

THE STAR

Rate card 2023

The best-read and largest circulating newspaper in Christchurch, over 91,000 readers every issue.



Read us in
print, online
or mobile
24/7

**We're locals and we have
been trusted in Canterbury
for over 150 years.**

starnews.co.nz 

Star  Media

Newspapers | Magazines | Events | Digital

www.starmedia.kiwi

 **Trusted.**

**Advertise in The Star
and be seen by
91,000* readers**

Largest circulating newspaper in Christchurch

What can The Star offer you?

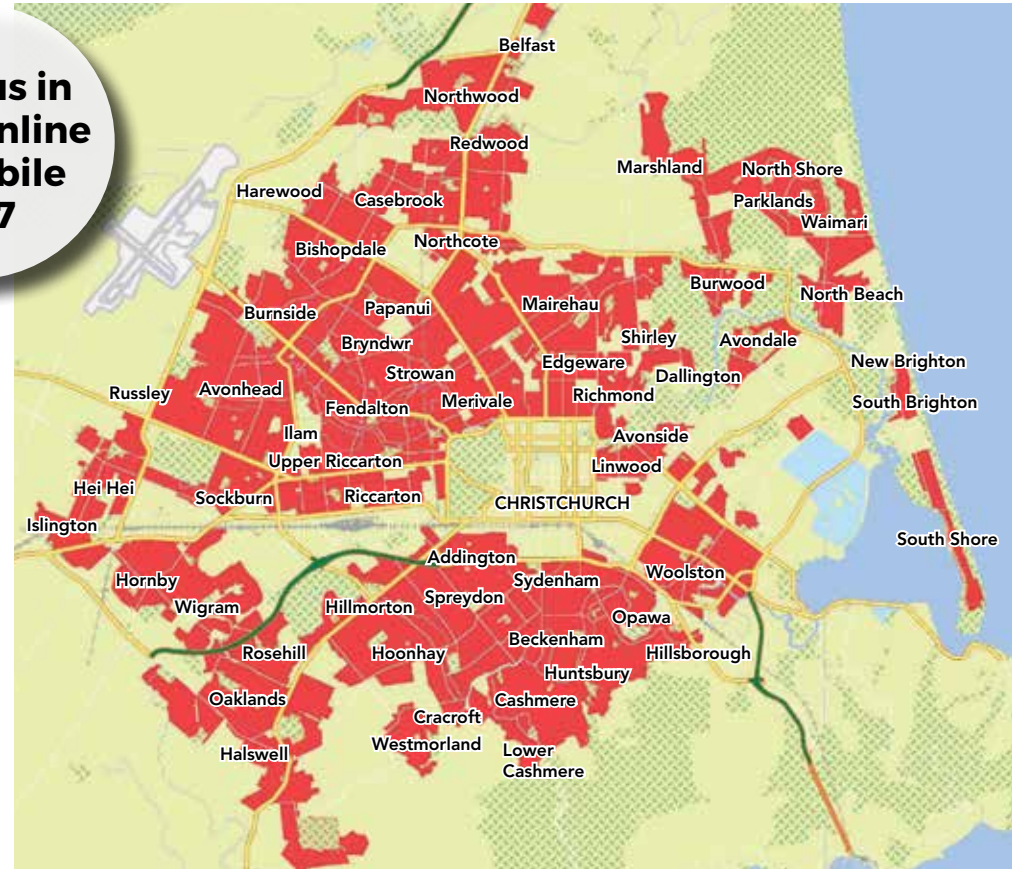
- Reach into 80,000 Christchurch homes where buying decisions are made.

- 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.

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24/7**

Large circulation for maximum reach

80,000 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 News Website

Local news is now available online at www.starnews.co.nz

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

* Source: Nielsen National Readership Report: Newspapers Q2 2022-Q1 2023 .

