

Mahurangi matters MEDIA KIT

ABOUT MAHURANGI MATTERS

Mahurangi Matters is a locally owned and operated fortnightly newspaper, servicing the community you live in. Reader friendly with the size, feel and shelf life of a magazine. We distribute to mail boxes throughout the Mahurangi area. Mahurangi Matters is about the people who live and work in the Mahurangi area, and the issues that affect our community. It provides readers with up-to-date, relevant news and information, and we are proud of the fact that our articles are locally written and not just press release updates.

Mahurangi Matters covers local news, letters, business, health & beauty, cuisine, fishing, sports, entertainment, leisure, arts, gardening, families, interiors, local history, local folk and local landmarks, as well as classifieds and a What's On calendar. Every year we also include special features focusing on winter and summer fashion, health & beauty, retirement, travel, weddings, boating, home maintenance, gardening and gift guides.



DISTRIBUTION



Mahurangi Matters

This local newspaper covers Puhoi to Waipu
Delivered to 14,500 homes

Hibiscus Matters

This local newspaper covers Dairy Flat to Waiwera
Delivered to 23,300 homes



LOCALMATTERS.CO.NZ

Be seen where LOCALS are looking online

Last year localmatters.co.nz had more than 240,000 visits from 180,000 people who viewed 400,000 pages. Each month about 40,000 pages are viewed by 22,000 unique users.

Online Display Advertising

Box Ad (300px x 250px) **\$200/month***

Business Directory - annual subscription

Premium listing **\$200/year**

Standard listing **\$150/year**

*Buy a premium listing & get 20% off online display advert

What's On Entertainment Guide

Display advert \$79 + GST per week

Perks of the Trade If you are an existing Trades & Services advertiser in one of our newspapers, then you are automatically entitled to a 20% discount on a standard online Business Directory listing

Community Directory

Premium listing **\$200/year**

Standard listing **free***

*for not-for-profit service clubs, groups and organisations

Ken Lawson
 MEDIA SALES CONSULTANT
 Mahurangi Matters
 022 029 1899
 advertising@localmatters.co.nz

Marc Milford
 MEDIA SALES CONSULTANT
 Mahurangi Matters & Welcome Home
 022 029 1897
 local@localmatters.co.nz

Account enquiries: 09 425 9068
Classified enquiries:
 design@localmatters.co.nz
 17 Neville Street, PO Box 701, Warkworth
 facebook.com/mahurangimatters

Contact us

localmatters.co.nz

PRINT ADVERTISING SIZES AND RATES

Advertising Sizes (Mahurangi Matters)	Ongoing Rate *	Casual Rate	Dimensions W mm x H mm
Trades & Services	\$61	n/a	71mm x 42mm
Bug	\$61	\$64	52mm x 52mm
Double Bug (Vert)	\$119	\$132	52mm x 108mm
Business Card	\$119	\$132	108mm x 52mm
Anchor (Horizontal)	\$222	\$251	220mm x 52mm
Box (Square)	\$222	\$251	108mm x 108mm
Portrait (Vertical)	\$325	\$371	108mm x 164mm
Brick (Horizontal)	\$325	\$371	164mm x 108mm
Double Anchor	\$422	\$479	220mm x 108mm
Half Page (Vertical)	\$524	\$610	108mm x 277mm
Full Page	\$1040	\$1040	220mm x 277mm

All prices non commission bearing. Display ad prices do not include GST. *Ongoing rate applies to when ads for at least 3 editions are booked. All rates are exclusive of GST. A 50% fee applies for any booking cancelled after deadline.

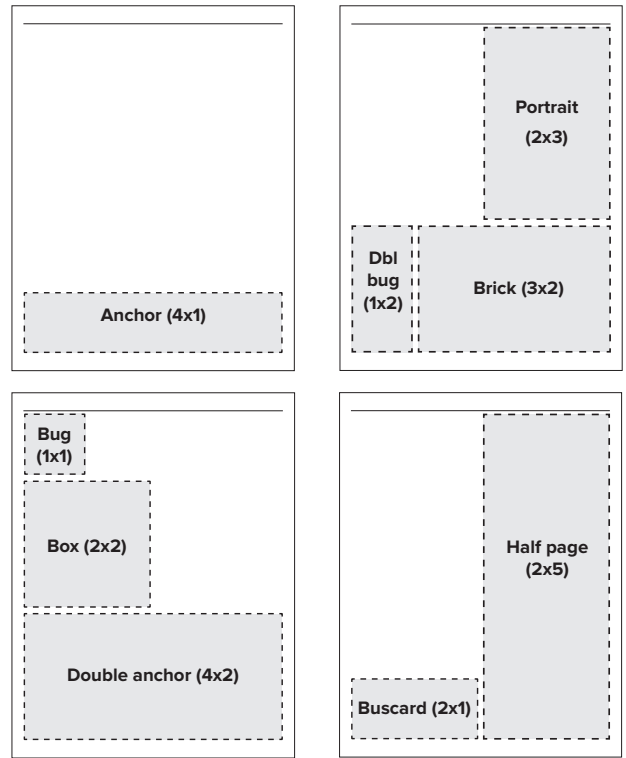
Classified advertising can be booked as either run-on (lines) at \$4.55 per line, or display (boxed) at \$11.60 per line. Colour ads will incur an additional 20% charge.

Mahurangi Matters - New Business*, new owner or new location package

1 Professionally written introductory editorial + **3 box sized ads** FOR **\$666** +GST

Our "new" business advertising/editorial package includes a 6 month free listing on the online business directory at www.localmatters.co.nz/directory/1_business.html

*Business must be less than 6 months old to qualify.



Welcome Home - Property Liftout

Full page ads from **\$662** +GST

Front page **\$790** +GST

Back/Inside cover **\$690** +GST

Our Welcome Home liftout is a great place to showcase top properties and raise an agent's profile.

Call Marc **022 029 1897** to find out more.

*Indicated price is for ongoing advertising. Casual ads are \$690+GST

Advertising Specifications

Print ready/supplied advertisements: Advertisements should be supplied as high-resolution (300dpi) PDFs. JPG or TIFF files may be accepted at the discretion of Local Matters. All files should be supplied in CMYK with no spot colours. All files will be converted to CMYK for print. Publisher, Word or Excel files will not be accepted as print-ready files.

Inhouse design: Local Matters offers a basic in-house design service which includes two opportunities to make important changes such as correcting phone numbers or addresses. The advertiser should supply high resolution files for use (logos, images etc.) in PDF, JPG or TIFF format. Any ads designed in-house are the sole property of Local Matters inc. and are in no circumstances to be used in other publications.

Full Advertising Terms & Conditions can be found online at www.localmatters.co.nz/contact-us.html. Alternatively, they can be forwarded to you by email.

2020 PUBLICATION DATES

* three week paper

Publication date	Booking Deadline	Copy Deadline
August 5*	July 15	July 17
August 19	August 5	August 7
September 2	August 19	August 21
September 16	September 2	September 4
September 30	September 16	September 18

Publication date	Booking Deadline	Copy Deadline
October 14	September 30	October 2
November 4	October 14	October 16
November 18	November 4	November 6
December 2	November 18	November 20
December 16	December 2	December 4