

CAPITAL

The stories of Wellington

webstar #
MAGAZINE
MEDIA AWARDS
2020

Best
design

webstar #
MAGAZINE
MEDIA AWARDS
2020

Best
columnist



Media pack

Last updated:
January 2021

Welcome

Capital shares the stories of Wellington using good writing, fresh design and sustainable values.

We Wellingtonians are a discerning bunch. We like our coffee fair trade, our beer crafty and our weather brisk.

Capital represents the particular tastes of the region. It's a no nonsense approach to food, fashion, interiors, culture, news and lifestyle in the Capital.

Capital has been supporting and promoting New Zealand businesses for over 70 issues. Our advertising options ensure exposure as well as a positive brand alignment.

Email
sales@capitalmag.co.nz

Website
capitalmag.co.nz
capitalbestof.co.nz

Physical address
31 Pirie Street,
Mt Vic, Wellington

Postal address
PO Box 9202, Marion
Square, Wellington

Phone
04 385 1426

Online print edition
issuu.com/capitalmag

Did you know...

our ad sizes are designed to work across multiple platforms. So your print ad can easily go online.

Here's our advertising options

- 1 Print**
- 2 Website**
- 3 Electronic direct mail**
- 4 Social media**
- 5 Advertorial**

The numbers

Combined audience demographics

Age	%
18-24	10.8
25-34	35.2
35-44	21.2
45-55	16
55-64	8.8
65+	8

Gender	%
Female	75
Male	25



1 Print

Capital magazine continues to buck the trend in the publishing industry. The magazine provides strong brand alignment, a loyal readership and is a trusted, independent source of information.

We also have advertorials available. See section 5.

The numbers

Readership: 45,000

Price: \$7.90

Distribution: Over 180 stockists nationwide. Additionally available at Air NZ Koru lounges, select hotels and the Interislander.

Capital continues to have a strong subscriber base.

Each edition is also distributed digitally through issuu.com with 180+ million combined views.

Schedule

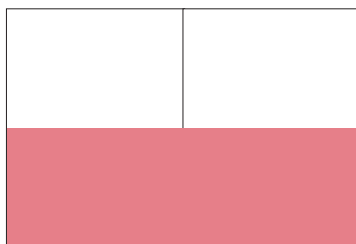
Social issue: Mar/Apr out Mar 1
 Build issue: May/Jun out Apr 29
 Taste issue: Jul/Aug out Jun 28
 Vital issue: Sept/Oct out Aug 30
 Home issue: Nov/Dec out Nov 1
 Holiday issue: Jan/Feb out 30 Dec
 Talent issue: Mar/Apr out 28 Feb



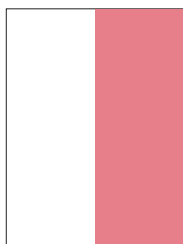
1a. Double page spread



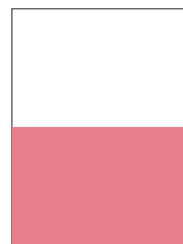
1b. Full page



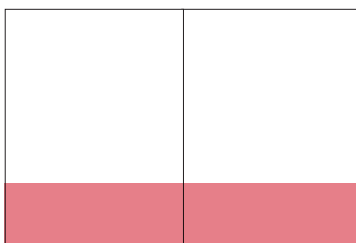
1c. Half page spread



1d. Half page vertical



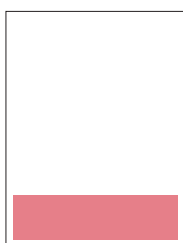
1e. Half page landscape



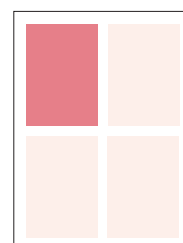
1f. Banner spread



1g. Banner



1h. Banner no bleed



1j. Quarter page

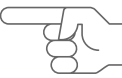
2

Website

Drive traffic where you want it to go. The website offers ad-blocker free, targeted advertising. All ads come with a performance report.

We also have advertorials available. See section 5.

