 May**

### MAY

The Green Issue - EVs, electric transport and sustainability  
Sports and Fitness  
King's Birthday – 2 June  
Matariki – 20 June

### JUNE

Health & Medical Matters  
Warming Up for Winter  
School Holidays **28 June - 13 July**

### JULY

AIMES - Celebrating Excellence  
Winter Fashions and Style

### AUGUST

Homes, Gardens and DIY Projects  
Father's Day **7 Sept**  
School Holidays – **20 Sep-5 Oct**

### SEPTEMBER

The Best of North Shore Living and Retirement  
Labour Day – 27 Oct

### OCTOBER

Health Matters - Mind, Body and Spirit  
Spring Fashions and Style  
Black Friday – 28 Nov

### NOVEMBER

Festive Shopping, Summer Travel

### DECEMBER/JANUARY

Festive and Summer Holidays

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



## Distribution

Distributed to higher socio homes with welcoming letterboxes in Devonport, Cheltenham, Stanley Bay, Stanley Point, Vauxhall, Narrowneck, 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 70,000 - 100,000 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 Mag is published on the first Friday of every month, except in January.

[channelmag.co.nz](http://channelmag.co.nz) @channelmag

## 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](http://channelmag.co.nz) website and much of this is also promoted via social media.

