

the Westerly

FREE community magazine



About the Westerly

the Westerly is a monthly local publication for and by locals with a focus on providing information and entertainment to the Hobsonville and surrounding community. Printed in full colour, its A4 format will provide scope for a range of editorial and advertising options. Delivered throughout Hobsonville and the immediate surrounds the magazine retains a sharp focus on things important to residents. Since our first issue launched in September 2015, it's been all hands on deck! The magazine is distributed to 10,000 homes and business in the Hobsonville, West Harbour, Westgate, Massey, Whenuapai and Herald Island area every month. This is an ever-changing dynamic as the area continues to grow at a rapid pace!

Editorial

The editorial in the Westerly has a reputation for being informative and entertaining, adding to the rich fabric of the magazine. We welcome editorial content from community groups, local clubs, individuals and businesses. Priority of editorial space in any issue is given to businesses who also advertise and community groups and local clubs.

We offer 300 words and allow for one or two quality colour photographs where possible. Some flexibility is available on sizes so if you have something special please let us know and we will try and accommodate.

The editor retains the right to refuse any editorial content that is not suitable or relevant. Editorial content should be to the magazine by the 15th of each month.

Advertising

With the specific intention of keeping the magazine relevant for locals we have set advertising rates at a level that should be very attractive to all types of business. With a range of ad sizes and packages there will be something that works for all budgets. All our advertising rates can be found on our website. Booking and material deadlines are the 15th of the month prior.

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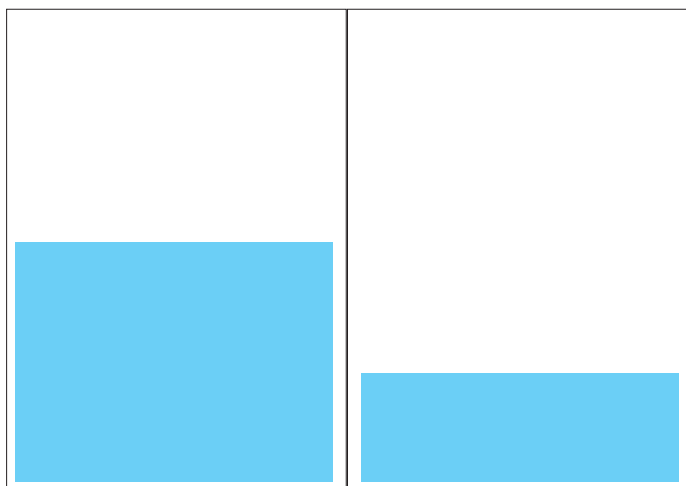
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RATES AND PACKAGES SIZE

SIZE	PRICE
Business card	\$100
Double Business Card	\$250
Quarter page banner	\$300
Half page	\$450
Full page	\$800
Front Cover and inside page 3	\$1,500

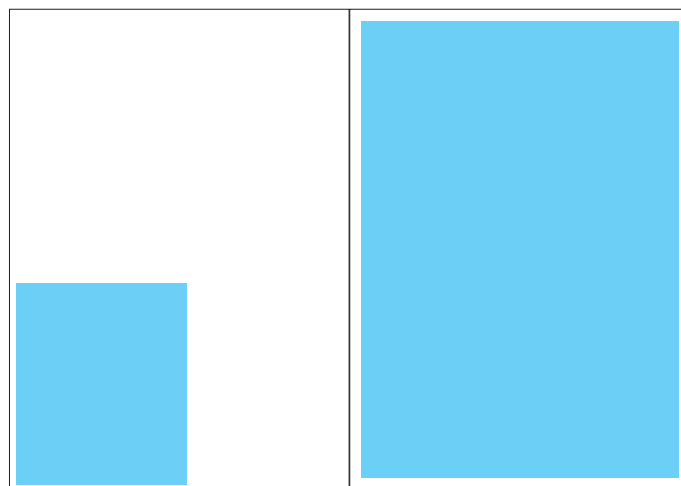
All prices are exclusive of GST. Prices may be changed at any time without further notice. Subscription to a Package does not exclude the client from price increases during the course of that package. Our payments terms are 7 days from receiving invoice. Specifications are subject to change.

SIZES AND SPECS



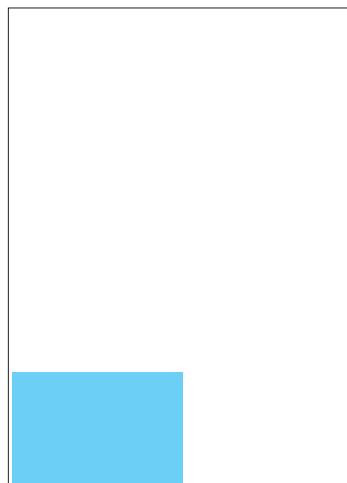
HALF PAGE HORIZONTAL
190mm x 140mm

QUARTER PAGE BANNER
190mm x 55mm



DOUBLE BUSINESS CARD
110mm x 90mm

FULL PAGE
297mm x 210mm with
5mm bleed



BUSINESS CARD
90mm x 55mm

SOCIAL MEDIA PACKAGE

Social Media Package \$300 - Add on package - need to have an above advert to be featured in the magazine, which is featured on our website and a sponsored post on Facebook and Instagram linked to your business on social media if available. Advert featured on our website www.kumeucourier.co.nz.

Google Adwords upgrade including Facebook and Instagram, using your content provided for a full calendar month \$750 + GST


ADVERTISEMENT SPECIFICATIONS:


All adverts supplied must be in one of the following formats: Adobe PDF, InDesign, Microsoft Word (with any graphics supplied as a .jpg), or a .jpg.

Design - We ask for print ready material in the above format. Unfortunately we don't design adverts, we can recommend a great Graphic Designer to help you.

FOLLOW US

thewesterly.co.nz

 @thewesterly2015

 @the_westerly

CONTACT US

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