The numbers



capitalmag.co.nz

Impressions: 12k per month

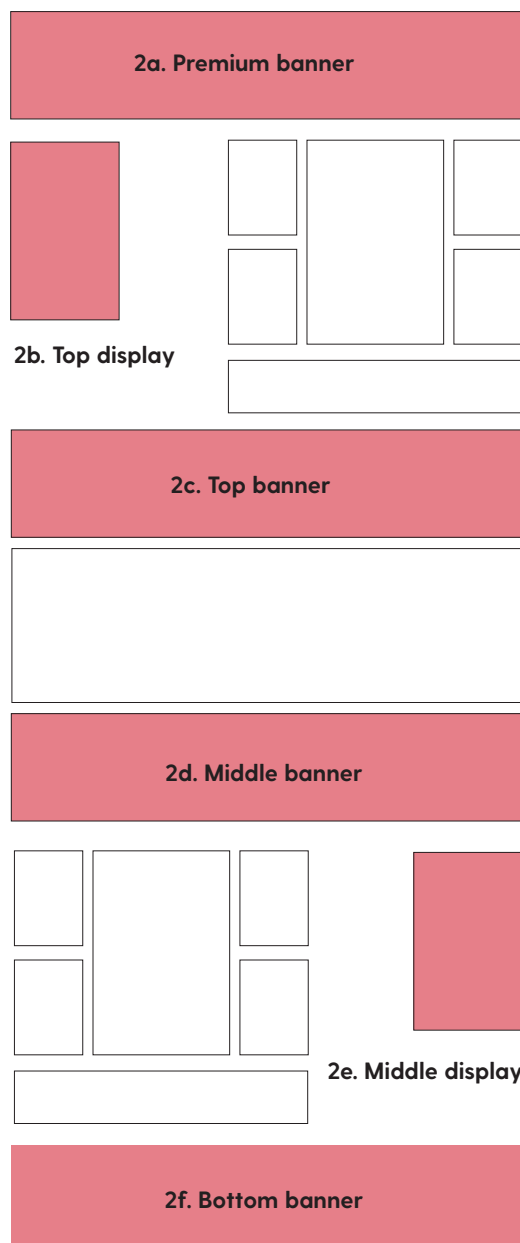
Bounce rate: 65%

Launched: May 2020

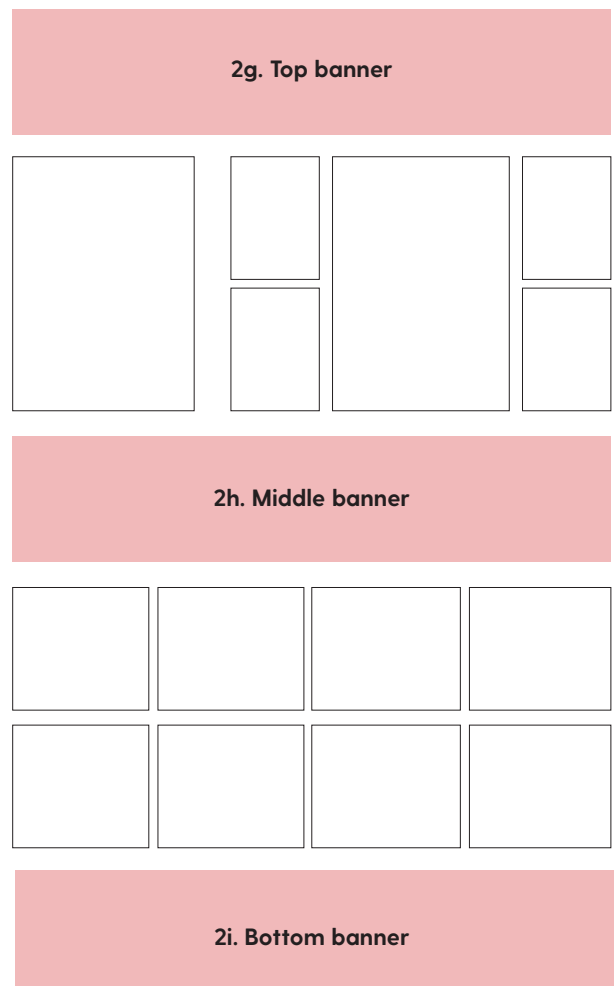
Location: 55% Wellington, 16%

Auckland, 8% Christchurch, 21% other

Homepage



Pages



Pages	Content focus
Edibles	Eateries, dining out, coffee, recipes, kitchen
Spaces	Homes, interior design, building, gardens
Culture	Events, fine arts, music, literature, dance
Lifestyle	Fashion, beauty, health, fitness, travel
People	Business, personalities, stories
Opinions	Issues, concerns and special interest

