

# Independent Herald

Your local weekly newspaper

## Rate Card 2025

**No.1 for readership**  
Read by more than 30,000 people every issue



**TRUSTED**  
Serving the community for over 53 years

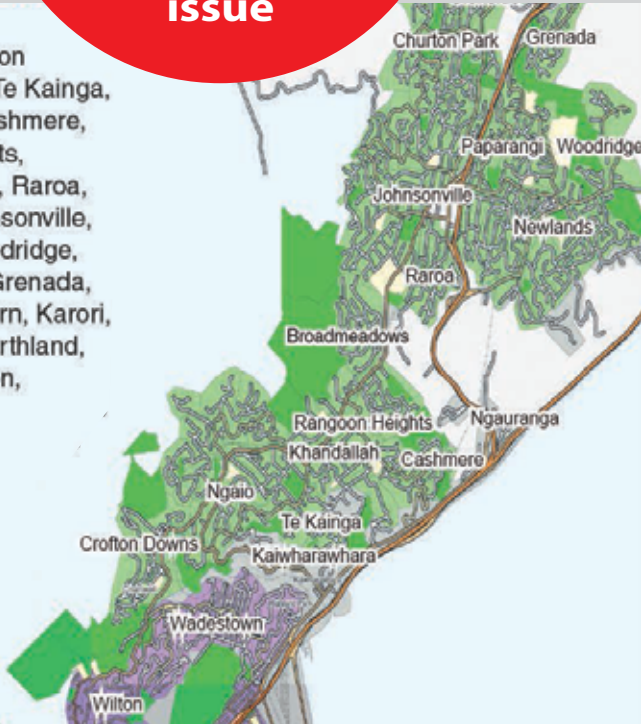
Western and Northern suburbs WELLINGTON

Read us in print or online at <https://issuu.com/wsn11> and scroll down to see current and past issues

**10,000 copies** delivered every Thursday, reaching homes, lifestyle blocks and businesses throughout Western and Northern suburbs WELLINGTON.

**No.1 for  
readership**  
Read by more  
than 30,000  
people every  
issue

Chartwell, Crofton  
Downs, Ngaio, Te Kainga,  
Khandallah, Cashmere,  
Rangoon Heights,  
Broadmeadows, Raroa,  
Newlands, Johnsonville,  
Paparangi, Woodridge,  
Churton Park, Grenada,  
Glenside, Kelburn, Karori,  
Karori West, Northland,  
Thorndon, Wilton,  
Wadestown,  
Highland Park



## Grow customers, sales and profits by advertising with us....

- ✓ No.1 read in the Western and Northern suburbs of WELLINGTON
- ✓ Perfectly timed to maximise your results being delivered every Thursday, with less clutter in the letterbox
- ✓ Best local story count in the district.
- ✓ We are the trusted local news source, we've been around for over 50 years.
- ✓ We get your message into the home where buying decisions are made.
- ✓ Our readers are local, which means they are most likely to buy from you.
- ✓ We deliver into letterboxes
- ✓ Easy and convenient compact format, high readership, ensuring your advertising works harder for you.
- ✓ We offer a FREE advertising consultancy and design service. We live locally and understand our marketplace, we give you the best advice to get results.
- ✓ Proudly locally owned and operated Read us online 24/7.

### Get in touch

**(04) 587 1660**

**[www.independentherald.co.nz](http://www.independentherald.co.nz)**

#### Advertising:

##### SALES

Steve  
027 765 8303  
[steve@wsn.co.nz](mailto:steve@wsn.co.nz)



##### SALES

Brenda  
021 640 152  
[brenda@wsn.co.nz](mailto:brenda@wsn.co.nz)



##### SALES

Les Whiteside  
021 360 008  
[whitesidemediamedia@gmail.com](mailto:whitesidemediamedia@gmail.com)



**CLASSIFIED SALES**  
[classifieds@wsn.co.nz](mailto:classifieds@wsn.co.nz)

Read us online at  
**[www.independentherald.co.nz](http://www.independentherald.co.nz)**

All our latest stories can be read online, no matter where you are, our local community news is always accessible 24/7 anywhere in the world!