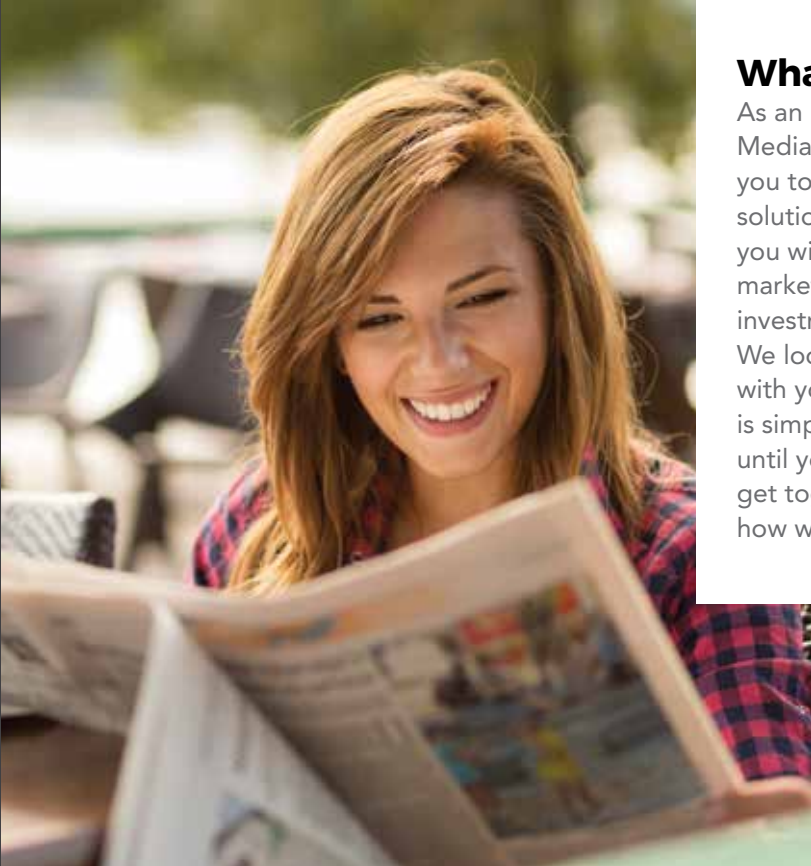
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www.starmedia.kiwi

Star * Media

The Star advertising sizes and rates



What we offer

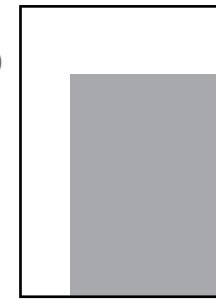
As an advertiser with Star Media, we work alongside you to create tailored solutions that best connect you with your desired markets to maximise your investment.

We look forward to working with you and our promise is simple – we're not happy until you're happy. So let's get together and discuss how we can help you.



FULL PAGE
37x8 (370 x 263mm)

Casual Rate: \$2555
12 Pack: \$1995



JUNIOR PAGE
28x6 (280 x 196.5mm)

Casual Rate: \$2000
12 Pack: \$1750



1/2 PAGE HORIZONTAL
18x8 (180 x 263mm)
VERTICAL
37x4 (370 x 130mm)

Casual Rate: \$1720
12 Pack: \$1495



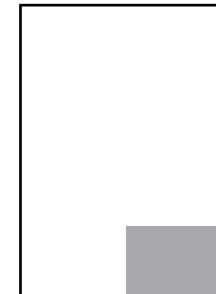
1/4 PAGE HORIZONTAL
9x8 (90 x 263mm)

Casual Rate: \$1000
12 Pack: \$900



1/4 PAGE VERTICAL
18x4 (180 x 130mm)

Casual Rate: \$1000
12 Pack : \$900



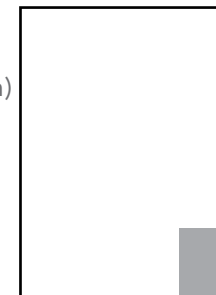
1/8 PAGE HORIZONTAL
9x4 (90 x 130mm)

Casual Rate: \$500
12 Pack: \$460



1/8 PAGE VERTICAL
18x2 (180 x 63.5mm)

Casual Rate: \$500
12 Pack: \$460



1/16 PAGE
9x2 (90 x 63.5mm)

Casual Rate: \$250
12 Pack: \$230

All rates exclude GST. Creative charges may apply \$50 per hour

Trusted.

