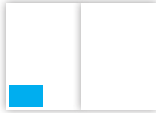






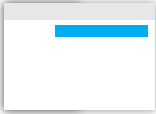
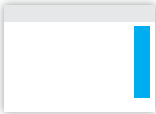


# ADVERTISING RATES & SPECS

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
	<b>SHOP THE SHORE SECTION</b> One high res product photo.	\$150 +gst	\$120 +gst	\$90 +gst
<b>WEBSITE HOMEPAGE ADVERTISING</b>		<b>RATES EXCLUDE GST.</b>		
	<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.

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



“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 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

# Channel

NORTH SHORE'S MONTHLY MAGAZINE

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

## 2022 MEDIA KIT



Channel  Channel 

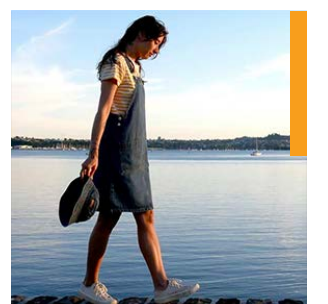
online  print

the **LARGEST** mag for the Shore

**26,000** Copies monthly

Now in our **12th** year of publishing!

Channel content is shared on: [channelmag.co.nz](http://channelmag.co.nz) and    @channelmag



**26,000** Copies monthly

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

## 2022 ISSUES - CALENDAR OF THEMES AND FEATURES

**FEBRUARY:**  
Retirement Living and North Shore Homes and Apartments  
Valentine's Day

**MARCH:**  
Creatives and the Arts  
Autumn Season Fashions

**APRIL:**  
Travel for Winter

**MAY:**  
Celebrating Excellence - 2022 AIMEs AWARDS

**JUNE:**  
Retirement Living and North Shore Homes and Apartments  
Winter Season Fashions

**JULY:**  
Winter 'At Home' Projects - Home and Garden

**AUGUST:**  
Travel for Summer, Pets

**SEPTEMBER:**  
Retirement Living and North Shore Homes and Apartments  
Spring Season Fashions

**OCTOBER:**  
Mind, Body and Spirit - Spring is Here!

**NOVEMBER:**  
Festive Shopping and Preparing for Summer!  
Summer Season Fashions

**DECEMBER/JANUARY:**  
Festive Shopping  
Summer Holiday Fun  
Summer Season Fashions



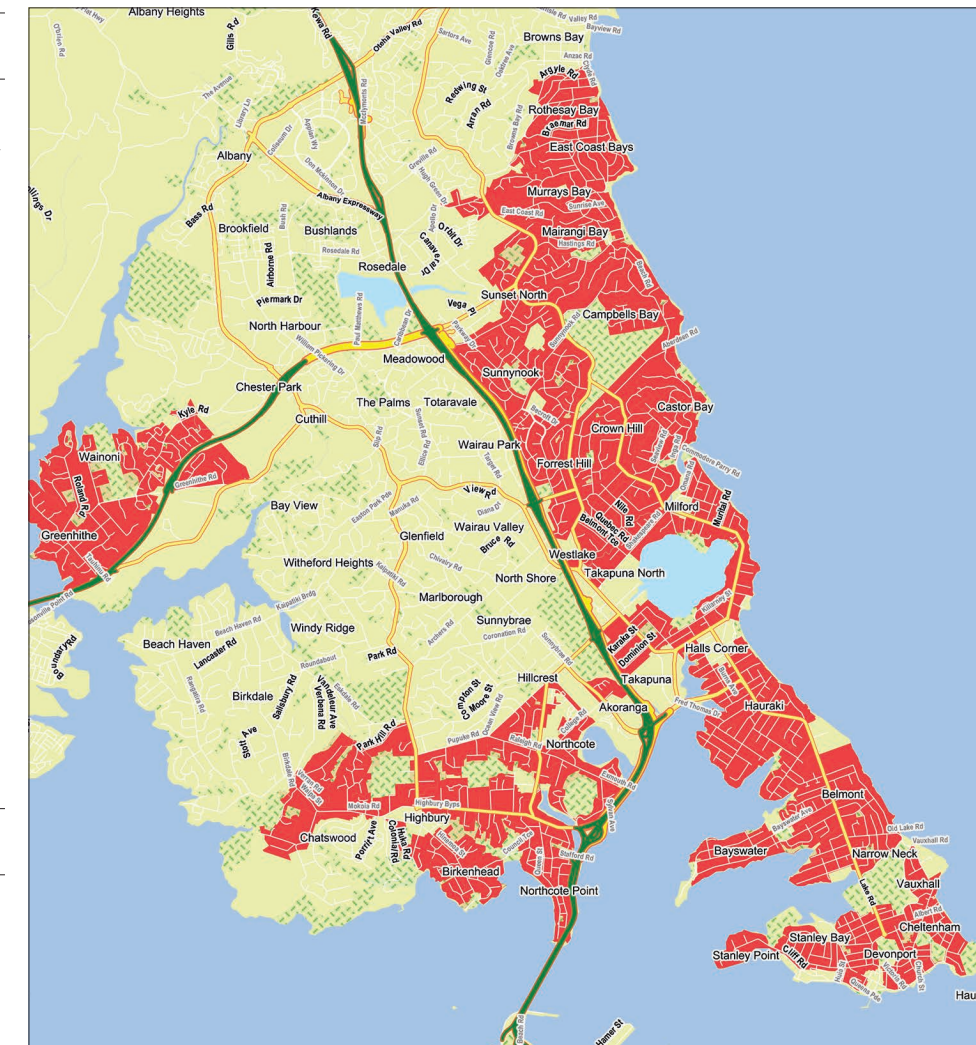
## EATING OUT GUIDE SHOP THE SHORE SERVICES ON THE SHORE

Special rates in our monthly Eating Out, Shopping and Services features.

## DISTRIBUTION

Distributed to 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, Greenhithe 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 75,000-100,000 monthly.



## 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](http://www.channelmag.co.nz) @channelmag