

Classified advertising rates

Classified advertisements appearing within Stuff newspapers are sold either by column centimetre (for Display Classifieds) or by the number of lines for basic text advertisements (Liners).



Note: Additional rates apply to some classifications. Rates exclude GST.

Metropolitan newspapers

Publication	Publishing Day	Bordered Display (per col/cm) Includes colour			Non-Bordered Display (per col/cm) Excludes colour			Liner Rate (Mono, per line)* Excludes colour		
		General	Public Notices	Employment	General	Public Notices	Employment	General	Public Notices	Employment
The Dominion Post	Mon, Tue, Thu, Fri	\$26.87	\$26.87	\$26.87	\$18.81	\$18.81	\$18.81	\$5.49	\$5.49	\$5.49
	Wednesday	\$28.28	\$28.28	\$28.28	\$19.80	\$19.80	\$19.80	\$5.49	\$5.49	\$5.49
	Saturday	\$29.77	\$29.77	\$29.77	\$20.84	\$20.84	\$20.84	\$5.49	\$5.49	\$5.49
The Press	Mon, Tue, Thu, Fri	\$21.84	\$21.84	\$22.47	\$11.51	\$11.51	\$13.08	\$2.96	\$2.96	\$3.48
	Wednesday	\$23.92	\$23.92	\$24.43	\$12.54	\$12.54	\$14.26	\$3.21	\$3.21	\$3.77
	Saturday	\$27.91	\$27.91	\$28.43	\$14.58	\$14.58	\$16.60	\$3.78	\$3.78	\$4.42
Waikato Times	Mon, Tue, Thu, Fri	\$17.86	\$19.99	\$21.46	\$15.37	\$16.72	\$18.65	\$3.99	\$4.46	\$4.46
	Wed and Sat	\$18.01	\$20.49	\$22.61	\$15.75	\$17.15	\$19.12	\$3.99	\$4.46	\$4.46

*Minimum of three lines. Additional colour and highlighting charges may apply.

Regional newspapers

Publication	Publishing Day	Bordered Display (per col/cm) Includes colour			Non-Bordered Display (per col/cm) Excludes colour			Liner Rate (Mono, per line)* Excludes colour
		General	Public Notices	Employment	General	Public Notices	Employment	General
Manawātū Standard	Mon – Sat	\$14.94	\$14.94	\$14.94	\$10.46	\$10.46	\$10.46	\$4.00
Marlborough Express	Mon, Wed, Fri	\$8.24	\$8.24	\$8.24	\$5.77	\$5.77	\$7.35	\$3.00
Nelson Mail	Mon, Wed, Fri, Sat	\$9.62	\$12.50	\$10.50	\$6.73	\$8.75	\$6.73	\$2.24
The Southland Times	Mon – Fri	\$13.06	\$13.06	\$13.06	\$9.14	\$9.21	\$9.21	\$3.05
	Saturday	\$14.05	\$14.20	\$14.20	\$9.84	\$9.94	\$9.94	\$3.28
Taranaki Daily News	Mon – Fri	\$12.22	\$12.22	\$12.22	\$8.55	\$8.55	\$8.55	\$2.70
	Saturday	\$13.45	\$13.45	\$13.45	\$9.42	\$9.42	\$9.42	\$2.70
The Timaru Herald	Mon – Sat	\$11.34	\$11.06	\$11.48	\$6.80	\$6.80	\$6.80	\$2.05

Sunday newspapers

Publication	Publishing Day	Bordered Display (per col/cm) Includes colour			Non-Bordered Display (per col/cm) Excludes colour			Liner Rate (Mono, per line)* Excludes colour
		General	Public Notices	Employment	General	Public Notices	Employment	General
Sunday Star-Times	Sunday	\$42.00	\$42.00	\$37.50	\$29.40	\$29.40	Not available	\$12.88
Sunday News	Sunday	\$25.64	\$25.64	\$25.64	\$17.94	\$17.94	Not available	\$7.34

Classified packages available on request

Classified advertising enquiries

General Classifieds

0800 835 323

Email general-classifieds@stuff.co.nz

Family Notices

0800 287 322

Email familynotices@stuff.co.nz

Classified advertising rates



Note: Additional rates apply to some classifications. Rates exclude GST.

Community newspapers

Northland

Publication	Publishing Day	Bordered Display (per col/cm) Includes colour	Non-Bordered Display (per col/cm) Excludes colour	Liner Rate (Mono, per line)* Excludes colour
		General Classified	General Classified	General Classified
The Bay Chronicle	Thursday	\$9.97	\$6.98	\$3.82
Northern News	Thursday	\$10.83	\$7.58	\$3.82
Whangarei Leader	Wednesday	\$12.99	\$9.09	\$1.71

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highlighting charges
may apply.

