

MEDIA KIT 2026



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ABOUT THE COASTIES 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 throughout Millwater, Orewa, Milldale, Silverdale and Totara Views, and we also have a mag rack at New World Whangaparaoa.

OUR MISSION

We are dedicated to helping local businesses and organisations stand out, thrive and connect with their ideal audience. Through engaging content, creative storytelling and a strong community focus, we provide a platform that amplifies local voices and drives meaningful growth. Our mission is to celebrate and support the businesses and organisations that make our region unique, ensuring they get the recognition they deserve.

EDITORIAL

The editorial content in The Coasties 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 and organisations 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

SIZE

per issue price

Business card	\$108
Sponsorship banner	\$165
Quarter page banner	\$275
Quarter page portrait	\$275
Quarter page strip	\$275
Half page horizontal / vertical	\$425
Full page	\$690
Double page spread	\$1330
Inside back cover, half page horizontal	\$489
Back cover	\$816
Page 2 & 3 premium placement (half & full pages only)	+15%

SPECIAL PACKAGES

Editorial/advert package

A full page exclusively yours for your advert and editorial

\$525

Front cover package

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

\$1638

Business boost package A

One front cover package PLUS a half page bronze package (across 4 issues)

\$2695

Business boost package B

One full page advert PLUS a quarter page bronze package (across 4 issues)

\$1347

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.

PERKS

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

T & C's

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.thecoastiesmag.co.nz/advertise

PACKAGE RATES

	Three issues	25% off third advert	Guaranteed placement	Business listing in Local Directory	Editorial space option	Editorial shared on our socials and linked to your business social media
BRONZE	Six issues	50% off sixth advert	✓	✓	✓	✓
SILVER	Twelve issues	100% off twelfth advert & an additional 50% off first advert of next Gold renewal	✓	✓	✓	✓
GOLD						

SIZES AND SPECS

(width x height, no crop marks required)

BUSINESS CARD

95mm x 55mm

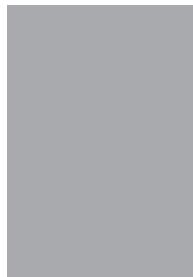
QUARTER PAGE BANNER

193mm x 65mm



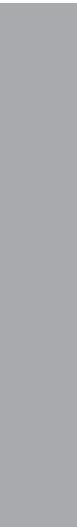
QUARTER PAGE PORTRAIT

95mm x 136mm



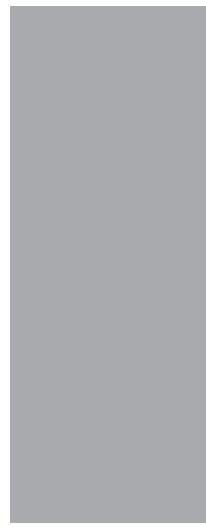
QUARTER PAGE STRIP

45mm x 273mm



HALF PAGE VERTICAL

97mm x
273mm



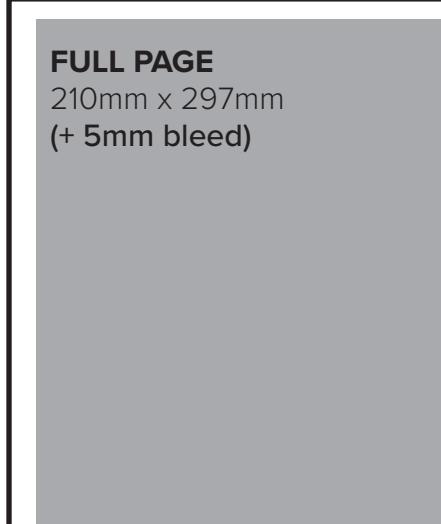
HALF PAGE HORIZONTAL

193mm x 140mm



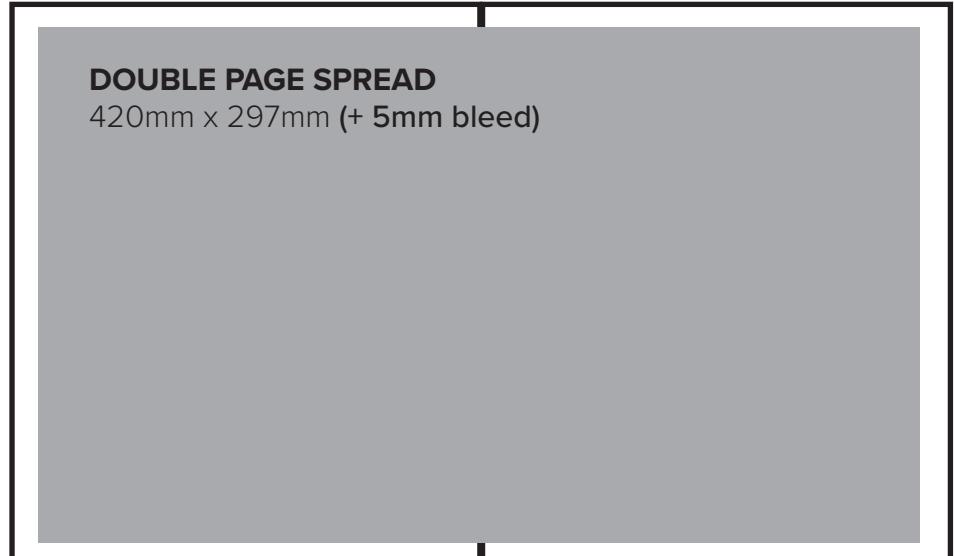
FULL PAGE

210mm x 297mm
(+ 5mm bleed)



DOUBLE PAGE SPREAD

420mm x 297mm (+ 5mm bleed)



DISTRIBUTION DATES 2026

ISSUE

February
March
April
May
June
July
August
September
October
November
December / January

LOCAL RACK DELIVERY *

2 February
2 March
1 April
1 May
2 June
1 July
1 August
1 September
1 October
2 November
1 December

LETTERBOX DELIVERY *

10 - 11 February
10 - 11 March
7 - 8 April
5 - 6 May
9 - 10 June
7 - 8 July
4 - 5 August
8 - 9 September
6 - 7 October
10 - 11 November
8 - 9 December

LOCAL MAGAZINE RACK LOCATIONS

Silverdale Woolworths / Tebak, Millwater shops / Silverdale Mall / Orewa Library / Mitre 10 Mega, Silverdale
Juno Eatery, Milldale / New World, Orewa / New World, Whangaparaoa

LETTERBOX & LOCAL BUSINESS DELIVERY SUBURBS

Millwater / Orewa / Silverdale / Totara Views / Milldale

* All dates are approximate and are subject to change. Content and timing of distribution, social media posts, deals or competitions are at the discretion of The Millwater Mag Ltd. Our magazine's distribution areas may vary slightly each month based on logistical considerations.