



PONSONBY NEWS⁺

2023 MEDIA KIT

Reaching
49,737
READERS
each month

WELCOME TO PONSONBY NEWS

Ponsonby News has been published monthly - on the first Friday of every month - excluding January, since **1989**.

The magazine is A4 in size, printed in full colour, and is usually around 100 pages in length.

Ponsonby News is a community magazine that includes: local news, views and events, personalities, celebrities and local people, shopping, fashion, food, wine, cafes, restaurants and bars, relaxation, arts, theatre, music and motoring, accommodation and hotels, architecture, conservation and real estate, home, lifestyle, diversity and pets, wellbeing, mind, body and spirit, community, education, sport and travel.





OUR NUMBERS SPEAK FOR THEMSELVES - FEBRUARY 2023

• 49,737*
TOTAL READERSHIP
PER MONTH

• 1,812,664
WEBSITE HITS FEB'22 - FEB'23

• 7,000
COPIES HAND DELIVERED
AND IN MAGAZINE STANDS

• 217,519 IMPRESSIONS
29,896 READERS**

• 34,641
SOCIAL MEDIA FOLLOWING
FACEBOOK, INSTAGRAM, YOUTUBE

*ESTIMATED Q4/2018 NIELSEN MEDIA

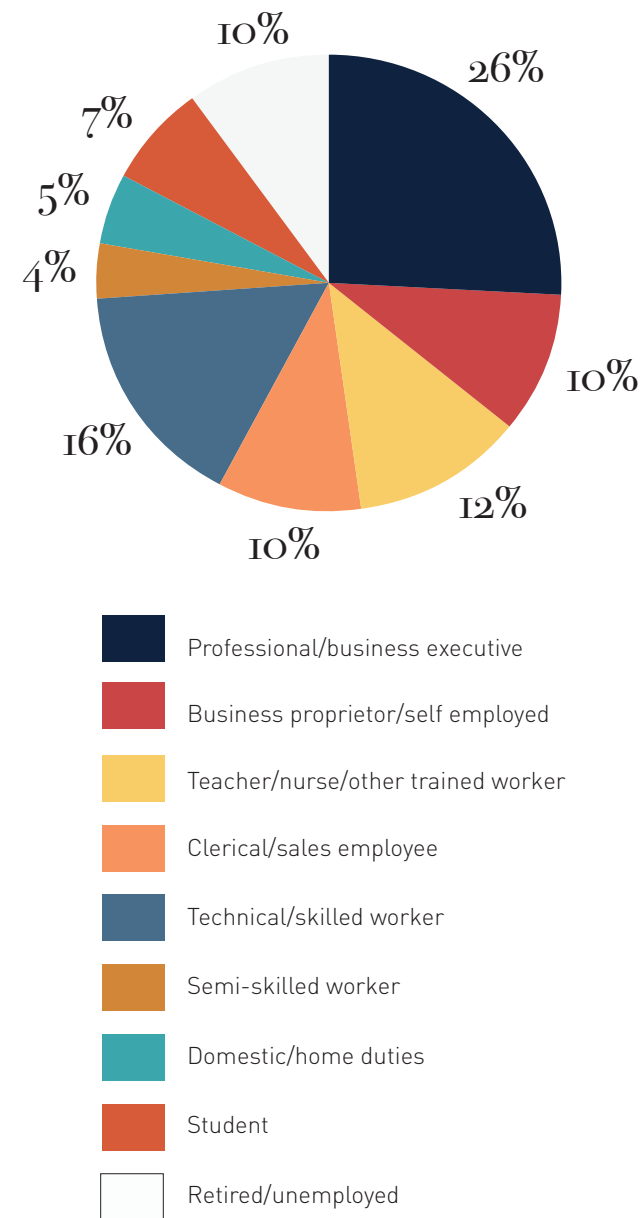
**ISSUU + PONSONBY NEWS EMAG

SO WHO ARE OUR READERS?

