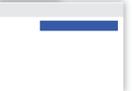


Advertising Rates & Specs

FORMAT	ADVERT SIZE	1 ISSUE	6+ ISSUES	11+ ISSUES
	DOUBLE PAGE SPREAD Trim: 420w x 297hmm with 3mm bleed	\$2,610 +gst	\$2,250 +gst	\$1,995 +gst
	FULL PAGE Trim: 210w x 297h mm with 3mm bleed	\$1450 +gst	\$1295 +gst	\$1165 +gst
	1/2 PAGE Trim: 186w x 126h mm	\$895 +gst	\$795 +gst	\$715 +gst
	1/3 PAGE Trim: 186w x 81h mm	\$695 +gst	\$635 +gst	\$570 +gst
	1/4 PAGE Trim: 91.5w x 126h mm	\$605 +gst	\$550 +gst	\$495 +gst
	GRAMWORTHY 2/3rd page feature		\$395+gst per issue	
	EATING OUT GUIDE 1/6th page listing of your business, includes 1 photo		\$120+gst per issue for full year	
	SHOP THE SHORE One high res product photo.		\$120+gst per issue for full year	
	SERVICES ON THE SHORE DIRECTORY Trim: 91.5w x 60h mm		\$90+gst per issue for full year	
WEBSITE HOMEPAGE ADVERTISING		RATES EXCLUDE GST.		
	LEADERBOARD AD (TOP OF PAGE BANNER) 990px x 122px		\$450+gst for one month	
	SKYSCRAPER SIDE AD (DOWN RIGHT OF PAGE) 160px x 600px		\$395+gst for one month	

Talk to us about **SPECIAL RATE ADVERTORIAL** and **EXTENDED FEATURES**, and **COMPETITIVE FRONT COVER** and **PREFERENTIAL PLACEMENT OPTIONS**.

Liz Cannon 021 204 3395 or liz@channelmag.co.nz

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

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

channelmag.co.nz   @channelmag

“We have been supporters of Channel Magazine with advertising since it started around 15 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

“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, Shore 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 regularly using Channel Mag as a local North Shore advertising option, including editorial in relation to our legal expertise. The magazine provides consistent results.”

Tammy McLeod,
Davenport's Law

Channel

NORTH SHORE'S MONTHLY MAGAZINE

www.channelmag.co.nz

2026 MEDIA KIT

16th YEAR OF PUBLISHING



In print and online | Channel Mag content is shared on: channelmag.co.nz and   @channelmag



22,000
Copies monthly

channelmag.co.nz   @channelmag

Proudly published by
BENEFITZ
→ Future thinkers.

Channel 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'.



Focus and Features for 2026 Issues

FEBRUARY

Travel; The Arts
Waitangi Day: 6 Feb

MARCH

Real Estate & Retirement Living

APRIL

Money Matters; Autumn Season Fashion, Style & Trends
Easter and School Holidays: 3 - 19 April
ANZAC Day: 25 April

MAY

Health, Sports & Fitness
Mother's Day: 10 May

JUNE

Sustainability; Medical Matters
King's Birthday: 1 June

JULY

AIMES; Winter Season Fashion, Style & Trends
School Holidays: 4 - 19 July
Matariki: 10 July

AUGUST

Homes/Gardens/DIY; The Arts

SEPTEMBER

Real Estate & Retirement Living
Father's Day: 6 Sept

OCTOBER

Travel; Spring Season Fashion, Style & Trends
School Holidays: 26 Sept - 11 Oct
Labour Day: 26 Oct

NOVEMBER

Retail & Hospitality
Black Friday: 27 Nov

DECEMBER/JANUARY

Festivities; Summer Fashion, Style & Trends
School Holidays: 19 Dec - 28 Jan

Special rates for our monthly Gramworthy, Shop the Shore, Eating Out Guide and Services on the Shore features



Distribution

Distributed to higher socio homes with welcoming letterboxes in Devonport, Cheltenham, Stanley Bay, Stanley Point, Vauxhall, Narrowneck, Bayswater, Belmont, Hauraki, Takapuna, Milford, Westlake, Forrest Hill, Crown Hill, Castor Bay, Sunnynook, Campbells Bay, Mairangi Bay, Murrays Bay, Northcote, Birkenhead, Chatswood, Northcote Point, Birkenhead Point, Hillcrest and to businesses, shopping centres and foyer/reception areas in these areas and Shore-wide. We also have many magazine stands throughout the North Shore.

Estimated readership is 70,000 - 100,000 in print and online

Deadlines

Our desired booking deadline is the 10th-15th of each month.

Deadline for supplying content is the 15th-20th of each month.

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

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

channelmag.co.nz @channelmag

Advertising & Advertorial 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.



KEY

- Residential Deliveries
Print copies delivered to homes with clean letterboxes in these higher socio-economic locations
- Channel Mag Stands
Print copies provided in community hubs and high footfall areas

NOTE: This distribution area indicated on the map is approximate only and is subject to change.

Channel Magazine is delivered to the higher socio-economic areas of the North Shore so some areas may not be totally covered. Your Channel Magazine contact can explain this in further detail.