

MEDIA KIT

Reaching

6,800

letterboxes and
businesses
each week!

About Us

The Pōhutukawa Coast Times is a free community newspaper, delivered weekly to the letterboxes of 6,800 residential homes and businesses (approximately 20,000 people) in Auckland's coastal and rural south-east.

The PC Times is the only newspaper to cover a unique circulation area which includes **Beachlands, Maraetai, Whitford, Clevedon, Brookby, Kawakawa Bay, Orere Point, Paparimu, Alfriston and Ardmore.**

Our paper has established a solid reputation as a reliable source of local news for over 30 years.



Our distribution area

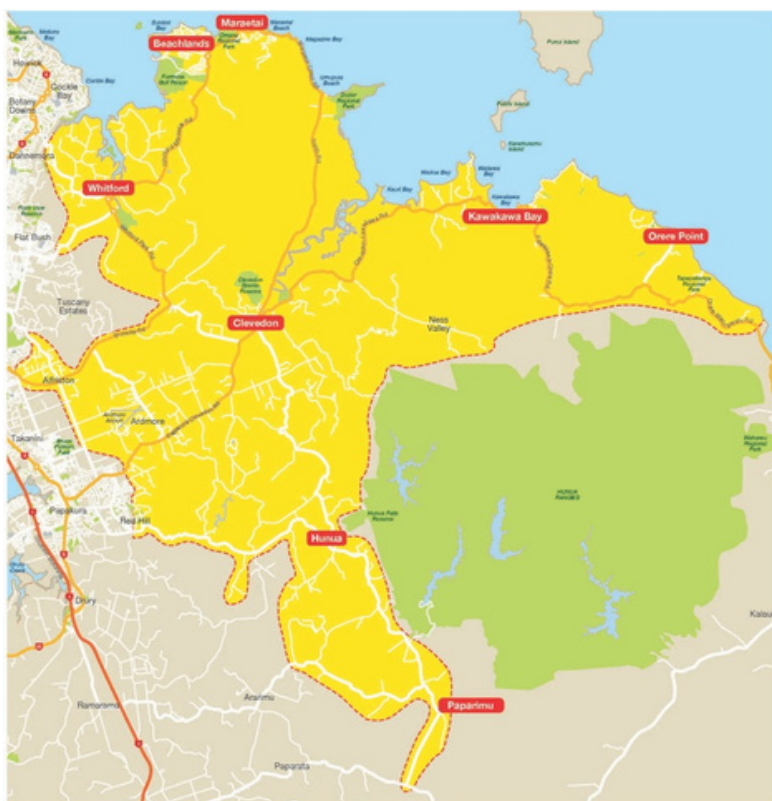
Our Distribution Area is located approximately 35 minutes south-east of Auckland City and 30 minutes east of Auckland International Airport, covering the coastal and rural areas south-east of Whitford.

The Pōhutukawa Coast boasts one of Auckland's highest population growth rates, while Clevedon is also undergoing substantial population growth.

Our local communities are of a mix of rural and coastal communities, whose residents earn higher than average income.

A resident asked on the local community Facebook Grapevine page 'how many people read their local paper'? The post attracted a huge amount of engagement. Out of 483 comments, less than one per cent said they did not read our paper.

PŌHUTUKAWA COAST TIMES DISTRIBUTION MAP



Our digital audience

Our digital audience is steadily growing, thanks to weekly publishing of an online version of the newspaper, and online promotion via social media.

Our readers

According to the 2023 New Zealand Census, our reader demographics are as follows:

National Identity & Ethnicity (Average)

European (Pākehā): 89.7%

Māori: 11.2%

Asian: 6.5%

Pasifika: 3.1%

Born Overseas: ~33%

Age & Gender

Median age: 46.9 years (NZ national median is around 38 years)

Gender ratio: approximately 1 male to 1 female

Income & Earnings

Median income: \$58,260 (national median: \$41,500)

Earning over \$100,000: 25.3% (national average: 12.1%)

Employment

Employed full-time: 57.8%

Part-time: 13.8%

Unemployed: 1.9%

Employment levels are higher than the national average and unemployment is very low.

Education

Bachelor's degree or higher: 31.6% (above the national average)

Occupation

The most common occupations of people living within the Pōhutukawa Coast and surrounding areas are professionals, managers or self-employed/business owners.

Our readers are community minded, highly literate and engaged.