- 62% ARE FEMALE
- 58% SAY THAT WHEN THEY PURCHASE CLOTHES THEY CARE MOST ABOUT QUALITY
- 59% ARE PLANNING TO TRAVEL OVERSEAS IN THE NEXT 12 MONTHS
- 25% HAVE A HOUSEHOLD INCOME OF \$160,000 OR MORE
- 34% HAVE CHILDREN AT HOME UNDER THE AGE OF 14

NIELSEN MEDIA 2012

READER'S OCCUPATION



THE AVERAGE HOUSEHOLD INCOME OF A PONSONBY NEWS READER IS \$160K PER YEAR.

NIELSEN MEDIA 2012

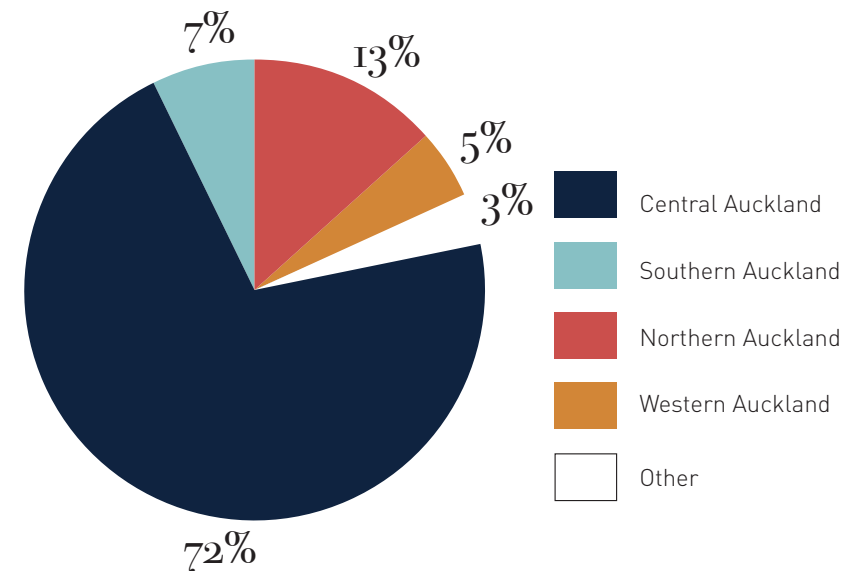
WHERE OUR READERS GET THEIR PONSONBY NEWS

There are copies hand delivered to all businesses in **Ponsonby Road, Jervois Road, Richmond Road, Surrey Crescent, Great North Road, Maidstone, Mackelvie** and **Pollen streets**. Some copies are also hand delivered to Beaumont Quarter, Wynyard Quarter, High Street, Britomart, Parnell, Newmarket, Mt Eden, Kingsland, Eden Terrace and North Shore.

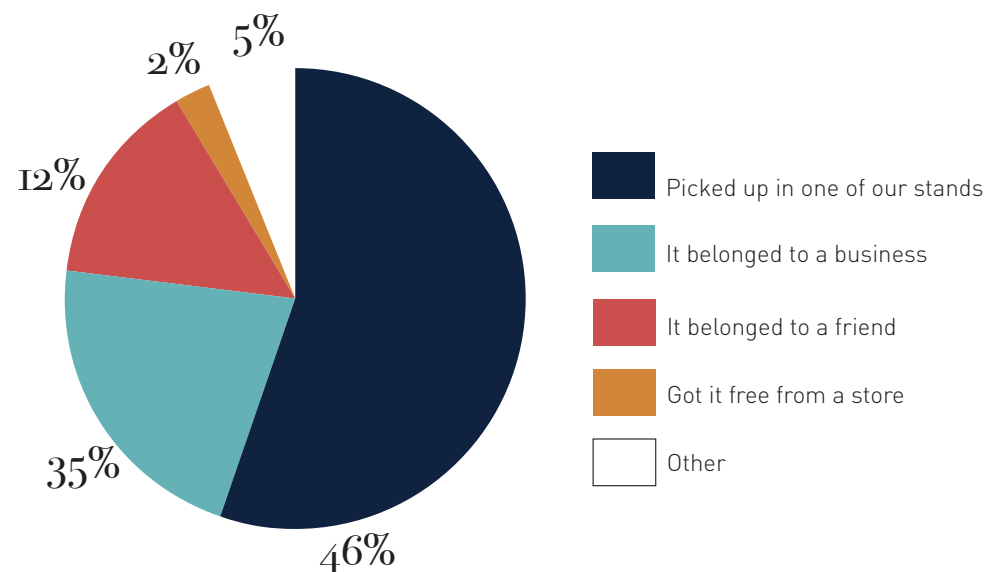
There are **10 magazine stands** around Ponsonby, Grey Lynn, Herne Bay, Westmere, Pt Chev. There are copies available in Countdown and New World.

