

Times Media

MEDIA KIT 2022

We are the
readers choice



Publishers of
Times

Times
ONLINE

eastlife

Rural
Living

Settling In

design
& build

East
Auckland
App

Rural Living

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 420w x 297d + 5mm bleed	\$2500	\$1625	\$1500
Full Page 210w x 297d + 5mm bleed	\$1490	\$968	\$894
1/2 Page 184w x 135d	\$990	\$742	\$594
1/3 Page 184w x 90d	\$795	\$625	\$450
1/4 Page 90w x 135d or 184w x 67d	\$595	\$446	\$392
1/8 Page 90w x 67d	\$395	\$295	\$221
Hot Spot	\$390		\$250
Directory – Double 90w x 60d	\$295	\$221	\$195
Directory – Single 43w x 60md	\$195	\$146	\$97
Design / Artwork	FREE		
Photographer per hour	on request		
Hyperlink	FREE		

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

eastlife

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 210w x 297d + 5mm bleed	\$2,600	\$2,340	\$2,080
Front Inside Double Page Spread 420w x 297d + 5mm bleed	\$4,000	\$3,600	\$3,000
Back Inside Cover 210w x 297d + 5mm bleed	\$2,200	\$1,980	\$1,650
Double Page Spread 420w x 297d + 5mm bleed	\$3,000	\$2,550	\$2,100
Full Page 210w x 297d + 5mm bleed	\$1,800	\$1,530	\$1,260
1/2 Page 184w x 135d	\$990	\$742	\$693
1/3 Page 184w x 90d	\$830	\$730	\$598
1/4 Page 90w x 135d or 184w x 67d	\$680	\$646	\$510
1/8 Page 90w x 67d	\$420	\$399	\$357
Hot Spot	\$390		\$250
Directory - Double 90w x 60d	\$295	\$221	\$195
Directory - Single 43w x 60md	\$195	\$146	\$97
Design / Artwork	FREE		
Photographer per hour	on request		
Hyperlink	FREE		

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

Times

www.times.co.nz/classifieds

Our classified section is a comprehensive local directory and a highly successful tool for advertisers, covering classifications including trades and services, situations vacant, liquor licences, public notices and many more.

Classifieds also run features throughout the year, showcasing both Education and Sports, Leisure and Fitness.

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

Education
feature

Sports
feature

Situations vacant
& public notices

CLASSIFIED ADVERTISING RATES

Casual Line Advert	\$6.70 per line
Mid Term Line Advert	\$5.50 per line
Long Term Line Advert	\$4.00 per line
Casual Advert - Boxed	\$18.60 per column centimetre
Mid Term Advert - Boxed	\$12.70 per column centimetre
Long Term Advert - Boxed	\$10.20 per column centimetre

DEADLINES:

Booking deadline is
10am each Tuesday for
Wednesday publication.

MINIMUM SIZES:

Line advert - 3 lines
Box advert - 3 cm x 1 col

Rates are per issue and non-commission bearing. Excludes GST.

Times

We have East Auckland covered!

**Delivered
every
Wednesday**

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

Just ask us how!



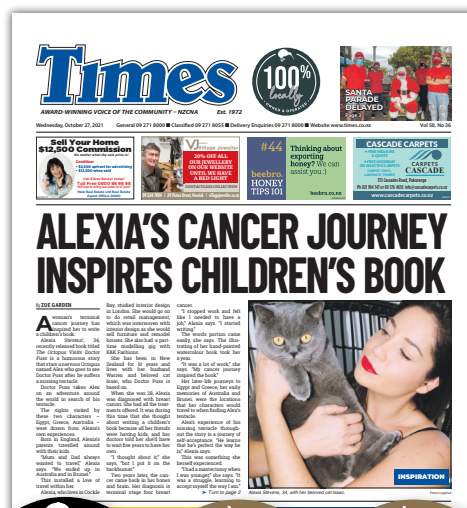
Distribution area

Times

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 3 x 1 –
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.



Web & mobile ad campaign

Build your advertising campaign and advertise with us on Times Online and connect with thousands of potential customers.

