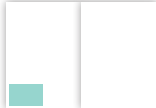
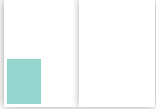
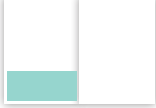
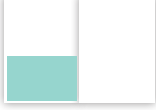
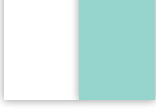
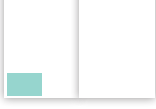
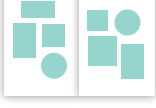
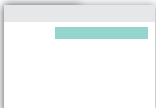



ADVERTISING RATES & SPECS

FORMAT	ADVERT SIZE	1 ISSUE	6+ ISSUES	11+ ISSUES
	1/8 PAGE Trim: 91.5w x 60h mm	\$385 +gst	\$345 +gst	\$310 +gst
	1/4 PAGE Trim: 91.5w x 126h mm	\$605 +gst	\$550 +gst	\$495 +gst
	1/3 PAGE Trim: 186w x 81h mm	\$695 +gst	\$635 +gst	\$570 +gst
	1/2 PAGE Trim: 186w x 126h mm	\$895 +gst	\$795 +gst	\$715 +gst
	FULL PAGE Trim: 210w x 297h mm with 3mm bleed	\$1450 +gst	\$1295 +gst	\$1165 +gst
	SERVICES ON THE SHORE DIRECTORY Trim: 91.5w x 60h mm	-	-	\$75 +gst
	SHOP THE SHORE SECTION One high res product photo.	\$150 +gst	\$120 +gst	\$90 +gst
WEBSITE HOMEPAGE ADVERTISING		RATES EXCLUDE GST.		
	LEADERBOARD AD (TOP OF PAGE BANNER) 710px x 87px	\$350+gst for one month or half price if you are a regular contributor in Channel.		
	SKYSCRAPER SIDE AD (DOWN RIGHT OF PAGE) 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.

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

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

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, helloworld 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 10 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



www.channelmag.co.nz



2021 MEDIA KIT

Channel online & print

the **LARGEST** mag for the Shore
25,500 Copies monthly

Now in our **11th** year of publishing!

25,500
Copies monthly

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→ 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'.

2021 ISSUE THEMES

FEBRUARY: Fitness & Wellbeing

MARCH: Kids Corner

APRIL: Winter Style

MAY: Women in Business

JUNE: Travelling Around

JULY: Creatives and the Arts

AUGUST: Post-Covid Positivity

SEPTEMBER: At Home

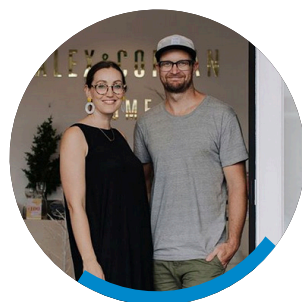
OCTOBER: The Green Issue

NOVEMBER: Festive Shopping

DEC/JAN: Living Well

SOCIAL MEDIA

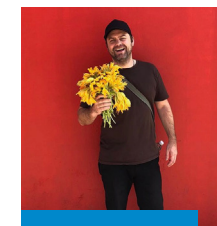
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DISTRIBUTION

25,500 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, Northcote Point, Birkenhead Point, selected homes in Greenhithe, and to businesses outside these areas. Also via Channel magazine bins at busy sites.

Estimated readership is 80,000-100,000 monthly.



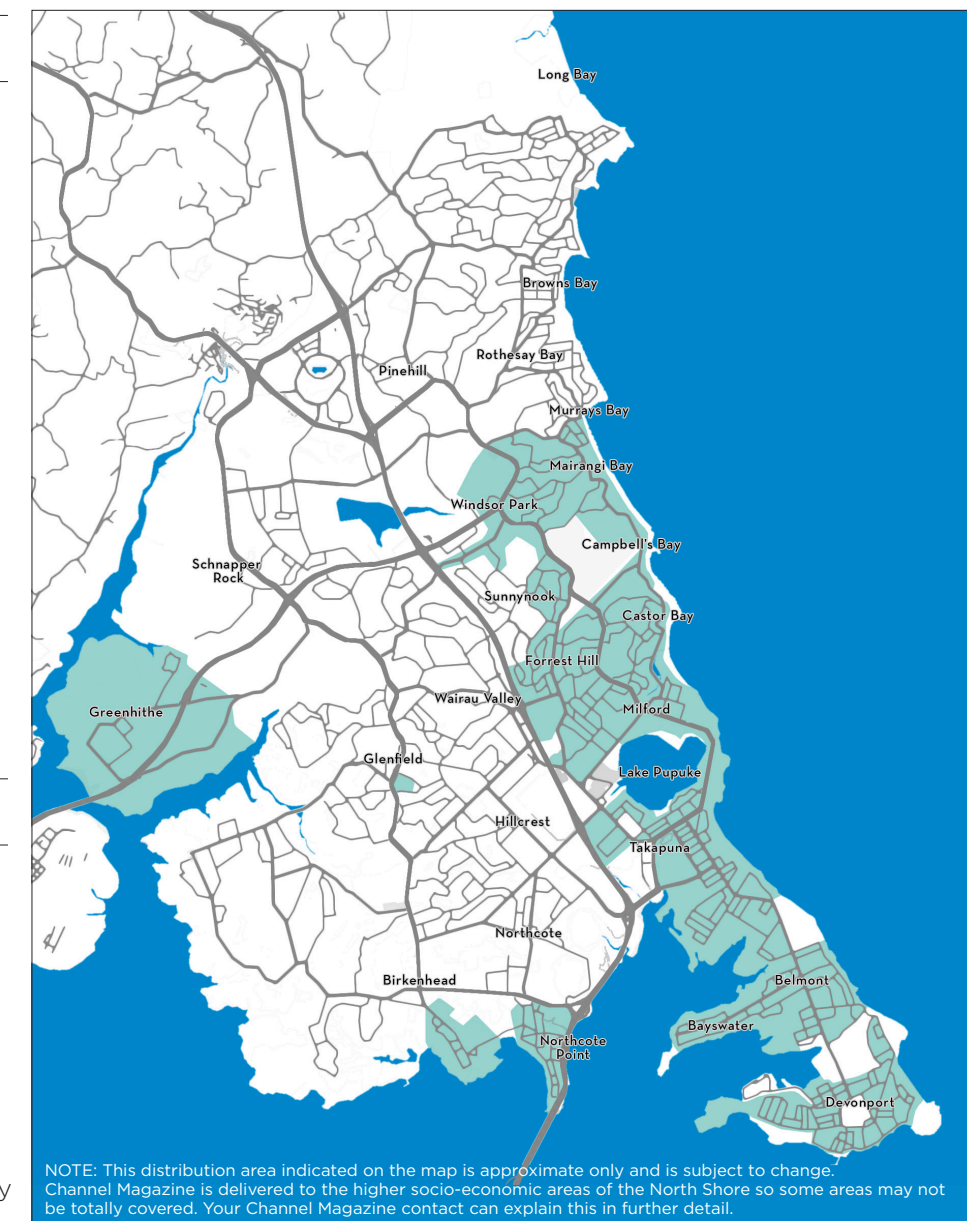
DEADLINES

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 every 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 website and much of this is also promoted via social media.

