

Large format community newspaper returns to East Auckland letterboxes

Free, full colour and full size, in 15,000 East
Auckland letterboxes every fortnight.

sales@howickpost.co.nz

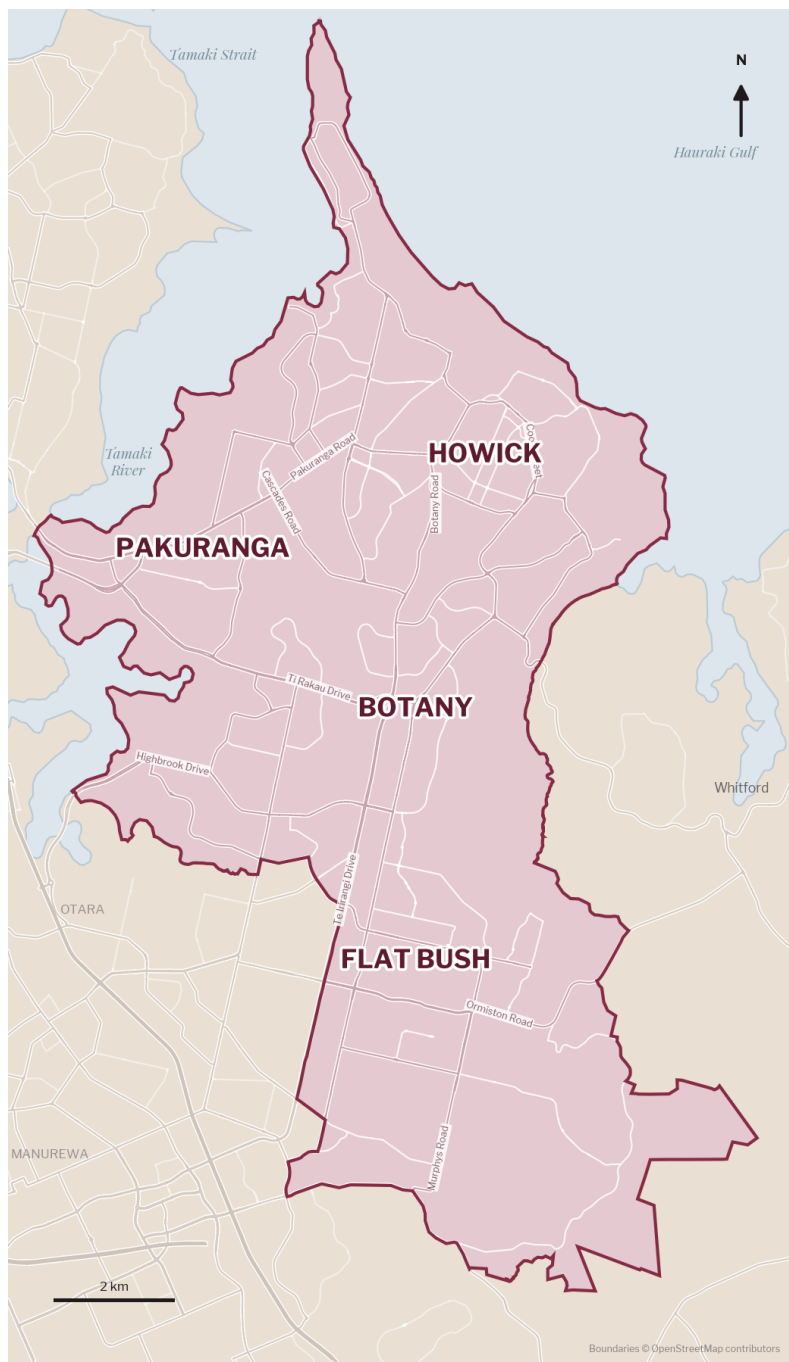
09 212 6639

www.howickpost.co.nz

Rates effective from August 2026.
Published by Howick Media Limited.



Ormiston Bridge, Flat Bush • Photo: Ashleigh Harding, Howick & Eastern Post



WHY ADVERTISE WITH US

**Twice the page.
Twice the delivery.
Half the price.**

15,000

LETTERBOXES
EVERY
FORTNIGHT

2×

THE PAGE AREA
OF
COMPACT
FORMATS

75,000+

ESTIMATED
MONTHLY
PRINT
READERSHIP*

Weekly

FROM 2027
FORTNIGHTLY
THROUGH 2026

* Publisher's estimate.