BUILD YOUR CAMPAIGN

1. Which banner best suits your campaign?

THE APOTHECARY CURRY CLUB

WEDNESDAY, JUNE 2 | Email Hello@daisychang.co.nz

■ LEADERBOARD BANNER AND HOMEPAGE BANNER (728x90 px)

THE APOTHECARY CURRY CLUB



WEDNESDAY, JUNE 2
Email Hello@daisychang.co.nz

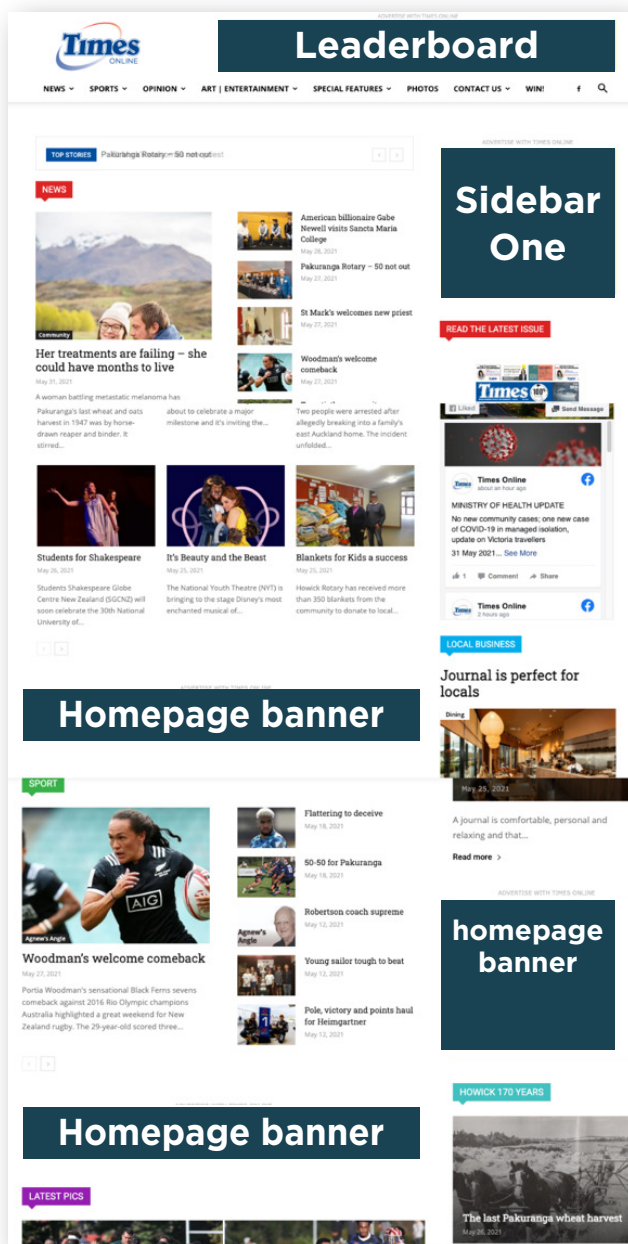
■ SIDEBAR ONE (300x250 px)



www.times.co.nz

2. Which position would you like on our website?

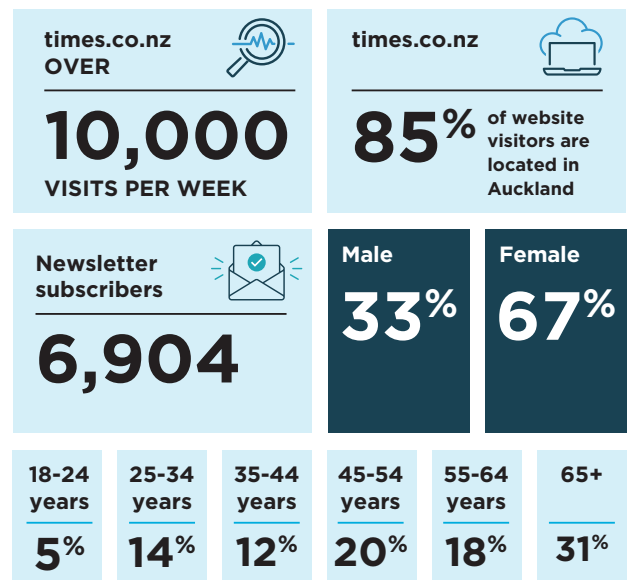
■ HOMEPAGE OPTIONS



■ ARTICLE PAGE



3. What exposure could your campaign receive?



■ POSITION

Leader Board

- Prime position, adverts are visible site wide
- Prime visibility on mobile
- Only four advertisers per week
- Guaranteed position
- In post feature — adverts will feature within the content on article pages

