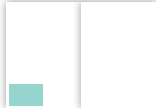
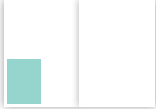
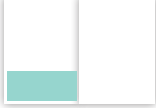
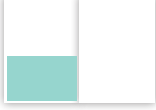
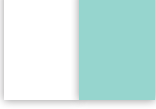
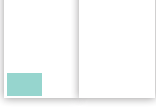
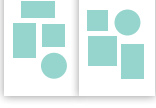
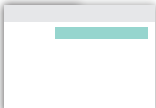



# ADVERTISING RATES & SPECS

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.

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

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

Nikki Davidson  
021 453 534  
nikki@channelmag.co.nz

www.channelmag.co.nz    @channelmag

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

“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

NORTH SHORE'S MONTHLY MAGAZINE  
**Channel**

www.channelmag.co.nz



**We love the Shore**

**2020 MEDIA KIT**

Channel  Channel 

online & print

the **LARGEST** mag for the Shore  
**26,500** Copies monthly

Now in our **10th** year of publishing!

**26,500**  
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'.

## 2020 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

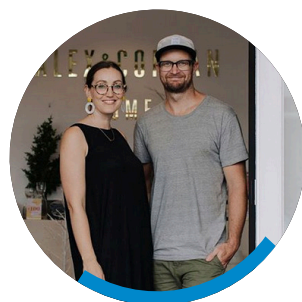
**OCTOBER:** The Green Issue

**NOVEMBER:** Festive Shopping

**DEC/JAN:** Living Well

## SOCIAL MEDIA

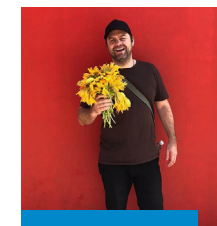
Channel content is shared on: [channelmag.co.nz](http://channelmag.co.nz) and [f](https://www.facebook.com/channelmag) [i](https://www.instagram.com/channelmag) [t](https://www.twitter.com/channelmag) [@channelmag](https://www.instagram.com/channelmag)



## DISTRIBUTION

26,500 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.



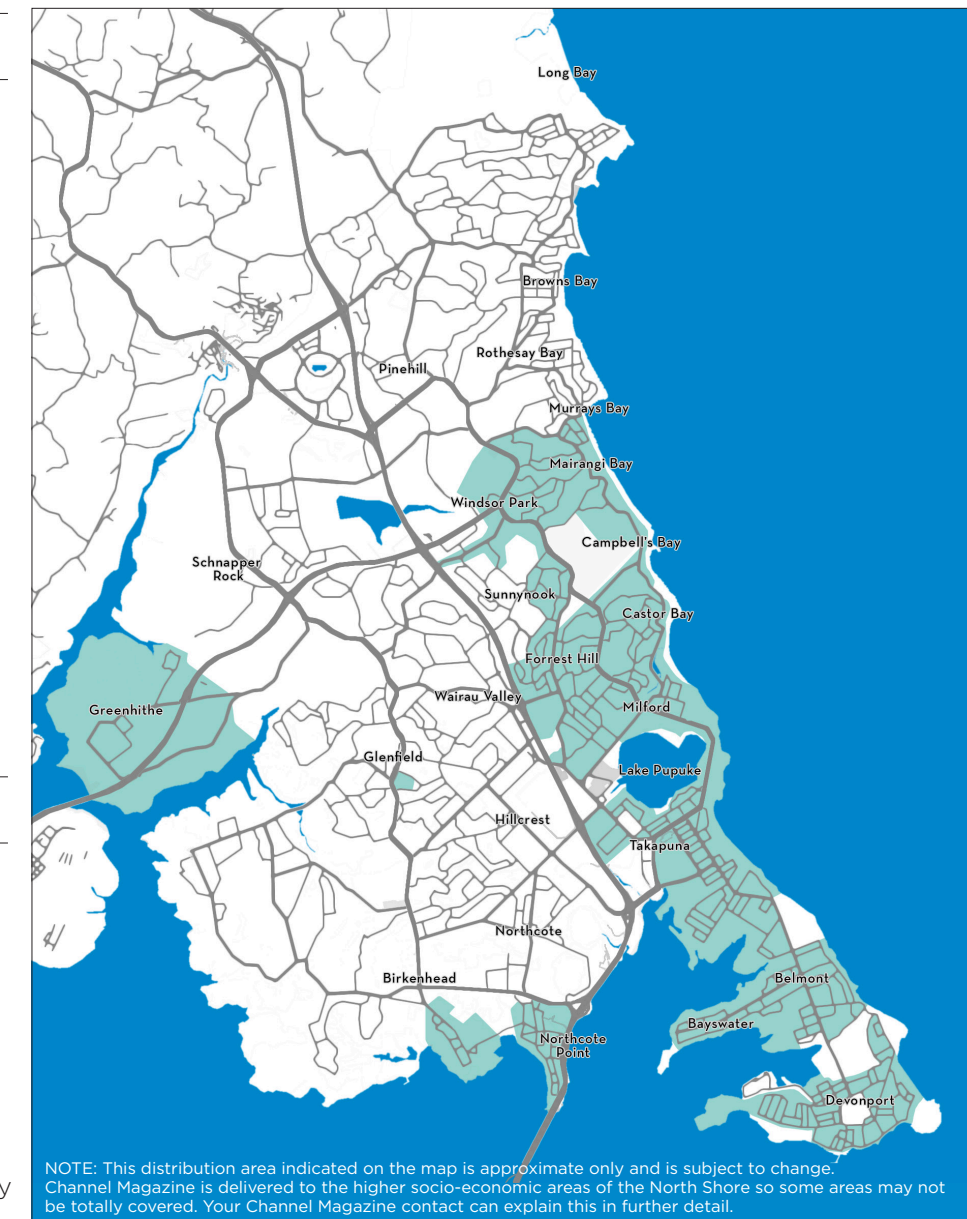
## DEADLINES

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