A full list of Ponsonby News outlets is online at www.ponsonbynews.co.nz

SOURCE OF AREA



SOURCE OF ISSUE



WE DON'T NEED TO SAY HOW GOOD WE ARE!

"Wearing my old 'editorial/media junkie' hat, may I say what an outstanding editorial you've crafted in the latest edition of Ponsonby News. You've managed to cover so many 'touch points' within the community – it's no wonder the readers and the advertisers love you and the magazine so much. You really know what makes readers resonate with serious community issues, and balance that with what makes them smile. i.e. everyone knows what an outstanding principal Wim Boxham was, and how outstanding Nick is as his replacement. Mate, it really is a pleasure to read the magazine."

**Scott Cordes, Communications Manager,
Bayleys Real Estate, CBD**

"Martin and the entire Team at Ponsonby News consistently publish a quality magazine that supports local business and help showcase everything we love about the area we live in and work in."

**Blair Haddow,
Bayleys Ponsonby**

"Thank you so much again for the spread in Ponsonby News my man – literally so appreciative of everything you have done for us."

**James Logan, co-owner,
The Butchers Son,
Herne Bay**

"The Ponsonby News team is a dream to work with. They know their readers and offer exciting ideas for editorial content. Their advertising is clear and effective. Ponsonby News is the place to be if you want your brand talked about."

**Georgina Robertson, Director,
Prescription Skin Care, Ponsonby**

"One word: results. Ponsonby News delivers us to an audience where we get them! With friendly staff, adverts, editorials and product placement, we are more than happy with this very alive form of print media!"

Grant Bagnall, Owner, Carats, High Street

"Gusto Italiano has been advertising in the Ponsonby News since 2008. We enjoy a good relationship with the team who always take good care of us."

Armando Koci, Gusto, Ponsonby

"As part of the Ponsonby/Grey Lynn community we have been working with the Ponsonby News for at least 15 years now. Martin and his team always go the extra mile and are truly supportive of local business. They take a very personalised approach to marketing and you do feel like part of an extended family. The Pons News is a slick publication and an excellent read, connecting like-minded people and businesses. We appreciate being part of such a thoughtfully put together magazine."

**Melissa & Stuart Bowman,
Apartmento, Ponsonby**

"Martin put my colleague Amber and I on the front cover of the Ponsonby News to launch our new Pink Sheep Rosé, we also advertised and got an editorial. In all honesty our phones didn't stop ringing once the publication went live. Consequently we have had so much community support for this new product and we can't thank the Ponsonby News Team enough."

**Rachael Carter, Founder,
SoHo Wines, Herne Bay**

"We have a great relationship with Martin, Jay and the team at Ponsonby News. Since the day we opened Sidart Ponsonby News has been invaluable for us as a medium to communicate with the local community. Locals look forward to their monthly Ponsonby News and so do we."

