



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

MULTIPLE ISSUE PACKAGES

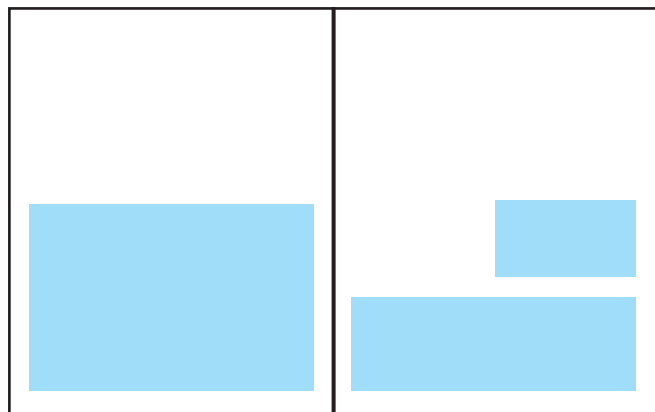
SIZE	PER ISSUE PRICE	BRONZE PACKAGE (3 issues)	SILVER PACKAGE (6 issues)	GOLD PACKAGE (12 issues)			
Business card	\$98	BUSINESS CARD <ul style="list-style-type: none"> 25% off 3rd advert Listing in local directory Editorial space option (incl post on social media) QUARTER PAGE OR LARGER <ul style="list-style-type: none"> Guaranteed placement 25% off 3rd advert Listing in local directory Editorial space option (incl post on social media) Editorial linked to your business on social media (if available) 	BUSINESS CARD <ul style="list-style-type: none"> 50% off 6th advert Listing in local directory Editorial space option (incl post on social media) QUARTER PAGE OR LARGER <ul style="list-style-type: none"> Guaranteed placement 50% off 6th advert Listing in local directory Editorial space option (incl post on social media) Editorial linked to your business on social media (if available) 	BUSINESS CARD <ul style="list-style-type: none"> 12th advert free Listing in local directory Editorial space option (incl post on social media) QUARTER PAGE OR LARGER <ul style="list-style-type: none"> Guaranteed placement 12th advert free Listing in local directory Editorial space option (incl post on social media) Editorial linked to your business on social media (if available) 			
Quarter page banner	\$247						
Quarter page portrait	\$247						
Half page horizontal	\$385						
Full page	\$627						
Double page spread	\$1,100						
Inside front cover block	\$362						
Inside back cover half vertical	\$443						
Page 3 half vertical	\$443						
Back cover	\$742						
(All include listing in Local Directory)							
SPECIAL PACKAGES							
Editorial/advert package	\$477				A full page exclusively yours for your advert and editorial		
Front cover package	\$1,489				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	\$2,450	One front cover package PLUS a half page bronze package (across 4 issues)					
Business boost package B	\$1,225	One full page advert PLUS a quarter page bronze package (across 4 issues)					

Note: 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.

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 \$20+GST.

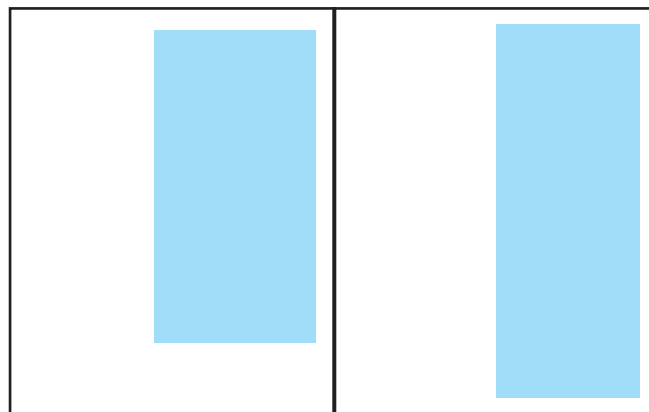
Writing: Editorial writing services are available starting at \$145+GST. These may be waived for charities and community endeavours.

SIZES AND SPECS width x height



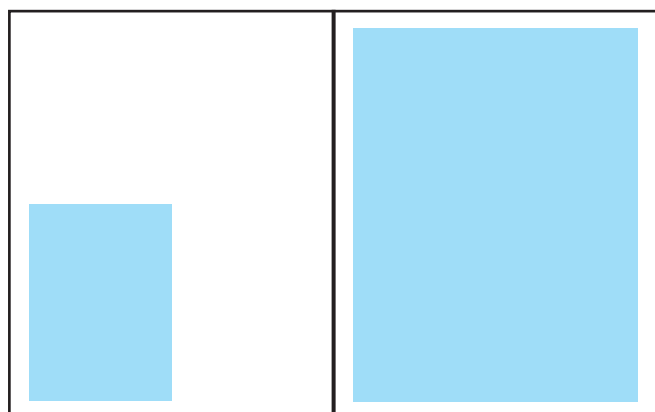
HALF PAGE HORIZONTAL
190mm x 140mm

BUSINESS CARD
95mm x 55mm
QUARTER PAGE BANNER
190mm x 65mm



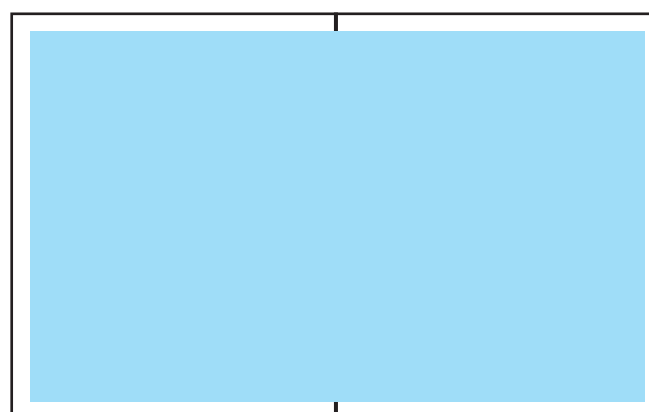
INSIDE FRONT COVER
105mm x 220mm

HALF PAGE VERTICAL
(pg 3 & pg 47) 97mm x 273mm



QUARTER PAGE VERTICAL
105mm x 140mm

FULL PAGE
210mm x 297mm + 5mm bleed



DOUBLE PAGE SPREAD
420mm x 297mm + 5mm bleed