Sidebar One

- Prime position, top right of homepage
- Only four adverts per week
- Guaranteed position

Homepage Banner

- Adverts will feature in two locations on the homepage below the news section (position dependant on space)
- Visible on mobile

\$150 per week + GST

\$95 per week + GST

\$95 per week + GST

■ Creative to be supplied in: 728x90px and 300x250px

PRINT, FACEBOOK AND NEWSLETTER

Book an advert in our printed newspaper and add on a below extra for added exposure.

EXTRAS

ADVERT 'EXTRAS'

PRINTED ADVERT



NEWSLETTER INCLUSION

Newsletter subscribers

6,904

Your advert will be included within our weekly newsletter

FACEBOOK POST

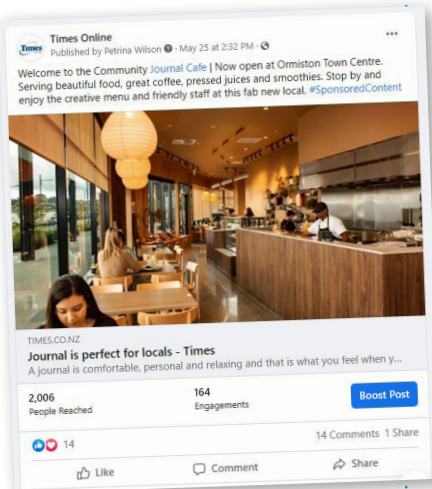
Facebook followers



9,512

Facebook likes

8,913



POSITION

Option 01

- Inclusion on our Facebook page

\$150 per week + GST

Option 02

- Inclusion on our digital newsletter sent to our subscribers

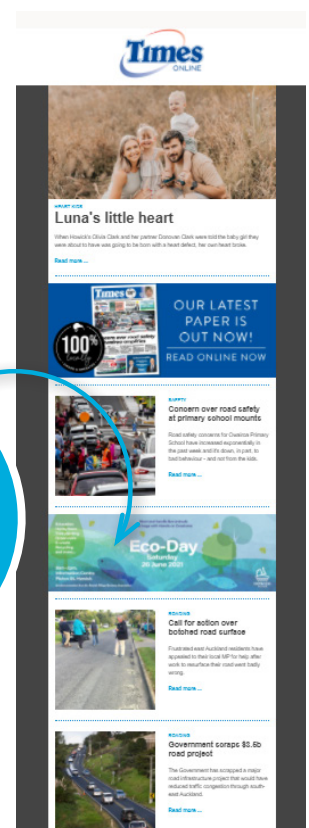
\$195 per week + GST

Option 03

- Inclusion on our Facebook page
- Inclusion on our digital newsletter sent to our subscribers

\$275 per week + GST

Creative to be supplied in: 1200px wide x 800px deep



PRINT, WEB, FACEBOOK AND NEWSLETTER

Book an advertorial in our printed newspaper and add on a below extra for added exposure.

EXTRAS

ADVERTORIAL 'EXTRAS'

PRINTED ADVERTORIAL

Welcome to our community

Proudly sponsored by **Times**
ONLINE



Journal is perfect for locals

A journal is comfortable, personal and relaxing – and that is what you feel when you are seated and served at Journal Cafe in the newly-built Ormiston Town Centre.

This new and inviting cafe opened to the local community in late March. The cozy location allows for an enjoyable view and is easily accessible to the east Auckland and the Puhukawau Coast communities. Earthy and natural colours greet customers when they enter.