3

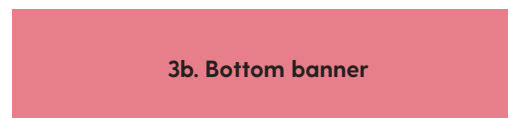
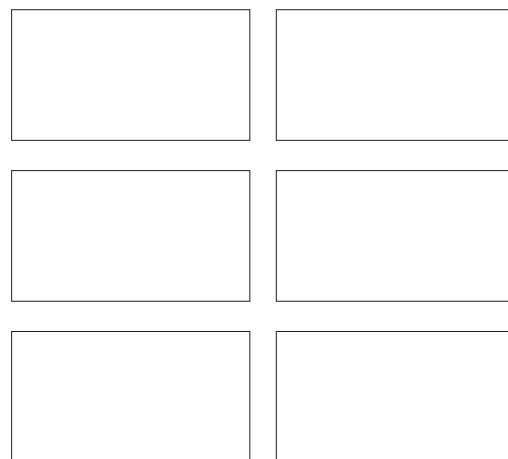
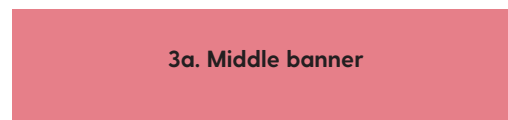
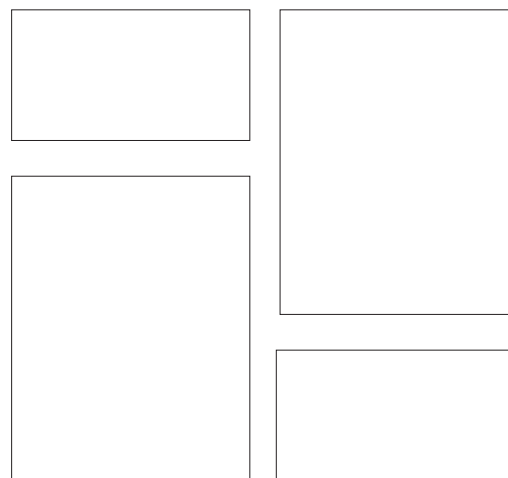
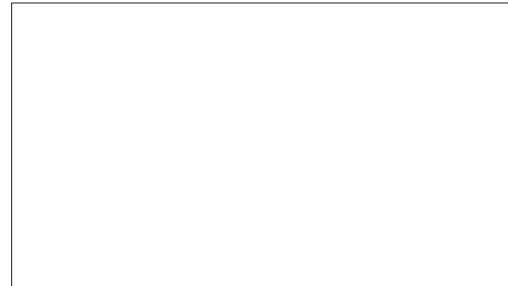
Electronic direct mail

Electronic direct mail or EDM continues to give great bang for your buck.

We also have advertorials available on our EDMS. See section 5.

Schedule

- January 20
- February 10
- March 10
- April 14
- May 12
- June 9
- July 14
- August 11
- September 8
- October 13
- November 10
- December 8



The numbers

Mailing list: 5.6k+

Open rate: 87%

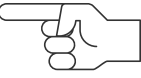
4

Social media

Seamlessly stream your digital marketing to social media with tailored content.

Social media options are only available in conjunction with print, website or EDM bookings.

The numbers



Facebook

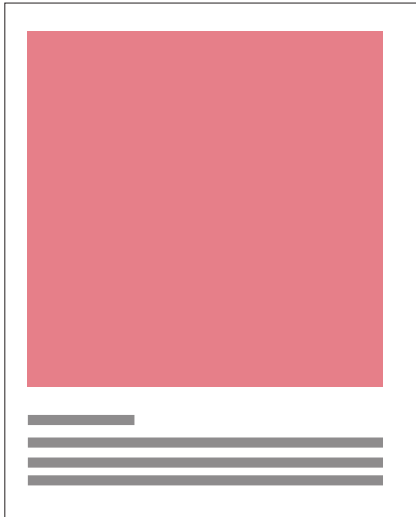
@CapitalMagazine
Wellington
Followers: 13k+
Monthly reach: 47k+

Instagram

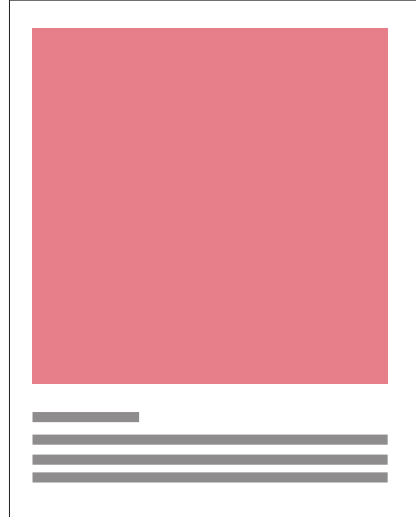
@capitalmag
Followers: 11k+

Twitter

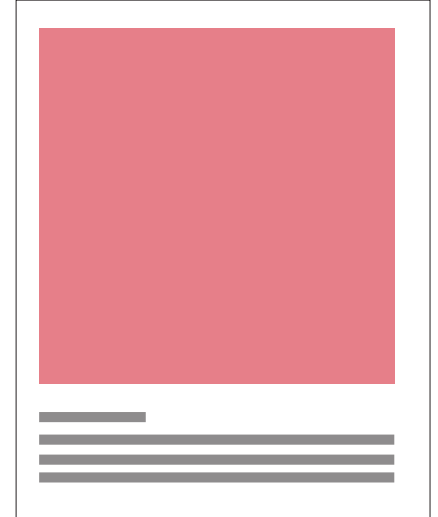
@CapitalMagWelly
Followers: 2.5k+



4a. Facebook



4b. Instagram



4c. Twitter

5

Advertorial

Advertorials are an opportunity for you to tell your story. There's three platforms to share an advertorial - print, website or EDM.

