

Times Media

# MEDIA KIT 2020

We are the  
readers choice



Publishers of  
**Times**

**Times**  
ONLINE

eastlife

Rural  
Living

south

Settling In

design  
& build

East  
Auckland  
App

# Times

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

100% locally owned and the recipient of many awards – a publication founded on strong news values and community commitment.

The *Times* is the most read newspaper, and has the largest circulation, of any print media in east Auckland. *Times* has served this area for more than 48 years and is still locally-owned and operated. Our comprehensive website and facebook page attract huge local traffic. *Times* offers a fantastic opportunity to market your business to a much larger audience.



## DISTRIBUTION

Circulation stretches from Pakuranga through to Half Moon Bay, Bucklands and Eastern Beaches, Howick, Botany, Flat Bush and Ormiston as well as Whitford, Beachlands and Maraetai.

Print  
readership



120,000

Delivered  
weekly to



47,960  
households

Digital  
subscribers



13,500

## ADVERTISING RATES

Front Page Solus	\$895.00
Front Page Lug	\$165.00
Back Page Lug	\$150.00
Full Page	\$3000.00*
Half Page	\$1500.00*
Quarter Page	\$795.00*
Eighth Page	\$411.20*
Sixteenth Page	\$205.60*

## CLASSIFIED ADVERTS

Line rate per line:  
minimum 3 lines – casual \$6.70

Boxed adverts:  
minimum size boxed advert –  
casual \$55.80

## INSERTS

\$70.00 per 1000  
minimum 5000 –  
Please request specification sheet

All prices are non-commission bearing. Exclude GST and require print ready material. \*Contract rates available.

# *Times*

## We have East Auckland covered!

**Delivered  
every  
Tuesday**

**Your  
advertising  
insert can be  
area specific!**

*Just ask us how!*



Distribution area

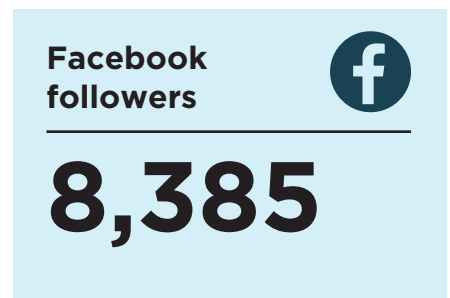
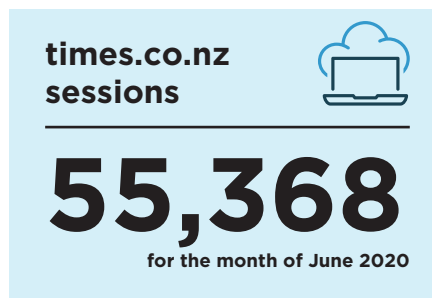
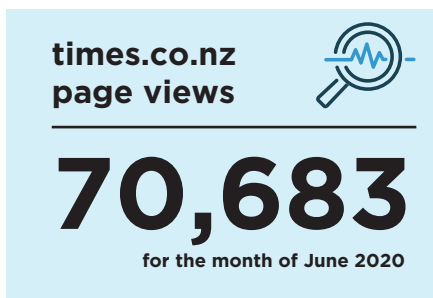


[www.times.co.nz](http://www.times.co.nz)



Advertise with us  
on Times Online  
and connect  
with thousands  
of potential  
customers.

Times Online is an independent, trusted and informative local news website reaching more than 70,000 page views a month. Times Online is updated regularly and focuses on publishing quality local content rather than blog's or clickbait.



## ONLINE ADVERTISING RATES

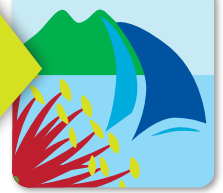
POSITION	SIZE	WEEKLY COST*	UNITS/IMP
<b>Leader Board</b> (header)	728w x 90h pixels	\$200* + GST	100%
<b>Sidebar Banner</b>	300w x 250h pixels	\$200* + GST	100%
<b>Homepage Banner</b>	728w x 90h pixels	\$150* + GST	100%
<b>Run of Site Banner</b> (no promised location)			50%
<b>Newsletter inclusions</b>		\$150 + GST	Per insertion
<b>Newsletter Banner</b> (per insertion)	728w x 90h pixels	\$250 + GST	Per insertion
<b>Solus EDM</b> – Exclusive email to subscribers	600w x 1000h pixels	\$695 + GST	Per email
<b>Pop Up Advertisement</b> Exclusive to one advertiser per week	850w x 850h pixels	\$1800 + GST	100%
<b>Agency Bookings</b>		+ 20% Commission	*Min two weeks



ALL THAT'S NEAR,  
IS HERE!