WHERE THE PAPER GOES

The Howick & Eastern Post is delivered to 15,000 letterboxes spread throughout the Howick community, including the areas of Howick, Pakuranga, Botany and Flat Bush and surrounding suburbs, with drop boxes at prominent local sites.

It more than doubles the delivery run of the existing options, and doubles the page size.

DESIGN INCLUDED

Advert creation and photography are included in the booking price, with one free refresh every three months.

OUR PRICE GUARANTEE

Show us a recent competitor's invoice and we will beat it by 50% on a continuous booking of three months or more. Conditions apply.

OUR MAKE-GOOD

If you are not entirely satisfied with your advertising, let us know within three days and we will run a new advert for you free of charge.

WHAT YOU ARE BUYING INTO

A full-size tabloid, in full colour



WHAT IS IN THE PAPER

The Howick & Eastern Post is a free community newspaper for East Auckland, carrying local news, sport, real estate, a trades and services directory and local business advertising.

It covers the council and local board decisions that shape the area, the schools and clubs people belong to, and the businesses they use.

LOCALLY OWNED

The Howick & Eastern Post is published by Howick Media Limited, and is written and edited in East Auckland.

INTO THE LETTERBOX

The Howick & Eastern Post is delivered into letterboxes, into the same streets an advertiser already works, rather than left in a stand to be picked up.

A BIGGER PAGE FOR YOUR ADVERT

Twice the paper for your message

A half page in the Howick & Eastern Post is comparable to a full page in a smaller publication, so every size on the card buys more paper for your message.

OUR PRINT PARTNER

We have partnered with NZME, our print partner, so every edition is printed in full colour on commercial newsprint presses to a national standard.

FORTNIGHTLY THIS YEAR, WEEKLY NEXT YEAR

The Howick & Eastern Post is printed fortnightly in 2026 and moves to weekly in 2027. Advertisers who book now come in at the fortnightly rate.

FOUNDING ADVERTISERS

Founding advertisers who commit to three months or more receive one free insertion of their advert.



Howick & Eastern Post
265 × 361 mm



A compact-format page
drawn to the same scale

- Full colour on every page, included in every rate.
- Advert creation and photography included in the booking price.
- Local news, sport, real estate, a trades and services directory and local business advertising, with news every day at www.howickpost.co.nz.

OUR DISTRIBUTION AREA DEMOGRAPHICS

The households the Howick & Eastern Post is delivered to are older, earn more and are more likely to own their home than the Auckland average.

MEDIAN AGE

38.1

6% HIGHER THAN THE AUCKLAND AVERAGE

MEDIAN HOUSEHOLD INCOME

\$100,300

7% HIGHER THAN THE AUCKLAND AVERAGE

OWN THEIR HOME

66%

11% HIGHER THAN THE AUCKLAND AVERAGE

BUSINESSES TRADING IN THE LOCAL AREA

18,531

Sources: 2023 Census, Howick Local Board area and Auckland summaries, Auckland Council (median age, home ownership). Howick local economic overview, Tātaki Auckland Unlimited, 2022 (household income, 2018 Census; businesses, 2021).

DISPLAY ADVERTISING

Every size and price, on one page

Casual

Single insertion at the card rate. Full colour included.

Save 40%

3 months: 6 consecutive issues, same or larger size.

Save 50%

6 months: 12 consecutive issues, same or larger size.

SIZE	MODULE	W × H (MM)	CASUAL	3 MONTHS / 6 ISSUES	6 MONTHS / 12 ISSUES
Full page	8x8	265 × 361	\$1,490	\$894	\$745
Half page (vertical)	8x4	130.5 × 361	\$890	\$534	\$445
Half page (horizontal)	4x8	265 × 178.5	\$890	\$534	\$445
Third page (horizontal)	3x8	265 × 132.875	\$690	\$414	\$345
Quarter page (horizontal)	2x8	265 × 87.25	\$490	\$294	\$245
Quarter page (vertical)	4x4	130.5 × 178.5	\$490	\$294	\$245
Front-page solus (each of two)	1.5x4	130.5 × 67	\$490	—	—
Sixth page	3x4	130.5 × 132.875	\$390	\$234	\$195
Eighth page (horizontal)	2x4	130.5 × 87.25	\$290	\$174	\$145
Eighth page (vertical)	4x2	63.25 × 178.5	\$290	\$174	\$145
Eighth page (strip)	1x8	265 × 41.625	\$290	\$174	\$145
Sixteenth page	2x2	63.25 × 87.25	\$170	\$102	\$85
Trades & Services (back of newspaper)	T&S	63.25 × 82.844	\$97	\$59	\$49

