



About The Millwater Mag & The Orewa Mag

Our magazine is a local monthly publication produced for and by locals with a focus on providing relevant, useful and entertaining information to the Hibiscus Coast community. Printed in full colour, its A4 format provides scope for a range of editorial and advertising options. We distribute 10,000 copies to homes, businesses and magazine stands each issue, with The Millwater Mag delivered throughout the Millwater, Silverdale and Milldale area and The Orewa Mag throughout Orewa. This is an ever-changing dynamic as our area continues to grow at a rapid pace.

Editorial

The editorial content in The Millwater Mag / The Orewa Mag has a reputation for being informative and entertaining, adding to the rich fabric of the magazine and ensuring we maintain a loyal and diverse readership base. We welcome editorial content from community groups, local clubs, individuals and businesses. Priority for editorial space is given to businesses who advertise with us and community groups and local clubs.

The space allows for 350-400 words with one or two quality colour images where possible. Some flexibility is available, so if you have something special in mind please let us know and we will do our best to accommodate. The editor retains the right to refuse any editorial content they deem to be not suitable or not relevant.

Advertising

With the specific intention of keeping the magazine relevant for locals we have set advertising rates at a level that should be attractive to all types of business. With a range of advert sizes and packages available there is something to suit any budget.

Deadlines

The deadline for editorial and advertising content is the 15th of the month prior to the issue of intended publication. For example, content for the May issue should be submitted to us by 15 April.

RATES AND PACKAGES



SIZE	PER ISSUE PRICE	BRONZE (3 issues)	SILVER (6 issues)	GOLD (12 issues)
Business card	\$108	<ul style="list-style-type: none"> Guaranteed placement 	<ul style="list-style-type: none"> Guaranteed placement 	<ul style="list-style-type: none"> Guaranteed placement
Sponsorship banner	\$165	<ul style="list-style-type: none"> 25% off 3rd advert 	<ul style="list-style-type: none"> 50% off 6th advert 	<ul style="list-style-type: none"> 100% off 12th advert & 50% off 1st advert + 100% off 12th of next Gold renewal
Quarter page banner	\$275	<ul style="list-style-type: none"> Business listed in local directory 	<ul style="list-style-type: none"> Business listed in local directory 	<ul style="list-style-type: none"> Business listed in local directory
Quarter page portrait	\$275	<ul style="list-style-type: none"> Editorial space option 	<ul style="list-style-type: none"> Editorial space option 	<ul style="list-style-type: none"> Editorial space option
Quarter page strip	\$275	<ul style="list-style-type: none"> Editorial shared on our socials & linked to your business social media 	<ul style="list-style-type: none"> Editorial shared on our socials & linked to your business social media 	<ul style="list-style-type: none"> Editorial shared on our socials & linked to your business social media
Half page	\$425			
Full page	\$690			
Double page spread	\$1,330			
Inside back cover half vertical	\$489			
Back cover	\$816			
Page 2 & 3 premium placement	+15%			
SPECIAL PACKAGES				
Editorial/advert package	\$525			
A full page exclusively yours for your advert and editorial				
Front cover package	\$1,638			
Your business image on the front cover with your logo, tagline and contact details PLUS a full page inside for editorial and/or advertising content				
Business boost package A	\$2,695			
One front cover package PLUS a half page bronze package (across 4 issues)				
Business boost package B	\$1,347			
One full page advert PLUS a quarter page bronze package (across 4 issues)				

All advertising includes a listing in Local Directory at no extra cost

Premium placement requests for pages 2 & 3 carry a 15% loading and advertising must be a 1/2 page or full page

Design: For advertising packages of a quarter page or larger we offer an initial free design service that includes a proof and two sets of changes. Subsequent changes to this artwork will incur a charge of \$25+GST.

Writing: Editorial writing services are available starting at \$159+GST. These may be waived for charities and community endeavours.

All prices are exclusive of GST. Prices may be changed at any time without further notice. Subscription to a package does not exclude the client from price increases during the course of that package. Our payment terms are 7 days from receiving invoice. Specifications are subject to change. To see full terms & conditions head to www.themillwatermag.co.nz/advertise

SIZES AND SPECS width x height

<p>BUSINESS CARD 95mm x 55mm</p> <p>QUARTER PAGE BANNER 190mm x 65mm</p>	<p>QUARTER PAGE PORTRAIT 95mm x 136mm</p>	<p>QUARTER PAGE STRIP 45mm x 273mm</p>	<p>HALF PAGE VERTICAL 97mm x 273mm</p>
<p>HALF PAGE HORIZONTAL 190mm x 140mm</p>	<p>FULL PAGE 210mm x 297mm (+ 5mm bleed)</p>	<p>DOUBLE PAGE SPREAD 420mm x 297mm (+ 5mm bleed)</p>	