The Star advertising rates



DISPLAY AND FEATURE	CASUAL RATE	12 PACK CONTRACT
1/16 Page (9x2)	\$250	\$230
1/8 Page (9x4 or 18x2)	\$500	\$460
1/4 Page (9x8 or 18x4)	\$1,000	\$900
1/2 Page (18x8 or 37x4)	\$1,720	\$1,495
Junior Page (28x6)	\$2,000	\$1,750
Full Page (37x8)	\$2,555	\$1,995
4 page False Cover (38x8)	\$8,995	
4 page White Wrap (33x8)	11,500	

SPECIAL POSITIONS	CASUAL RATE	CONTRACT
Banner lugs (2x3)	\$180	\$140
Front Page (6x8)	\$1450	\$1250
First 11 pages (Guaranteed placement)	plus 20% loading	plus 20% loading

SPONSORSHIP/CONTRA

Display and classified \$30 col/cm

All rates exclude GST.

Creative charges may apply \$50 per hour

CLASSIFIED ADVERTISING

Classified Liners
(approx 4 words per line)

CASUAL RATE

\$3.75 per line

CONTRACT

\$2.50 per line

(example below)

BUILDER

25 years experience,
quality work
guaranteed.
Immediate start.
PH 021 000 0000

Classified Display

CASUAL RATE

\$13.90 col/cm

CONTRACT

\$9.50 col/cm

(example right)

All rates
exclude GST.

HEADING

6x1

Display Ad
(actual size)

CASUAL

\$83.40

CONTRACT

\$57.00

CHOOSE FROM CATEGORIES LIKE

- Builder
- Cars for Sale
- Church Notices
- Electrician
- Funeral Directors
- Garage Sales
- Lost & Found
- Painting
- Personals
- Trades & Services
- ... and many more

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Star * Media

The Star specifications



SPECIFICATION - DISPLAY

1/16 Page 9x2 (90mmH x 63.5mmW)

1/8 Page 9x4 (90mmH x 130mmW) or 18x2 (180mmH x 63.5mmW)

1/4 Page 18x4 (180mmH x 130mmW) or 9x8 (90mm H x 263mmW)

1/2 Page 18x8 (180mmH x 263mmW) or 37x4 (370mmH x 130mmW)

Junior Page 28x6 (280mmH x 196.5mmW)

Full Page 37x8 (370mmH x 263mmW)

SPECIFICATION - WRAP/FALSE COVER

4 page White Wrap - 330mmH x 266mmW

2 page False Cover - Front page 320mmH x 266mmW (allows for 60mm masthead)

4 page False Cover - Pages 2-4 380mmH x 266mmW

DEADLINES

Booking Deadline 1pm Mondays

Copy Deadline 1pm Mondays

Complete Material Deadline 10am Wednesdays

COMPLETE ADVERTISEMENTS PRINT

All complete advertisements must be received as PRINT READY and only in PDF format. Any changes to a print-ready file require a revised version to be supplied to us.

- Images must be 200dpi or higher
- All fonts should be embedded or converted to paths/outlines
- All colour files must be CMYK

- Please ensure all black elements are:
C: 0% M: 0% Y: 0% K:100%

Supplied media

Email: Complete files can be emailed to prepress@starmedia.kiwi

Flash Drive: A proof must be supplied with your file.

Please check with us if you are in any doubt.

CONTACT US Ph: (03) 379 7100

Star Media, Level 1, 359 Lincoln Road, Christchurch

www.starnews.co.nz



Star News Rise Up Christchurch

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Star Media

Star Media is a division of Allied Press, a South Island owned media company with interests in daily and community newspapers, regional television stations, internet websites and commercial printing operations. From its base in Dunedin, Allied Press has newspapers in Canterbury, Westland, Otago and Southland, a television station in Dunedin and printing operations in Alexandra and Dunedin. It employs more than 400 staff.

Owned by brothers Sir Julian Smith and Nicholas Smith, Allied Press is 100% independently and New Zealand owned.

NEWSPAPERS

The Star
Bay Harbour News
Selwyn Times
North Canterbury
News
Ashburton Courier
Pegasus Post
Southern View
Western News
Nor'West News

MAGAZINES

O3 Magazine
Kiwi Gardener
NZ Rugby News
NZ Classic Driver

EVENTS

City2Surf
Home & Leisure Show

CREATIVE SERVICES

Commercial design and website services