Rates are per insertion and exclude GST. Contract rates apply to consecutive-issue bookings of the same or larger size and are invoiced per insertion. Trades & Services adverts run in the Trades & Services directory at the back of the newspaper; all other sizes are run-of-paper display positions. Front-page solus positions are strictly limited and are casual rate only; contract discounts do not apply to the front page. Every advert is full colour. Prominent page loading of 20% to 50% may apply on pages 2 to 5 and the back page, by arrangement.

Artwork

We can work with most PDFs. Best of all is your own press-ready artwork; where you cannot supply it, we provide design and photography.

Front page

Two solus positions, 130.5 × 67 mm each, \$490 casual. Strictly limited, casual rate only. Masthead lugs by arrangement.

Deadlines

Bookings close 5.00pm the Friday before publication. Artwork is due 12 noon the Monday before publication.

DISPLAY ADVERTISING

Every size, drawn to scale

Each advert (solid) is shown against the full 265 × 361 mm advertising page. The faint lines are the paper's 8 × 8 module grid: eight columns of 29.625 mm and eight depth modules of 41.625 mm, with 4 mm gutters and 4 mm module spacing. Dimensions are width × height. Prices shown are casual, excluding GST.



The pale block on the front-page solus diagram is the second of the two positions. Both run side by side across the foot of page 1 with a 4 mm gap.

BOOKING THE PAPER

Artwork, dates and deadlines

PUBLISHING DATES AND DEADLINES

PUBLISHING DATE	BOOKING DEADLINE	ARTWORK DEADLINE
24 September 2026	Fri 18 Sep	Mon 21 Sep
8 October 2026	Fri 2 Oct	Mon 5 Oct
22 October 2026	Fri 16 Oct	Mon 19 Oct
5 November 2026	Fri 30 Oct	Mon 2 Nov
19 November 2026	Fri 13 Nov	Mon 16 Nov
3 December 2026	Fri 27 Nov	Mon 30 Nov
17 December 2026	Fri 11 Dec	Mon 14 Dec

The Howick & Eastern Post is printed fortnightly in 2026 and moves to weekly in 2027. Bookings close 5.00pm on the Friday before publication, and artwork is due 12 noon on the Monday before publication. The 2027 schedule follows once the move to weekly is confirmed.

ARTWORK AND DESIGN

We can work with most PDFs. It is always best for advertisers to supply their own artwork where possible, and where an advertiser cannot, we are happy to provide design and photography services.

HOW TO BOOK

Email sales@howickpost.co.nz or call 09 212 6639 with the size you want and the issues you want it in. We confirm the booking, place or build the advert, and proof it back to you before the artwork deadline.

SUPPLYING ARTWORK

Our preferred artwork specifications are as follows.

- **Format** — single-page PDF, PDF/X-1a:2001
- **Size** — exact booked dimensions; no bleed, no crop marks
- **Colour profile** — WAN-IFRAnewspaper26v5 preferred
- **Fonts** — embedded or converted to outlines
- **Colour** — CMYK only; total ink 220% maximum
- **Images** — 200–250 dpi at final size; line and mono 1200 dpi
- **Type** — minimum 8 pt sans serif; reversed type 12 pt and above
- **QR codes** — 20 × 20 mm minimum, 100% black

Tabloid newsprint, full colour throughout. Advertising type area 265 × 361 mm, eight columns with 4 mm gutters. Ask for the print specification sheet.

WELCOME TO HOWICK



Welcome to Howick · Photo: Ashleigh Harding, Howick & Eastern Post

Howick & Eastern Post

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Artwork design@howickpost.co.nz · www.howickpost.co.nz

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