






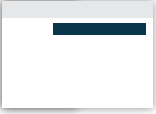



ADVERTISING RATES & SPECS

FORMAT	ADVERT SIZE	1 ISSUE	6 ISSUES OR MORE
	1/8 PAGE Trim: 91.5w x 60h mm	\$345	\$310
	1/4 PAGE Trim: 91.5w x 126h mm	\$550	\$495
	1/3 PAGE Trim: 186w x 81h mm	\$635	\$570
	1/2 PAGE Trim: 186w x 126h mm	\$795	\$715
	FULL PAGE Trim: 210w x 297h mm with 3mm bleed	\$1295	\$1165
	TRADES/SERVICES DIRECTORY - LARGE Trim: 123w x 62h mm	\$200	\$150
	TRADES/SERVICES DIRECTORY - SMALL Trim: 60w x 62h mm	\$100	\$80
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.

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



Media Kit
— 2017 —

www.channelmag.co.nz

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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'.



2017 ISSUE THEMES

FEBRUARY:
LOVE ON THE SHORE

MARCH:
BEAUTY AND HEALTH

APRIL:
SCHOOL HOLIDAYS
(APRIL 15TH-1ST MAY), EASTER (16TH APRIL)

MAY:
MUM'S THE WORD (MOTHER'S DAY 14TH)
FASHION FOCUS

JUNE:
WARM UP FOR WINTER,
HOME STYLE

JULY:
ALL ABOUT ARTS

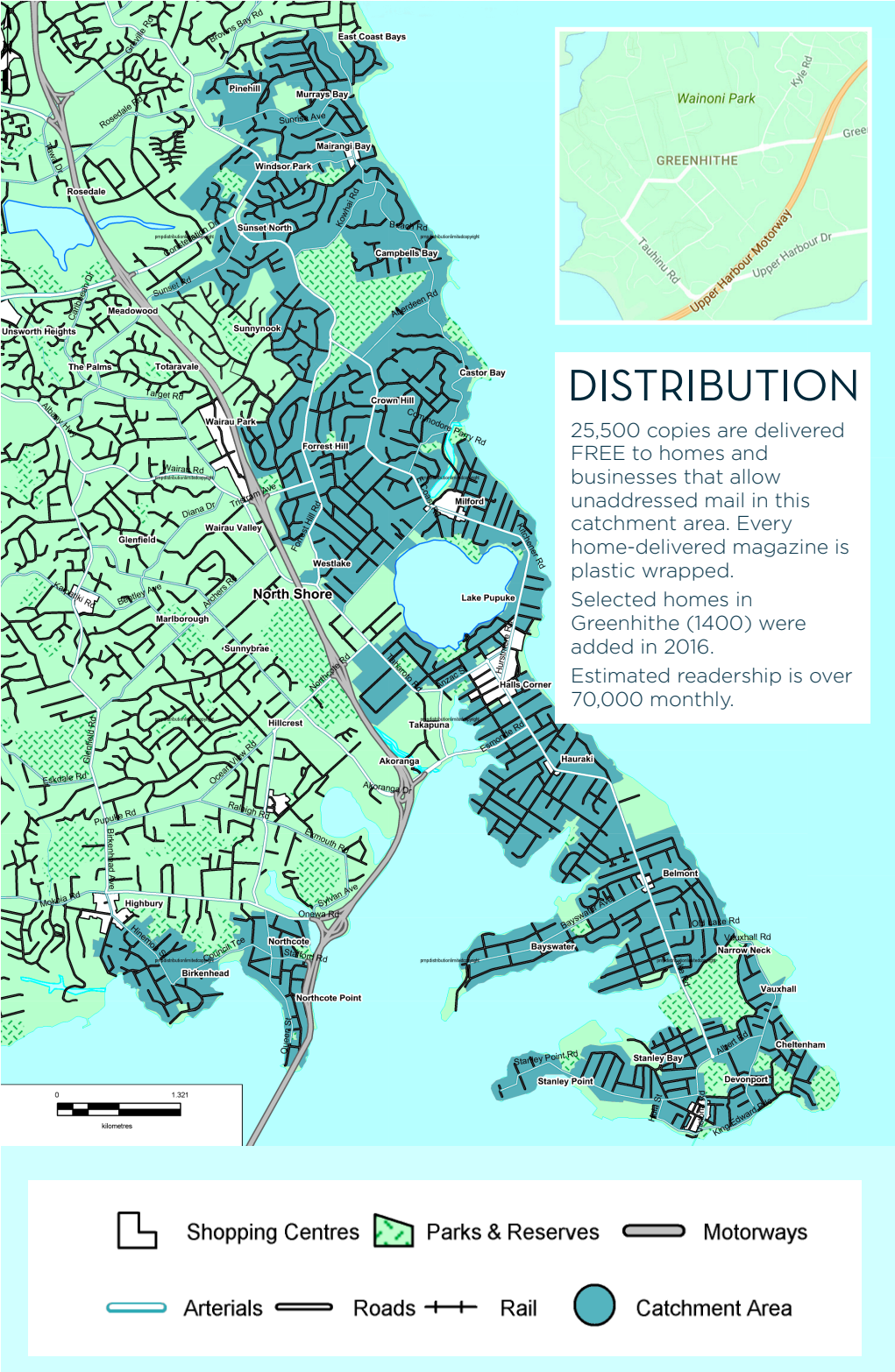
AUGUST:
SHORE DADS
(FATHER'S DAY 3RD SEPT)

SEPTEMBER:
SPRING FASHION

OCTOBER:
ENJOYING THE MATURE LIFE

NOVEMBER:
CHRISTMAS GIFT GUIDE

DECEMBER:
SUMMER HOLIDAYS



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 and offer more competitive rates for advertorials. We can match regularly booked ad space with equal space for quality copy in most instances.

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.

DEADLINES

Booking deadline is the 15th of each month. Deadline for content is the 18th of each month.

Print-ready content (pre-made adverts) can be supplied up until the 20th of each month.

Channel is published on the first Friday of each month, except in January.



SOCIAL

Channel content is shared, at no extra cost to advertisers, on:

www.channelmag.co.nz
twitter.com/channelmag
facebook.com/channelmag