**Chand Sahrawa,
Director, Cassia CBD, Kol, Ponsonby &
Sid at the French Cafe, Eden Terrace.**

OUR ADVERTISERS & READERS DO THAT FOR US...

PONSONBY NEWS+ PRINT RATES

SPECIAL PLACEMENT / PREMIUM RATES				
SIZE	\$ BLACK & WHITE	\$ COLOUR	SIZE: WIDTH X HEIGHT	ORIENTATION
1/2 Page	825.00	955.00	190mm x 130mm	landscape
1/2 Page	825.00	955.00	93mm x 272mm	portrait
Full Page	1,425.00	1,555.00	190mm x 272mm	portrait
Double Page	2,565.00	2,935.00	420mm x 297mm	portrait

PREMIUM POSITIONS

Inside Front Cover Full Page \$2500.00 Inside Front Cover Double Page Spread \$4500.00

Page 3 Full Page \$2500.00

Inside Back Cover \$2500.00 Outside Back Cover \$2500.00

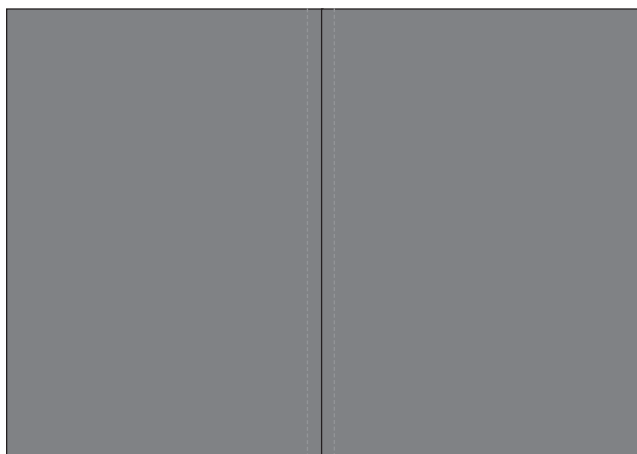
RUN OF PAPER RATES				
SIZE	\$ BLACK & WHITE	\$ COLOUR	SIZE: WIDTH X HEIGHT	ORIENTATION
1/8 Page	235.00	345.00	93mm x 60mm	landscape
1/4 Page	465.00	565.00	93mm x 130mm	portrait
1/4 Page	465.00	565.00	190mm x 60mm	landscape
1/3 Page	525.00	635.00	190mm x 90mm	landscape
1/2 Page	685.00	795.00	190mm x 130mm	landscape
1/2 Page	685.00	795.00	93mm x 272mm	portrait
Full Page	1,185.00	1,295.00	190mm x 272mm	portrait
Double Page	2,135.00	2,445.00	420mm x 297mm	portrait

Advertising rates effective 01 November 2010 (NZD +GST)

Book a campaign and get your full colours ads at the discounted black and white rate. Ask about our FREE editorial options.

PRINT SIZE OPTIONS

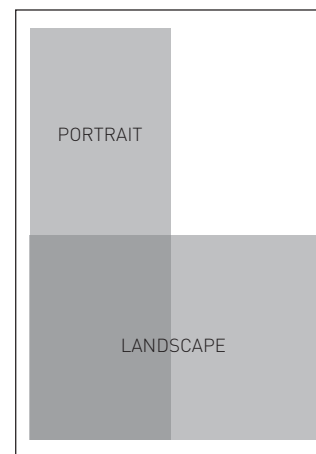
Advertising must be supplied as a high resolution, CMYK, 300dpi PDF.