The mochaery walls and tables and cream-white lamp shades create a warm and exciting atmosphere.

One of the first things noticed is the eye-catching cold brew machine that Journal Cafe has become known for. Their cold brew is the right amount of coffee and the right amount of refreshing.

Once inside, the staff are smiling, welcoming and easy to talk to. The seasonal menu will offer familiar foods with creative twists by the experienced head chef, Matt Tagg.

Additionally, the breakfast and lunch menus use locally-sourced produce – favourites named by customers include the Bitcha fried chicken egg Benedict and truffle mushroom French toast. A takeaway menu is also available, created by the in-house bakery and deli.

When you're not hungry enough for a full-on meal or you fancy a few hits to share, Journal Cafe has a great tasting snacks menu. From nutrient-dense smoothies,



Inside the Journal Cafe at Ormiston Town Centre.

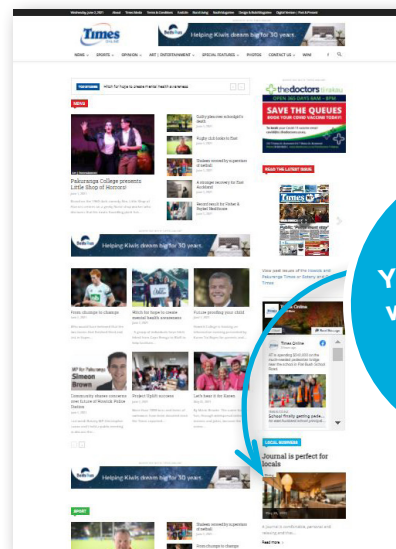
in-house cold brews and delicious rich Atomic Coffee, Journal Cafe's drink selection has something for everyone. The smoothies, winter house-brewed Kumara latte and in-house lemon and honey ginger tea are favourites. The Atomic Coffee beans give the drinks a unique and rich flavour. Journal Cafe offers 12 per cent off for Super Gold Card holders. The incredible food and drink consistency spreads to their other cafe, Leaf, based in Westfield at

Newmarket. Leaf's colours are focused on white and green to match their forest aesthetic. Leaf offers beautiful food, great coffee, pressed juices and smoothies and friendly staff. While Leaf attracts curious shoppers, Journal Cafe is perfect for locals looking for a comfortable spot to have coffee, chat with friends and read a book. It's also a great place for business meetings for people working in the area. Mums searching for an easily-

accessible cafe with food and coffee can enjoy this unique spot as Journal Cafe is getting ready to introduce a baby change table. Journal Cafe's hot chocolates and food menu is perfect for kids. Customers can hire Journal Cafe's space for events and functions. The indoor and outdoor seating areas hold 50 people. Off-site catering can also be provided. The outdoor area features blankets and heaters for the cooler

autumn and winter weather. A mixture of the calming and pleasing aesthetic, warm and cozy chairs and inventive menu creates an enjoyable experience that will leave you with a new favourite cafe in Journal – and Leaf. Journal Cafe. Entrance to the Mall Ormiston Town Centre, 240 Ormiston Road, Flat Bush. Phone 09 232 2638. Email: info@journalcafe.co.nz www.journalcafe.co.nz

ADVERTORIAL INCLUDED ON TIMES ONLINE



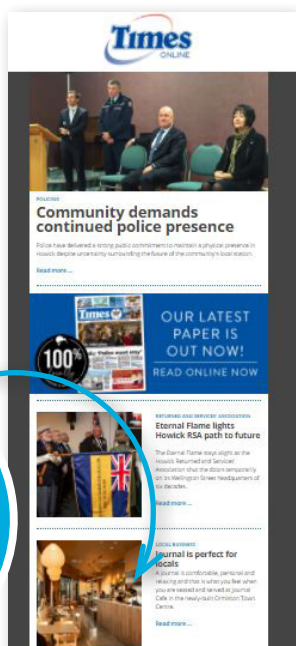
Your advertorial will be included on times.co.nz

NEWSLETTER INCLUSION

Newsletter subscribers

6,904

Your advertorial will be included within our weekly newsletter.



