

# THE STAR

The best-read and largest circulating newspaper in Christchurch, over 93,000 copies every issue

Rate card August 2018

 **star**.kiwi  
We're Canterbury



Read us in print,  
online or mobile 24/7



## Greater reach. New look. New read.

What can The Star offer you?

- Reach into 93,000 Christchurch homes where buying decisions are made.
- Greater reach than any other Christchurch newspaper.
- Modern design and engaging layout.
- Engaging content, with new reading environments.
- Popular Thursday publication date with increased pagination to ensure maximum readership.

### About The Star

The Star is a thriving, free metropolitan newspaper, one of the country's largest by circulation. Editorially led with hard-hitting local stories and campaigns, the paper is for locals. Our reader loyalty and strong, local identity gives advertisers in The Star an advantage, as they can share in this emotional connection and engagement with our readers. We can also produce innovative campaigns combining The Star with our other print, social media and digital platforms.

### Increased circulation for maximum reach

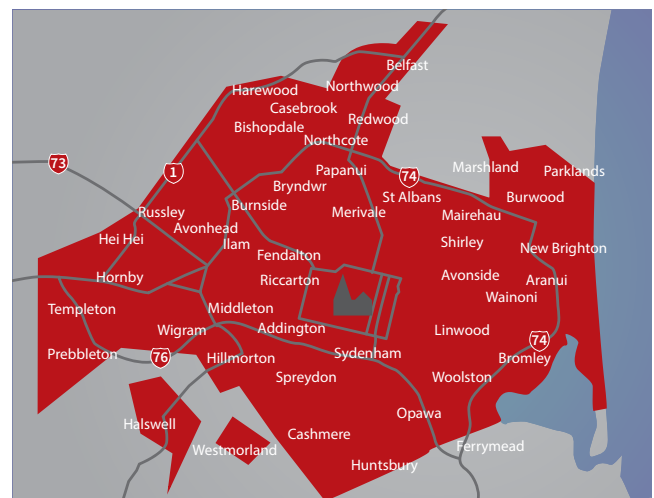
More than 93,000 copies of The Star are delivered into Christchurch every Thursday, giving your business the saturation, and most importantly the results, you need. Copies are home delivered and also available at prominent retail outlets across our city.

### star.kiwi News Website

Community news is now available online at [www.star.kiwi](http://www.star.kiwi)

All our latest stories can be read online, so no matter where you are, our community news is always accessible.

### 93,000 copies delivered every Thursday



### Contact

To obtain the right advertising solution in The Star, please contact your Account Manager or one of our team today. Phone 03 379 7100.

Alternatively email [shane@starmedia.kiwi](mailto:shane@starmedia.kiwi)  
Star Media Level 1, 359 Lincoln Road, Christchurch  
PO Box 1467 Christchurch 8140

# THE NUMBER ONE CHOICE TO REACH CHRISTCHURCH READERS

## Print advertising sizes and rates

### FULL PAGE

37x8 (370 x 263mm)  
Casual Rate: \$2555

12 Pack: \$2195  
24 Pack: \$1995

### 1/4 PAGE VERTICAL

18x4 (180 x 130mm)  
Casual Rate: \$1000

12 Pack: \$900  
24 Pack: \$795

### 1/4 PAGE HORIZONTAL

9x8 (90 x 263mm)  
Casual Rate: \$1000

12 Pack: \$900  
24 Pack: \$795

### 1/2 PAGE

18x8 (180 x 263mm)  
Casual Rate: \$1720

12 Pack: \$1495  
24 Pack: \$1245

### 1/8 PAGE VERTICAL

18x2 (180 x 63.5mm)  
Casual Rate: \$500

12 Pack: \$460  
24 Pack: \$430

### 1/16 PAGE

9x2 (90 x 63.5mm)  
Casual Rate: \$250

12 Pack: \$230  
24 Pack: \$215

### 1/8 PAGE HORIZONTAL

9x4 (90 x 130mm)  
Casual Rate: \$500

12 Pack: \$460  
24 Pack: \$430

## star.kiwi Display Adverts

### BANNER

728px x 90px  
\$100 Per Week

### RECTANGLE

300px x 250px  
\$100 Per Week

### Video Pre Roll



(desktop & Mobile)  
\$200 per week

We do accept 15" or 30" videos, please note they can be skipped at 15" mark

All rates exclude GST.

## ADVERTISING INVESTMENT

Rates (excluding GST)

Displays and Features	Casual price	12 Pack Contract	24 Pack Contract
1/16 Page (9x2)	\$250	\$230	\$215
1/8 Page (9x4 or 18x2)	\$500	\$460	\$430
1/4 Page (9x8 or 18x4)	\$1000	\$900	\$795
1/2 Page (18x8 or 37x4)	\$1720	\$1495	\$1245
Full Page (37x8)	\$2555	\$2195	\$1995

Special Positions	Casual Price	Contract
Banner lugs (2x3)	\$180	\$140
Front Page (6x8)	\$1650	\$1650

First 11 pages (Guaranteed placement) plus 20% loading

Classified advertising	Casual Price	Contract
Classified Display	\$13.90 col/cm	\$12.75 col/cm
Classified Liners	\$3.75 per line	\$3.00 per line

(approx. 4 words per line)

### Sponsorship/Contra

Display and classified \$25 col/cm

### Specifications

Full Page	37x8 (370 x 263mm)	2 columns = 63.5mm
1/2 Page	18x8 (180 x 263mm)	4 columns = 130mm
or	37x4 (370 x 130mm)	6 columns = 196.5mm
1/4 Page	18x4 (180 x 130mm)	8 columns = 263mm
or	9x8 (90 x 263mm)	
1/8 Page	9x4 (90 x 130mm)	
or	18x2 (180 x 63.5mm)	
1/16 Page	9x2 (90 x 63.5mm)	

### Deadlines

Booking Deadline	1pm Mondays
Copy Deadline	1pm Mondays
Complete Material Deadline	10am Wednesdays

## COMPLETE ADVERTISEMENTS PRINT

### Complete advertisements

- Complete advertisements must be received as print ready and only in the following formats: .pdf, .eps, .jpg.
- Any changes to a print ready file require a revised version to be supplied to us.
- Bitmap images must be 200dpi or higher.
- All fonts should be embedded/supplied or converted to curves/paths/outlines.
- All colour files must be CMYK (no spot colours).
- Please ensure black elements are K: 100% only.

### Supplied media

- Email: Complete files can be emailed to [prepress@starmedia.kiwi](mailto:prepress@starmedia.kiwi).
- Disc: A proof must be supplied with your file. Discs will not be returned unless requested.
- Please note: Publisher, Open Office, Word etc are not acceptable computer files. Please check with us if you are in any doubt, we're happy to help.

## COMPLETE ADVERTISEMENTS STAR.KIWI

Rectangle 300x250  
 Technical Specifications  
 Dimensions (W x H): 300x250 pixels  
 Max File Size: 80 kB  
 Format: .gif, .jpg, .png, and HTML 5  
 Third Party: Yes

Banner 728x90  
 Banner Specifications  
 Dimensions (W x H): 728x90  
 Max File Size: 80 kB  
 Format : .gif, .jpg, .png, and HTML 5  
 Third Party: Yes

### CONTACT US

Ph: (03) 379 7100  
 Star Media, Level 1, 359 Lincoln Road, Christchurch

[www.star.kiwi](http://www.star.kiwi)

 RiseUpChristchurch