5a. Print

5a1. Basic



- 1 page
- 1 image
- 300 words

5a2. Contemporary



- 2+ pages
- 4+ images
- 500 words

Choose what you want to say

You supply it

The entire advertorial is supplied by you, including high resolution images and text that has been checked off with our editorial team for grammar and spelling.

We create it

Our journalist will send you questions. From your answers, they will put together an article showcasing your business. You can supply high resolution imagery or organise one of our photographers to shoot some photos. Content creation comes with additional costs.

5b. Website

There's three formats to chose from for advertorial web content.

5b1. Feature

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Your business here

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- 400 words
- 3 images
- Logo at the bottom of the feature with a link to your business

5b2. Curated multiple

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Your business here

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- 6x 30 words + 6 images
- Title & intro written for you
- Logo at the bottom of the feature with a link to your business

A curated list, with six bios featuring different aspects of your business.

For example: Vegetarian dishes you should try and why. Featuring 6 dishes, with explanations on why you should try each.

5c1. Curated single

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Your business here

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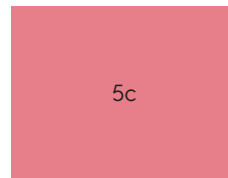
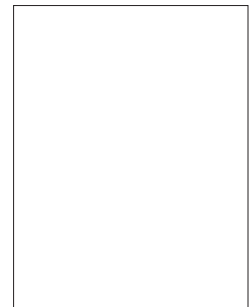
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- 30 words + 1 image
- Entry into a curated, themed list. Only available as part of a list, not individually.
- For example: Best dinner options under \$30. You will receive 50 words copy + 1 image (which you'll need to provide). Copy should be relevant to the theme.

5c. EDM

Deliver your message into the inbox of new customers.

- 30 words
- One image 800x800 px
- With a link to your business



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Technical specs

1. Print

	Advert	Position or format	Supply specs	Designer notes
1a	Double page spread		420 x 280mm + 5mm bleed	<ul style="list-style-type: none"> Additional live space is required on these ads. This is a 10mm space on the left and right side of your ad that should be clear of text or important content. This will ensure it doesn't end up in the binding. Please supply without crop or printer marks
		Inside front cover spread	420 x 280mm + 5mm bleed	
		Inside back cover spread	420 x 280mm + 5mm bleed	
1b	Full page		210 x 280mm + 5mm bleed	
		Back cover	210 x 280mm + 5mm bleed	
		Inside front cover	210 x 280mm + 5mm bleed	
		Page one	210 x 280mm + 5mm bleed	
		Inside back cover	420 x 280mm + 5mm bleed	
1c	Half page spread		420 x 140mm + 5mm bleed	
1d	Half page vertical		105 x 280mm + 5mm bleed	
1e	Half page horizontal		210 x 140mm + 5mm bleed	
1f	Banner spread		420 x 70mm + 5mm bleed	
1g	Banner		210 x 70mm + 5mm bleed	
1h	Banner no bleed		185 x 54mm	<ul style="list-style-type: none"> No printer marks
1j	Quarter page		85 x 120mm	<ul style="list-style-type: none"> No printer marks

2. Website

2a	Premium banner	Top of home page	1500 x 450 px : 72 dpi	<ul style="list-style-type: none"> To ensure readability, text should be larger than 14pts and kept to a minimum.
2b	Top display	Home page	600 x 850 px : 72 dpi	
2c	Top banner	Home page	1500 x 450 px : 72 dpi	
2d	Middle banner	Home page	1500 x 450 px : 72 dpi	
2e	Middle display	Home page	600 x 850 px : 72 dpi	
2f	Footer banner	Home page	1500 x 450 px : 72 dpi	
2g	Top banner	Menu page	1500 x 450 px : 72 dpi	
2h	Middle banner	Menu page	1500 x 450 px : 72 dpi	
2i	Footer banner	Menu page	1500 x 450 px : 72 dpi	

3. EDM

3a	Middle banner		700 x 220 px : 72dpi	<ul style="list-style-type: none"> To ensure readability, text should be larger than 14pts.
3b	Footer banner		700 x 220 px : 72dpi	

4. Social media

4a	Single post	Facebook	504x504px	
4b	Single post	Instagram	504x504px	
4c	Single post	Twitter	504x504px	

5. Advertorials

5a1	Print	Single page	300 words + 1 image	
5a2	Print	Double page	500 words + up to 4 images	
5b1	Web	Feature	500 words + 3 images	
5b2	Web	Curated multiple	6x 50 words + 6 images	
5b3	Web	Curated single	50 words + 1 image	
5c	EDM		800x800px + 30 words	