**100,000 on-line views**  
on an average month



## Effective advertising sizes and rates



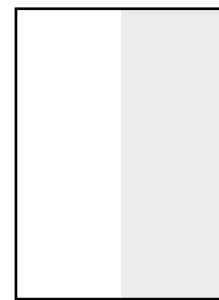
### FULL PAGE

38x8  
(380x260mm)  
\$1800



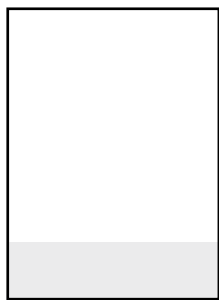
### HALF PAGE

18x8  
(180x260mm)  
\$900



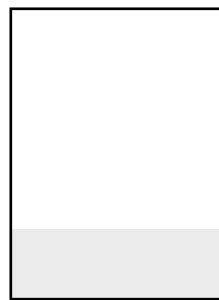
### HALF PAGE VERTICAL

38x4  
(380x128mm)  
\$900



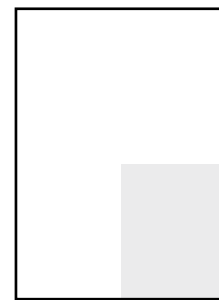
### FRONT PAGE SOLUS

6x4 or 6x8  
(60x260mm)  
\$460 (6x4)  
\$900 (6x8)



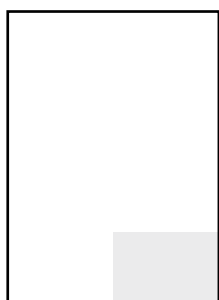
### 1/4 PAGE HORIZONTAL

9x8  
(90x260mm)  
\$450

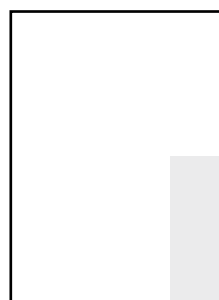


### 1/4 PAGE VERTICAL

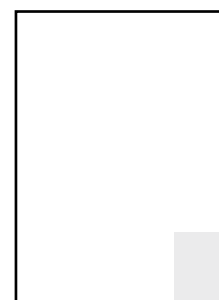
18x4  
(180x129mm)  
\$450



10x4  
(10x129mm)  
\$290



8x2  
(80x63mm)  
\$350

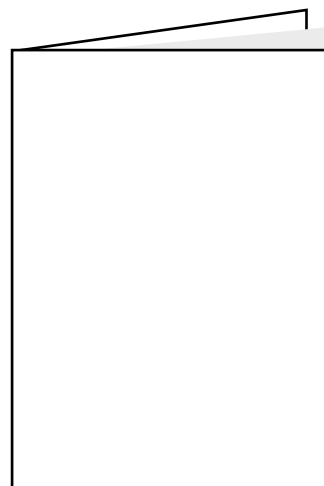


10x2  
(100x63mm)  
\$190



### 4 PAGE MAILER WRAP

Enquiries welcome  
Phone: 021 360 008  
whitesidemedia@gmail.com



### INSERTS

\$90 per 1000.

Enquiries welcome  
Phone: 021 360 008  
whitesidemedia@gmail.com

\*All rates exclude GST

# Advertising rates includes full colour.

DISPLAY	CASUAL	2 ads	12 ads
<b>1/16 Page</b> 100x31mm	\$190	\$170	\$150
<b>1/8 Page</b> 180x63mm or 90x129mm	\$290	\$260	\$230
<b>1/4 Page</b> 180x129mm or 90x260mm	\$450	\$405	\$360
<b>1/2 Page</b> 180x260mm or 380x128mm	\$900	\$810	\$720
<b>Full Page</b> 380x260mm	\$1800	\$1500	\$1100
<b>Front Solus</b> 60x260mm	\$900		
<b>Guaranteed</b> page or position	+25%	+25%	

\*All rates exclude GST

**Wrap** \$3,995

## COMPLETE MATERIAL

### File formats accepted:

All digital advertising material supplied must be in either of two industry standard formats • EPS (encapsulated postscript) • PDF (portable document format) We strongly recommend using Adobe Acrobat Distiller software to create PDF files.

## NON SUPPLIED ADVERTS

Please supply any logos required in your advert in high resolution jpg or pdf formats. Photos are to be high resolution jpg.

## CLASSIFIED ADVERTISING

**Casual:** \$7.50 per col cm  
(Situations Vacant/Public Notices)

**Run Ons:** \$12.00 Minimum  
for 3 lines (12 words)

### Community Notice (non profit organisations)

\$15.00 for 25 words

### Trades & Services

3 month contract  
(6x1) \$39.00 per week  
(6x2) \$55.00 per week

## COLUMN WIDTHS

**1 column:** 31mm

**2 columns:** 63mm

**3 columns:** 96mm

**4 columns:** 129mm

**5 columns:** 161mm

**6 columns:** 194mm

**8 columns:** 260mm

## DEADLINE

### Display:

Booking: as soon as possible  
Copy: Midday Wednesday  
latest

### Classified:

Booking: as soon as possible  
Copy: Midday Wednesday  
latest

Complete Material: File by File  
by day prior

\*All rates exclude GST

## ASK ABOUT OUR SPECIAL WAINUIOMATA NEWS RATES

\*Only for Independent Herald advertisers.

**Wainuiomata**  
news