# EAST AUCKLAND APP

News, services, events, trades, food and entertainment, amenities, even the closest public toilet!



East Auckland

All you need  
from your  
community  
in one place

## How to get involved

Any business can have their listing on the app free of charge, but for as low as \$5 per week, your listing will be promoted to include your logo along with your company name and key contact details. You can then click through to an information page where you can display more details such as your opening hours, social media links, location map and a link direct to your website.

## ADVERTISING RATES

<b>Button</b>	A personalised button on the front page to link directly to your website	\$295/pw
<b>Banner advertisement</b>	Advert appears on the top of the screen and links to your website 320px wide x 50px high	\$295/pw
<b>Pop-up Ad:</b>	Full page pop-up advert on the deals page 320px wide x 480px high	\$150/day

### DEALS

<b>Promote your weekly special</b>	\$95/pw
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### \*LISTINGS

<b>Promoted Listing:</b>	Image/logo, link to info page with your contact details, opening hours and location map	\$5/pw
<b>Basic Listing:</b>	Includes your business name and phone number	\$3/pw
<b>Notice Board:</b>	Promote your notice	\$3/pw
<b>Job Listings:</b>	Promote your job listing	\$3/pw

\*Listing bookings require a minimum of 6 months. Prices exclude GST and are valid to 31st December 2020.

Total  
downloads



1,328

Total  
opens



40,000



Search 'East Auckland'  
in your app store



# eastlife

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

*EastLife* magazine is a thriving lifestyle magazine, aimed at the middle to high income demographic in south-east Auckland. It features in-depth profiles, (built around eye-catching photography) primarily of people who have connections to our region and in an era trending towards brief articles, there is plenty for 'flick through' readers especially in the fashion, beauty, food, home décor, Faces & Places and WIN sections.



## DISTRIBUTION

Placed in drop boxes at local shopping malls/centres and at businesses and professional rooms throughout the district. Also available online.

### Printed distribution



# 11,500

### Digital subscribers



# 9,100

**DEADLINES:** Booking deadlines are on the 15th of each month; for content requiring creative input, the 20th of each month; print-ready content can be supplied up to the 25th of each month.

## ADVERTISING RATES

SIZE	CASUAL RATE	6 ISSUE RATE	12 ISSUE RATE
Front Cover	\$4,000		
Back Cover	\$2,600	\$2,340	\$2,080
Front Inside Double Page Spread	\$4,000	\$3,600	\$3,000
Back Inside Cover	\$2,200	\$1,980	\$1,650
Double Page Spread	\$3,000	\$2,550	\$2,100
Full Page	\$1,800	\$1,530	\$1,260
1/2 Page	\$990	\$742	\$693
1/3 Page	\$830	\$730	\$598
1/4 Page	\$680	\$646	\$510
1/8 Page	\$420	\$399	\$357
Dining Guide	\$390		\$195
Directory - Double	\$295	\$221	\$195
Directory - Single	\$195	\$146	\$97
Design / Artwork	FREE		
Photographer per hour	on request		
Hyperlink	FREE		

Rates are per issue, GST exclusive and non-commission bearing. Requested or guaranteed positions - add 20%.

# Rural Living

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

*Rural Living* is directed at small block owners – suits and gumboots people who may work in the city but live in the country as well as catering to the new urban estates, *Rural Living* is renowned for its diverse content. Readers can expect light hearted humour, topical farming and horticultural news and coverage of town and country themes with local personalities in the mix.

## DISTRIBUTION

Delivered to RD 1,2,3 and 4 rural lifestyle properties in the greater Franklin district and beyond – Pokeno to Drury/Karaka and Clevedon to Waiuku as well as to drop boxes throughout the districts regional townships including their key community of Pukekohe.

### Printed distribution



**15,000**

### Digital subscribers



**3,500**

**DEADLINES:** Booking deadlines are on the 5th of each month; for content requiring creative input, the 10th of each month; print-ready content can be supplied up to the 11th of each month.