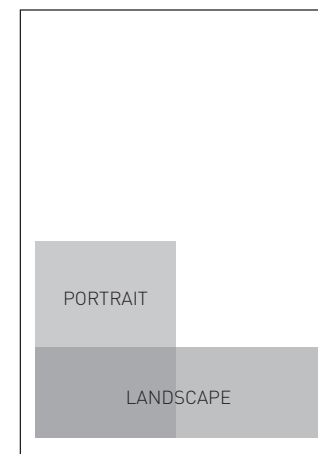
Double page spread trim 420 x 297mm
with 3mm bleed 426 x 303mm
Please allow for a 10mm gutter (shown)



Full page trim 210 x 297mm
with 3mm bleed 216 x 303mm



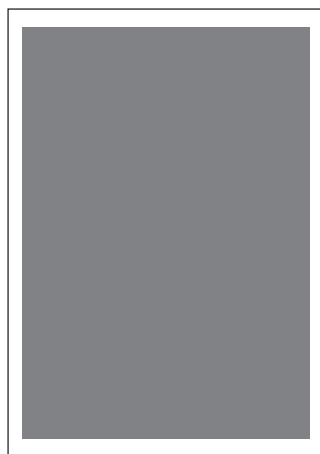
Half page portrait
93 x 272mm
Half page landscape
190 x 130mm



Quarter page portrait
93 x 130mm
Quarter page landscape
190 x 60mm



Double Page Spread no bleed 420 x 297mm
Ad Image area 400 x 272mm



Full page 210 x 297mm
no bleed,
Ad Image area 190 x 272mm



Third of a page
190 x 90mm



Eighth of a page portrait
93 x 60mm

To book advertising call, Melissa Paynter, M: 027 938 4111, T: 09 378 8553, E: melissapaynter@me.com or Martin Leach, E: martin@ponsonbynews.co.nz

DIGITAL ADVERTISING

MONTHLY WEBSITE OPTIONS

	SIZE	\$
Web Mini	250 x 250px	\$250.00
Web Maxi	400 x 200px	\$295.00
Web Banner	1600 x 200px	\$500.00

MONTHLY MULTIMEDIA PACKAGES

PRINT	WEB	SOCIAL MEDIA	\$
1/4 Page Colour +	Web Mini +	1 x Social Media Mention	\$665.00
1/3 Page Colour +	Web Mini +	1 x Social Media Mention	\$835.00
1/2 Page Colour +	Web Maxi +	2 x Social Media Mentions	\$995.00
Full Page Colour +	Web Maxi +	3 x Social Media Mentions	\$1595.00

MONTHLY MULTIMEDIA PACKAGES

PRINT	WEB	SOCIAL MEDIA	www.ponsonbynew.co.nz	\$
1/4 Page Colour +	Web Mini +	1 x Social Media Mention	Editorial	\$995.00
1/3 Page Colour +	Web Mini +	1 x Social Media Mention	Editorial	\$1050.00
1/2 Page Colour +	Web Maxi +	2 x Social Media Mentions	Editorial	\$1450.00
Full Page Colour +	Web Maxi +	3 x Social Media Mentions	Editorial	\$1950.00

OUR ONLINE COMMUNITY

   www.ponsonbynew.co.nz

UPCOMING FEATURES

FEBRUARY

Maintaining Good Health
+ Active Older Lifestyles

MARCH

Westmoreland Street Precinct
+ Art and Design + Autumn Fashion

APRIL

Apartment Living
+ Modern Urban Spaces

MAY

Bars, Cafes and Restaurants
+ Celebrating Our Local Hospo Heroes

JUNE

Winter Getaways

JULY

Wine + Beverages + Entertainment

AUGUST

Motoring + Transport

SEPTEMBER

The Real Estate Market

OCTOBER

Vintage + Recycling Fashion

NOVEMBER

Outdoor Living

DECEMBER/JANUARY

Summer Living + Planning for Christmas

*Subject to change.

FOR FIRST-TIME ADVERTISERS

MATERIAL DEADLINE

20th of the month prior to publication date

PUBLISHING DATE

First Friday every month (except January)

SUPPLYING YOUR AD READY-MADE

Please supply as a high res 300dpi PDF. See ad specs in this media kit. Please post a hard copy proof to Ponsonby News, PO Box 47- 282 Ponsonby, or supply a flattened jpeg proof. Proofs are not for colour matching.

