

THE STAR

Rate card 2021

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



Read us
in print,
online or
mobile
24/7

starnews.co.nz 



The Star

96,000
Readers every
issue*



65%
of Canterbury
people read
a Community
newspaper
each month**

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.

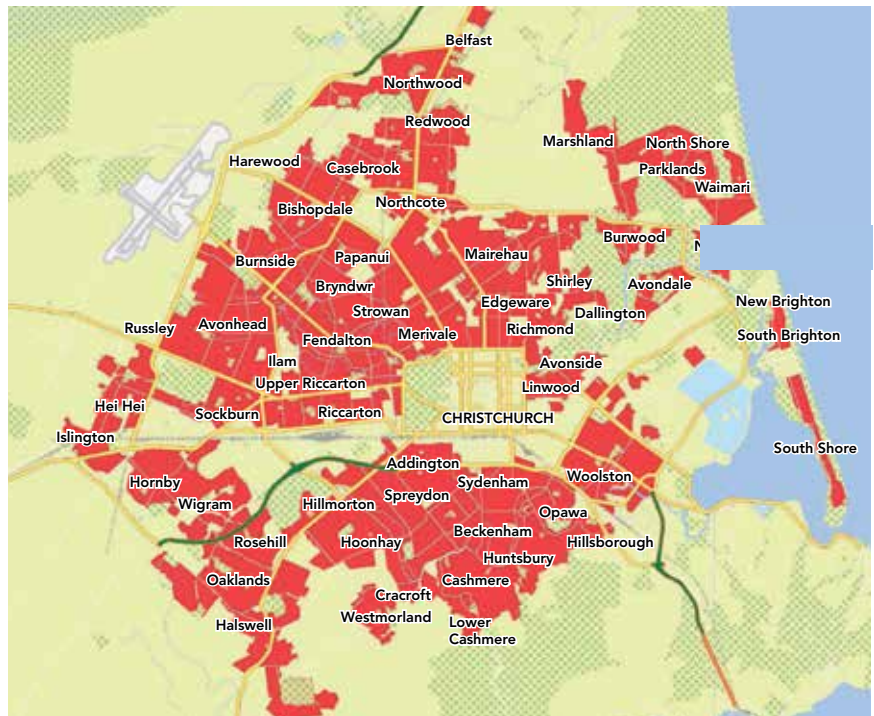
Star News Website

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.

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

Star Media Level 1, 359 Lincoln Road, Christchurch

PO Box 1467 Christchurch 8140

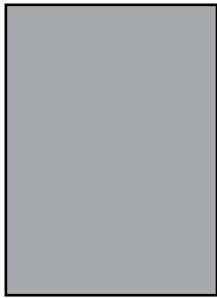


starnews
facebook page
shows continued
growth with a
following of over
113,000 people



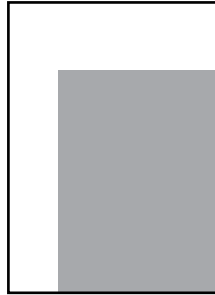
starnews
1.6 million
page views per
month***

Print advertising sizes and rates



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

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



JUNIOR PAGE
28x6 (280 x 196.5mm)
Casual Rate: \$2000

12 Pack: \$1750
24 Pack: \$1450



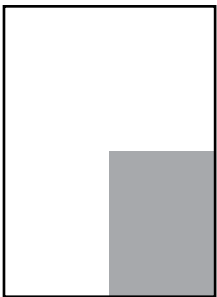
1/2 PAGE HORIZONTAL
18x8 (180 x 263mm)
VERTICAL
37x4 (370 x 130mm)
Casual Rate: \$1720

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



1/4 PAGE HORIZONTAL
9x8 (90 x 263mm)
Casual Rate: \$1000

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



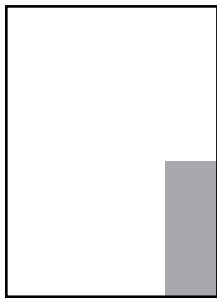
1/4 PAGE VERTICAL
18x4 (180 x 130mm)
Casual Rate: \$1000

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



1/8 PAGE HORIZONTAL
9x4 (90 x 130mm)
Casual Rate: \$500

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



1/8 PAGE VERTICAL
18x2 (180 x 63.5mm)
Casual Rate: \$500

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



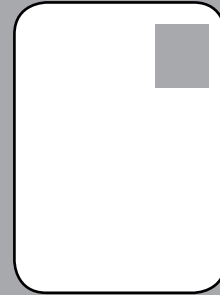
1/16 PAGE
9x2 (90 x 63.5mm)
Casual Rate: \$250

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

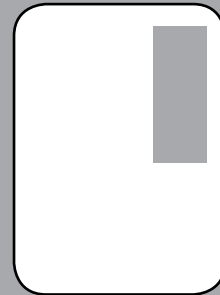
All rates exclude GST.

*Source: Nielsen CMI Q3 19 - Q2 20 Base: AP 15+ ** Q2 18 - Q1 19 *** Google analytics average April - June 20

starnews.co.nz
Display Adverts



RECTANGLE
300px x 250px
\$10 CPM



SUPER RECTANGLE
300px x 600px
\$11 CPM

Star News offers a unique mix of local, hyper local and engaging Canterbury News.

Combo with a print campaign and get discounted rates



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)	\$1,000	\$900	\$795
1/2 Page (18x8 or 37x4)	\$1,720	\$1,495	\$1,245
Junior Page (28x6)	\$2,000	\$1,750	\$1,450
Full Page (37x8)	\$2,555	\$2,195	\$1,995
4 page False Cover (38x8)	\$7,995		
4 page White Wrap (33x8)	11,500		

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	Sponsorship/Contra
Classified Display	\$13.90 col/cm	\$9.50 col/cm	Display and classified
Classified Liners (approx 4 words per line)	\$3.75 per line	\$2.50 per line	\$25 col/cm

Specifications - Display

1/16 Page 9x2 (90 x 63.5mm)
1/8 Page 9x4 (90 x 130mm) or 18x2 (180 x 63.5mm)
1/4 Page 18x4 (180 x 130mm) or 9x8 (90 x 263mm)
1/2 Page 18x8 (180 x 263mm) or 37x4 (370 x 130mm)
Junior Page 28x6 (280 x 196.5mm)
Full Page 37x8 (370 x 263mm)

Specification - Wrap/False Cover

4 page False Cover - refer to wrap specification
4 page White Wrap - 330mm high x 266mm wide

Deadlines

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

COMPLETE ADVERTISEMENTS PRINT

Complete advertisements

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.

COMPLETE ADVERTISEMENTS STARNEWS.CO.NZ

Medium 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

Super Rectangle 300x600
Technical Specifications
Dimensions (W x H): 300x600 pixels
Max File Size: 80 kB
Format: .gif, .jpg, .png, and HTML 5
Third Party: Yes
(Also require a 300x250 creative)


Implementation

Creative is due 3 working days before campaign start. An active click through URL must be provided. Please send creative files to prepress@starmedia.kiwi

CONTACT US Ph: (03) 379 7100

Star Media, Level 1, 359 Lincoln Road, Christchurch

www.starnews.co.nz

 Star News Rise Up Christchurch