Maraetai Beach

Pōhutukawa Coast Times



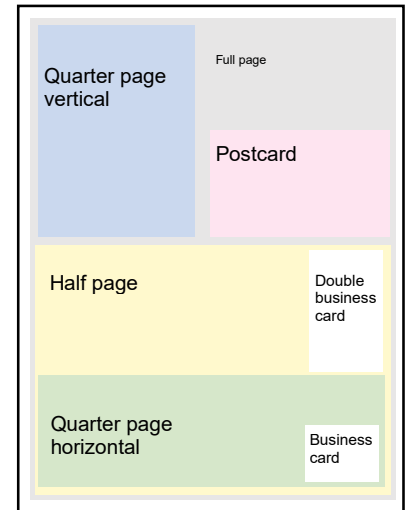
Ad type	Ad size	Ongoing rate*	Casual rate
Back page business listing	Single line of text (up to 48 characters)	\$200+gst for 6 months	\$200+gst for 6 months
	Two lines of text	\$230+gst for 6 months	\$230+gst for 6 months
	Three lines of text	\$250+gst for 6 months	\$250+gst for 6 months
Professionals & Trades regular	40mm high x 85mm wide	\$35+gst per week or \$40+gst fortnightly	12-week commitment required
Professionals & Trades large	80mm high x 85mm wide	\$65+gst per week or \$75+gst fortnightly	12-week commitment required
Classified unboxed	Any word length	\$15 incl GST per 30 words	\$15 incl GST per 30 words
Classified boxed	Any word length	\$8+gst per column centimetre	\$8+gst per column centimetre
Business card	45mm high x 63mm wide	\$55+gst	\$60+gst
Double business card	90mm high x 63mm wide	\$96+gst	\$116+gst
Postcard	90mm high x 130mm wide	\$145+gst	\$175+gst
Quarter page vertical	180mm high x 130mm wide	\$285+gst	\$315+gst
Quarter page horizontal	90mm high x 265mm wide	\$285+gst	\$315+gst
Half page	180mm high x 265mm wide	\$570+gst	\$630+gst
Full page	360mm high x 265mm wide	\$1000+gst	\$1200+gst

*Ongoing rate applies when ads for at least 3 editions are booked. All prices non commission bearing. All rates (except unboxed Classifieds) are exclusive of GST. A 50% fee applies for any booking cancelled after deadline.

Ad specs

Print ready/supplied advertisements: Preferably supplied as high-resolution CMYK (300dpi) pdfs. All files are pro- cessed for full colour print. Publisher, Word or Excel files will not be accepted.

Free design service: Let us design your ad at no cost. This service includes a proof and up to three changes. All supplied content (logos, images etc.) need to be high resolution (if possible). Ads designed in-house remain property of the Pōhutukawa Coast Times and are not to be used in other publications.



Ad types (not to scale)



Deadlines:

Ad bookings and content must be received by midday Friday, the week prior to publication.

Enquiries: Melody Cutfield, Advertising Sales, advertising@pctimes.co.nz | 021 026 14467

Special Features

We run monthly special features on Lifestyle and Supporting Local, plus occasional features on topics of interest such as weddings, boating, travel and motoring.

Book a 1/4 page ad (or larger) and we'll give you free editorial space to include a write-up about your product or business (at the discretion of the editor) alongside your paid advertisement.

Advertorials

A business profile advertorial is a great way to give people a more in-depth understanding of the goods or services your business supplies. Our editor will write an introductory article which provides an overview of what your business does. Your logo and company contact details are also included.

Costs:

Quarter page option: \$465+gst

Half page option: \$780+gst

Special package offer:

1 x 1/4 page business profile advertorial + 3 x postcard sized ads + a single-line 6mo business listing for \$835+gst. Save over \$200!

1 x 1/2 page business profile advertorial + 3 x quarter page sized ads + a single-line 6mo business listing for \$1385+gst. Save over \$390!

Discounted community rates

The Pōhutukawa Coast Times is proud to support not-for-profit organisations by offering a 20% discount off rate card prices.

Coast & Country Property Guide

We produce a monthly property guide which is printed within the PC Times. The property guide features homes listed for sale within our distribution area, accompanied by editorial on a range of property-related subjects.

Discounted rates for bulk-advertising are available for real-estate companies and individuals.

Food & Entertainment Guide

Let us promote your hospitality business with an affordable weekly ad in our Food and Entertainment Guide.