PONSONBY NEWS DESIGNING YOUR AD

We can make your ad for a small design fee of \$70 + gst per hour. Supply by email all ad material:

1. Logo - high res 300dpi pdf
2. Ad copy in a Word Doc
3. Images - high res 300dpi jpegs

We brief the designer and an ad proof will be emailed to you for sign off before we go to print.

EDITORIAL

New advertisers receive a free 250 word editorial with their first insertion. Supply editorial in a Word Doc either as a press release or as draft editorial – we can edit and proof read the draft.

FIRST-TIME ADVERTISERS

Pre payment by credit card is required. Credit card details to be phoned into the Ponsonby News office by the 20th of the month or at the time of booking.

To set up your account the following information is required:
Company name, postal address, phone number, mobile number, email address, contact person

For all advertising material enquiries contact:
melissapaynter@me.com or martin@ponsonbynews.co.nz



TERMS & CONDITIONS

ALCHEMY MEDIA LIMITED ADVERTISING

1. Because of the potential unreliability of email new advertisers (or existing advertisers who supply new advertising copy) MUST supply a proof by post, to PO Box 47-282, Ponsonby to show how their advertisement should print.
2. All copy for advertisements is subject to the approval of Alchemy Media Ltd, who reserve the right to decline or cancel any advertisement, even if ordered and paid for without stating any reasons therefore, and/or make modifications necessary to any advertisement in order to maintain the publication's standards. This includes placing the word 'ADVERTISEMENT' in advertising copy that simulates the editorial format.
3. Advertisements must be cancelled in writing, and can only be cancelled up to 15 days prior to publication of the magazine. All cancellations will incur a 20% cancellation fee. This fee becomes payable immediately on receipt of the cancellation instruction.
4. Every effort will be made to avoid errors, but no responsibility will be accepted for any mistakes that may arise in the course of publication of any advertisement. These mistakes are taken to include non-insertion, insertions other than those ordered, and errors and omissions within the advertisement. Alchemy Media accepts no responsibility for slight variations in colour on advertisements.
5. No responsibility will be accepted for loss or damage to copy, artwork or photographs supplied.
6. Advertisers must ensure that the content of the advertisement complies with all legal requirements. The advertiser shall further indemnify Alchemy Media in respect of any claims, costs and expenses that may arise from anything contained within the advertiser's advertisement and published on the advertiser's behalf.
7. No guarantee is given that advertisements will be placed in any specified position on any specified page, unless the appropriate surcharge has been contracted and written agreement has been entered into.
8. It is the advertiser's responsibility to supply suitable material to Alchemy Media within the deadline confirmed at booking. If material is not forthcoming, Alchemy Media reserves the right to repeat old material, or to charge the client for the advertisement without it appearing. Advertising material must be supplied in digital format, as stipulated by Alchemy Media. Alchemy Media accepts no responsibility for advertisements that are supplied without a colour proof.
9. Alchemy Media requests advertisements to be supplied as a 300dpi PDF and any advertiser who is unable to supply material as a PDF agrees to pay the standard production/design charge for additional work required to make digital material press-ready, including converting open files, or resizing advertisements.
10. Payment terms are 14 days from date of invoice. Interest at the maximum rate permissible by law may be levied on all overdue accounts.
11. In the event of legal action being instituted for recovery of any amounts owing by the advertiser, the advertiser will be liable for all legal or collection costs.
12. The person entering into this agreement on behalf of the advertiser warrants that they are duly authorised to act on behalf of the advertiser, and further bind themselves as surety and co-principal debtor for the due performance by the advertiser, and the due fulfillment and compliance of the terms and conditions of this agreement.
13. The placing of an order or contract for insertion into the magazine, whether in writing or by verbal, email or telephone instruction will be deemed an acceptance of each and all of the above conditions.