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General Classifieds

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Auckland

Publication	Publishing Day	Bordered Display (per col/cm) Includes colour	Non-Bordered Display (per col/cm) Excludes colour	Liner Rate (Mono, per line)* Excludes colour
		General Classified	General Classified	General Classified
Central Leader	Thursday	\$27.34	\$19.14	\$4.75
East & Bays Courier	Wednesday	\$19.74	\$13.82	\$4.05
Eastern Courier	Wednesday	\$12.73	\$8.91	\$2.98
Manukau Courier	Thursday	\$27.34	\$19.14	\$4.75
North Harbour News	Thursday	\$12.41	\$8.69	\$3.74
North Shore Times	Thursday	\$27.34	\$19.14	\$4.75
Nor-West News	Thursday (fortnightly)	\$8.51	\$5.96	\$1.47
Papakura Courier	Wednesday	\$14.46	\$10.12	\$3.06
Rodney Times	Thursday	\$15.34	\$10.74	\$3.74
Western Leader	Thursday	\$27.34	\$19.14	\$4.75

Family Notices

0800 287 322

Email familynotices@stuff.co.nz

Classified packages available on request

Waikato

Publication	Publishing Day	Bordered Display (per col/cm) Includes colour			Non-Bordered Display (per col/cm) Excludes colour			Liner Rate (Mono, per line)* Excludes colour		
		General	Public Notices	Employment	General	Public Notices	Employment	General	Public Notices	Employment
Cambridge Edition	Wednesday	\$8.81	\$8.81	\$8.81	\$6.17	\$6.17	\$6.17	\$3.29	\$3.29	\$3.29
Franklin County News	Thursday	\$12.77	\$12.77	\$12.77	\$8.94	\$8.94	\$8.94	\$4.20	\$4.20	\$4.20
Hamilton Press	Wednesday	\$12.10	\$12.10	\$12.10	\$8.47	\$8.47	\$8.47	\$2.81	\$2.81	\$2.81
Hauraki Herald	Friday	\$12.36	\$12.36	\$12.36	\$8.65	\$8.65	\$8.65	\$4.08	\$4.08	\$4.08
Matamata Chronicle	Wednesday	\$9.21	\$9.21	\$9.21	\$6.45	\$6.45	\$6.45	\$3.29	\$3.29	\$3.29
Piako Post	Wednesday	\$9.21	\$9.21	\$9.21	\$6.45	\$6.45	\$6.45	\$3.29	\$3.29	\$3.29
South Waikato News	Wednesday	\$11.02	\$11.02	\$11.02	\$7.71	\$7.71	\$7.71	\$4.25	\$4.25	\$4.25
Taupō Times	Friday	\$10.03	\$10.03	\$10.03	\$7.02	\$7.02	\$7.02	\$3.42	\$3.42	\$3.42

Continued overleaf...

Classified advertising rates



Note: Additional rates apply to some classifications. Rates exclude GST.

Community newspapers

Lower North Island

Publication	Publishing Day	Bordered Display (per col/cm) Includes colour			Non-Bordered Display (per col/cm) Excludes colour			Liner Rate (Mono, per line)* Excludes colour	
		General	Public Notices	Employment	General	Public Notices	Employment	General	Announcements
Feilding-Rangitikei Herald	Thursday	\$8.97	\$8.97	\$8.97	\$6.28	\$6.28	\$6.28	\$3.50	\$3.50
Hutt News	Thursday	\$14.00	\$14.00	\$14.00	\$9.80	\$10.00	\$10.00	\$4.49	\$2.05
Kapi-Mana News	Tuesday	\$12.31	\$12.31	\$12.31	\$8.62	\$8.62	\$8.62	\$4.49	\$2.05
Kāpiti Observer	Thursday	\$11.82	\$11.82	\$11.82	\$8.27	\$8.27	\$8.27	\$4.49	\$2.05
North Taranaki Midweek	Wednesday	\$8.46	\$8.46	\$8.46	\$5.92	\$5.92	\$5.92	\$1.80	\$1.80
South Taranaki Star	Thursday	\$8.46	\$8.46	\$8.46	\$5.92	\$5.92	\$5.92	\$1.80	\$1.80
Upper Hutt Leader	Wednesday	\$11.27	\$11.83	\$11.83	\$7.89	\$8.05	\$8.05	\$4.49	\$2.05