Just \$20+gst per week for a 132mm wide x 25mm high ad - send us your logo, opening hours and address and we'll create the ad for you at no additional cost.

Flyer and brochure delivery

We can deliver flyers and brochures with the PC Times to 3,670 homes within the Beachlands-Maraetai areas.

Costs:

Single sheet: \$705+gst

2 or more pages: \$840+gst

Single Page Flyer rates per area:

Maraetai: 965 flyers = \$185+gst

Beachlands: 2705 flyers = \$520+gst

2 or more pages, rates per area:

Maraetai: 965 flyers = \$260+gst

Beachlands: 2705 flyers = \$580+gst

Enquiries: Melody Cutfield, Advertising Sales, advertising@pctimes.co.nz | 021 026 14467

Advertising terms and conditions

By placing an advertisement with the Pohutukawa Coast Times, you confirm that you have read and agree to the following terms and conditions. While every care is taken to ensure the accurate and timely insertion of your advertisement, the publisher accepts no liability for losses arising from errors, omissions, or print quality issues in camera-ready material supplied by the advertiser. The publisher reserves the right to refuse, amend, or withdraw any advertisement considered unsuitable for publication. Placement of all advertising is at the publisher's discretion unless prior written arrangements have been made.

1. **CONTRACTS** All contracts and quoted prices are based on information supplied by the customer and are assumed to be accurate. The Pohutukawa Coast Times is bound only by written quotations or contracts; verbal representations carry no liability.
2. **ACCEPTANCE** Placement of an advertising order constitutes full acceptance of these terms and conditions.
3. **GOODS AND SERVICES TAX** All prices are exclusive of GST unless stated otherwise. The customer is responsible for payment of GST at the applicable rate.
4. **AMENDMENTS** Any deviation from the agreed specifications after an order has been placed may result in additional costs, which will be charged to the customer accordingly.
5. **LATE MATERIAL** Where a customer fails to supply copy or materials by the agreed deadline, the Pohutukawa Coast Times reserves the right to omit the advertisement without refund, or to charge for any additional costs incurred in accommodating late material.
6. **CUSTOMER INSTRUCTIONS** All instructions should be confirmed in writing. The Pohutukawa Coast Times accepts no liability for errors or omissions arising from verbal instructions.
7. **PROOF APPROVAL** Where a proof has been provided and approved by the customer, the Pohutukawa Coast Times accepts no liability for errors appearing in the published advertisement.
8. **ELECTRONIC FILES** The Pohutukawa Coast Times makes no guarantee as to its ability to read or use all electronic file formats. Any additional work required to process customer-supplied files may attract an additional charge.
9. **SUSPENSION OR CANCELLATION** If a contract is suspended or cancelled at the customer's request, the customer will be liable for any costs already incurred by the Pohutukawa Coast Times up to the point of cancellation.
10. **LIABILITY** The Pohutukawa Coast Times' liability is limited to either the reinsertion of the advertisement at no charge or a refund at the original order price. No liability is accepted for consequential, indirect, or special loss or damage of any kind.
12. **ARTWORK** All artwork and advertisement design created by Pohutukawa Coast Times staff remains the property of the publisher. It may not be reproduced, used in another publication, or used for any other purpose without prior written consent.
13. **UNLAWFUL OR DEFAMATORY CONTENT** The Pohutukawa Coast Times will not publish material that is, or may be considered, unlawful, defamatory, or in breach of the Fair Trading Act 1986 or any other applicable legislation. The customer agrees to indemnify the Pohutukawa Coast Times against any claims, costs, or expenses arising from such content, including any infringement of copyright, patent, or design rights.
14. **CUSTOMER WARRANTIES** The customer warrants that all material and information supplied is accurate, truthful, culturally respectful, and not likely to mislead or deceive. The customer indemnifies the Pohutukawa Coast Times against any claims arising from material that does not meet these requirements.
15. **PAYMENT TERMS** Unless otherwise agreed in writing, payment is due on the 20th of the month following the placement of advertising. The Pohutukawa Coast Times reserves the right to charge interest at commercial overdraft rates on overdue amounts and may withhold future advertising services until outstanding accounts are settled.
16. **CONFIDENTIALITY** Both parties agree to keep confidential any pricing, financial, or commercially sensitive information disclosed in the course of their advertising relationship. This information must not be disclosed to any third party without prior written consent, and this obligation survives the conclusion of any advertising arrangement.