## ADVERTISING RATES

SIZE	CASUAL RATE	6 ISSUE RATE	12 ISSUE RATE
Double Page Spread	\$2500	\$1625	\$1500
Full Page	\$1490	\$968	\$894
1/2 Page	\$990	\$742	\$594
1/3 Page	\$795	\$625	\$450
1/4 Page	\$595	\$446	\$392
1/8 Page	\$395	\$295	\$221
Dining Guide	\$390		\$195
Directory – Double	\$295	\$221	\$195
Directory – Single	\$195	\$146	\$97
Design / Artwork	FREE		
Photographer per hour	on request		
Hyperlink	FREE		

Rates are per issue, GST exclusive and non-commission bearing. Requested or guaranteed positions – add 20%.



# south

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

**SOUTH** features in-depth local profiles, (built around eye-catching photography) and includes fashion, beauty, food, home décor, travel and WIN sections amongst its mix.



## DISTRIBUTION

Delivered to letterboxes in the urban estates of Karaka and to select suburbs of Pukekohe. Also available via dropboxes and at professional rooms through the wider area.

**Printed  
distribution**



**15,000**

**Digital  
version  
emailed to  
subscribers each  
month.**



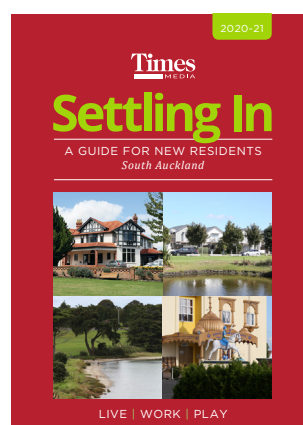
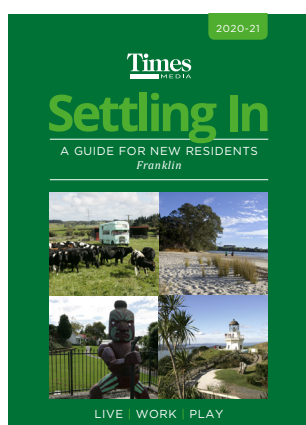
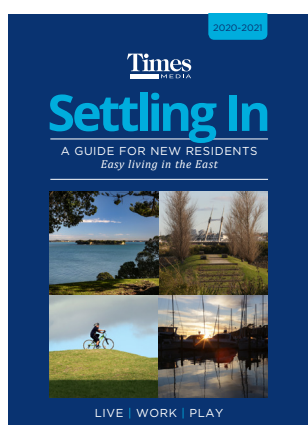
**DEADLINES:** Booking deadlines are on the 15th of each month; for content requiring creative input, the 20th of each month; print-ready content can be supplied up to the 25th of each month.

## ADVERTISING RATES

SIZE	CASUAL RATE	6 ISSUE RATE	12 ISSUE RATE
Back Cover	\$2,600	\$2,340	\$2,080
1st Front Inside Double Page Spread	\$3,600	\$3,000	\$2,500
Back Inside Cover	\$2,200	\$1,980	\$1,650
Double Page Spread	\$1,800	\$1,450	\$1,300
Full Page	\$1,250	\$850	\$795
Contents page (1/3 page)	\$830	\$670	\$580
From the editor page (1/3 page)	\$790	\$650	\$550
1/2 Page	\$790	\$645	\$550
1/3 Page	\$595	\$550	\$395
1/4 Page	\$495	\$395	\$350
Directory - Double	\$295	\$221	\$195
Directory - Single	\$195	\$146	\$97
Design / Artwork	FREE		
Photographer per hour	on request		
Hyperlink	FREE		

Rates are per issue, GST exclusive and non-commission bearing.  
Requested or guaranteed positions - add 20%.

We also produce a range of annual publications including:



FOR ALL ADVERTISING ENQUIRIES CONTACT

**Times Media**  
Newspaper display, classified and online advertising

**Selina Chant**  
P: (09) 271 8068  
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**Janine Hickmore**  
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**Kelly Cooke**  
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E: kellyc@times.co.nz

**Classified Adverts**  
P: (09) 271 8050  
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**EastLife**  
advertising enquiries

**Jackie Underhill**  
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**SOUTH magazine**  
advertising enquiries

**Kate Ockelford-Green**  
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**Rural Living**  
advertising enquiries

**Kate Ockelford-Green**  
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**East Auckland App**  
advertising enquiries

**Diana Honey**  
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E: dianah@times.co.nz