South Island

Publication	Publishing Day	Bordered Display (per col/cm) Includes colour			Non-Bordered Display (per col/cm) Excludes colour			Liner Rate (Mono, per line)* Excludes colour	
		General	Public Notices	Employment	General	Public Notices	Employment	General	Announcements
The Leader – Nelson	Thursday	\$6.76	\$6.76	\$6.76	\$4.73	\$4.73	\$4.73	\$1.57	\$1.57
The Leader – Tasman	Thursday	\$6.76	\$6.76	\$6.76	\$4.73	\$4.73	\$4.73	\$1.57	\$1.57
Marlborough Midweek	Thursday	\$10.58	\$10.58	\$11.30	\$7.41	\$7.41	\$7.91	\$3.20	\$3.20
Saturday Express	Saturday	\$10.58	\$10.58	\$11.30	\$7.41	\$7.41	\$7.91	\$3.20	\$3.20
Northern Outlook	Wednesday	\$9.14	\$9.14	\$10.60	\$6.40	\$6.40	\$7.42	\$2.43	\$2.43

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Classified advertising enquiries

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Family Notices

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Classified packages available on request

Pages sizes and column widths

Classified page sizes

Compact	Broadsheet**
370mm x 8 columns	540mm x 11 columns

Classified column widths (mm)

Columns	1	2	3	4	5	6	7	8	9	10	11
Width (mm)	32	66	100	134	168	202	236	270	304	338	372

Technical specifications

For technical artwork and delivery specifications refer to advertise.stuff.co.nz/rates-and-specs/newspapers

Publishing deadlines

For booking, artwork and publishing deadlines refer to advertise.stuff.co.nz/classified-family-notices
Advertisements cancelled after booking deadline will incur a cancellation fee. Deadlines vary around public holidays.

Advertising terms and conditions

All advertising placed within Stuffnewspapers is subject to our terms and conditions. Advertisers are encouraged to be aware of these. For full information refer to advertise.stuff.co.nz/advertising-terms-and-conditions

Additional information

For more information, please call our friendly Classifieds team on **0800 835 323** or refer to the relevant publication at advertise.stuff.co.nz/our-brands

Classified advertising packages

Stuff

Note: Standard Stuff advertising terms and conditions apply.

Package	Features	Available For	Exclusions
Freebies	<p>4 for 3 - Advertise in the paper 3 times and get your 4th advert free.</p> <p>6 for 4 - Advertise in the paper 4 times and get your 5th and 6th adverts free.</p>	Adverts larger than a 10x2 or Quarter Page (4x4 vertical or 2x8 horizontal quarter page).	<ul style="list-style-type: none">- Legal adverts that only require one ad or multiple on going ads.- Election advertisements.- Bookings of 12 ads or more.
Paper Buys	<p>2 or 3 Paper Buy - 10% discount on both papers.</p> <p>4 or 5 Paper Buys - 15% discount on both papers.</p>	<p>A booking of multiple ads in multiple community papers.</p> <p>Available for all community publications.</p>	<ul style="list-style-type: none">- Adverts being advertised across multiple regions.- Election advertisements.
Insertion Buys	<p>13 Insertion Buy - 15% discount on all insertions.</p> <p>26 Insertion Buy - 25% discount on all insertions.</p> <p>52 Insertion Buy - 35% discount on all insertions.</p>	<p>A booking of 13, 26 or 52 consecutive ads in the same community paper.</p> <p>Only available in community publications and includes all community publications.</p>	<ul style="list-style-type: none">- Placements of an advert 13 times in total in different publications.- Election advertisements.
Daily & Community	<p>D + 1 C - 20% discount off the community paper.</p> <p>D + 2 C - 25% discount off the community paper.</p> <p>D + 3 C - 30% discount off the community paper.</p> <p>D + 4 C - 35% discount off the community paper.</p>	<p>Booking an advert in a daily and community paper in the same region.</p> <p>Available in daily and community publications.</p>	<ul style="list-style-type: none">- Adverts booked in the same publication.- Election advertisements.
Northern News & Bay Chronicle	<p>Northern News & Bay Chronicle Package - Advertise in two publications for the price of one.*</p> <p>*This offer is only applicable to the Northern News and the Bay Chronicle.</p>	Any advert size booked into the Northern News & Bay Chronicle.	<ul style="list-style-type: none">- Adverts in publications other than the Northern News and Bay Chronicle.- Election Advertisements.