times.co.nz
OVER

10,000
VISITS PER WEEK

times.co.nz

85% of website visitors are located in Auckland

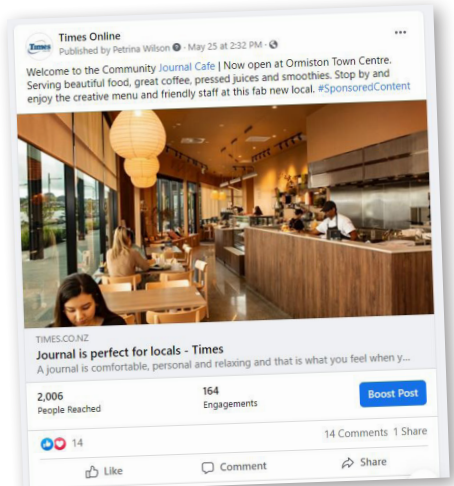
FACEBOOK POST

Facebook followers

9,512

Facebook likes

8,913



ADVERTORIAL 'EXTRAS' RATES

■ ADD ON'S

Option 01

- Your advertorial included on our website

\$150.00 per inclusion + GST

Option 02

- Your editorial included on our website
- Inclusion on our Facebook page

\$195.00 per inclusion + GST

Option 03

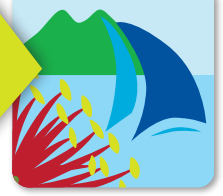
- Your editorial included on our website
- Inclusion on our Facebook page
- Inclusion on our digital newsletter sent to our subscribers

\$275.00 per inclusion + GST

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

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

DEALS

Promote your weekly special	\$95/pw
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*LISTINGS

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



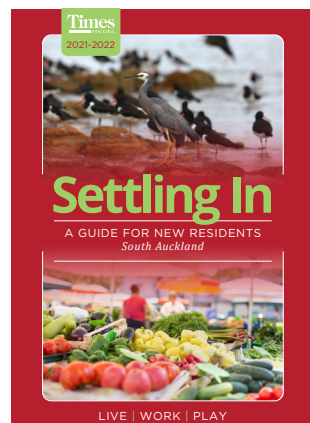
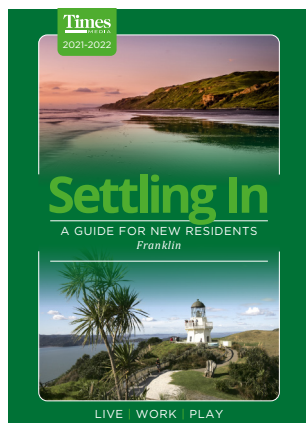
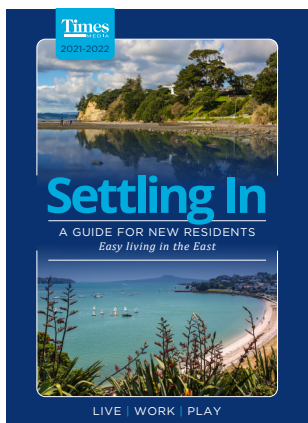
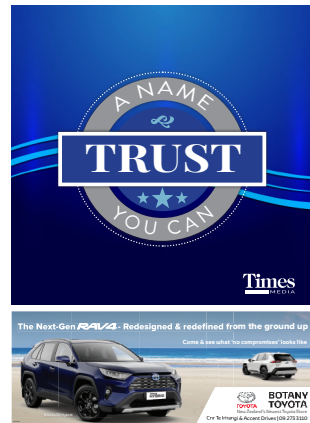
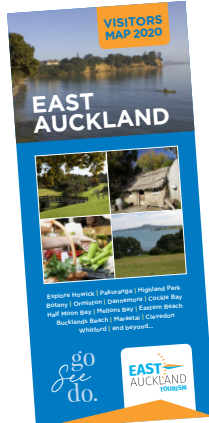
40,000



Search 'East Auckland'
in your app store



We also produce a range of annual publications including:



FOR ALL ADVERTISING ENQUIRIES CONTACT

Times Media
Newspaper display, classified and online advertising
Phone 09 271 8000 or email info@times.co.nz