

# The Rangitoto Observer

DELIVERED FORTNIGHTLY

Issue 1 – 15 March 2019

AN INDEPENDENT VOICE

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planned in Takapuna... p2**

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the Milford streets... p3**

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## The Rangitoto Observer launches on March 15

The Rangitoto Observer – a sister publication to the Devonport Flagstaff – will launch on 15 March.

It will circulate to Milford and Takapuna, through to Castor Bay and Sunnynook.

The Flagstaff delivers to 9500 homes from Devonport to Takapuna. An extra 1500 copies are distributed to businesses and on stands. It serves the southern end of the Devonport-Takapuna Local Board area.

The Rangitoto Observer will have circulation of 10,000, and will serve the northern part of the local board catchment.

The combined circulation of both papers will be close to around 22,000 – with an estimated 70,000 readers.

Long-time Flagstaff editor Rob Drent said he had first considered a second paper in Milford/Takapuna 20 years ago, but the time wasn't quite right.

"The Flagstaff was just starting then – 25 years on, the paper is well established and financially healthy."

Drent said he and business partner Peter Wilson were looking at how to grow the business, and after some informal surveying of clients, the new paper emerged strongly as the best option.

"There's clear desire for a local paper to serve local communities newswise. And from the advertisers' perspective, the increased reach of both papers offers some of the highest demographics in New Zealand."

The other key factor in the decision was the decline of the Fairfax group and specifically the once-strong North Shore Times Advertiser.

"What is now Stuff has become obsessed with digital platforms, whereas our research shows there is still a healthy uptake for print." Research is emerging that says people are an-



**Good to grow... Flagstaff editor Rob Drent (left) and business partner Peter Wilson celebrating Drent's naming as Community Journalist of the Year at the 2018 Voyager Media Awards**

noyed by advertising online and in social media, which is often ignored, whereas news-paper and magazine advertising actually sparks purchasing decisions, said Drent.

The North Shore Times sacked most of its journalists prior to Christmas, and the former Fairfax New Zealand papers are being offered up for re sale by Australian owners Nine.

The Rangitoto Observer will be the same size and paper stock as the Flagstaff, but with differ-

ent stories for a different readership.

"The Milford/Takapuna area is changing markedly, and essentially a new community is emerging with the number of apartments being built – so it is an exciting time newswise," said Drent.

"We've also been lucky enough to recruit experienced journalist Jodi Yeats – a former North Shore Times editor – as part of the expansion."

## Sitting on North Shore coffee tables every week

Get your business message into 20,000 homes  
of some of the highest earners in Auckland

To make a booking, or for more information  
email: [sales@devonportflagstaff.co.nz](mailto:sales@devonportflagstaff.co.nz)

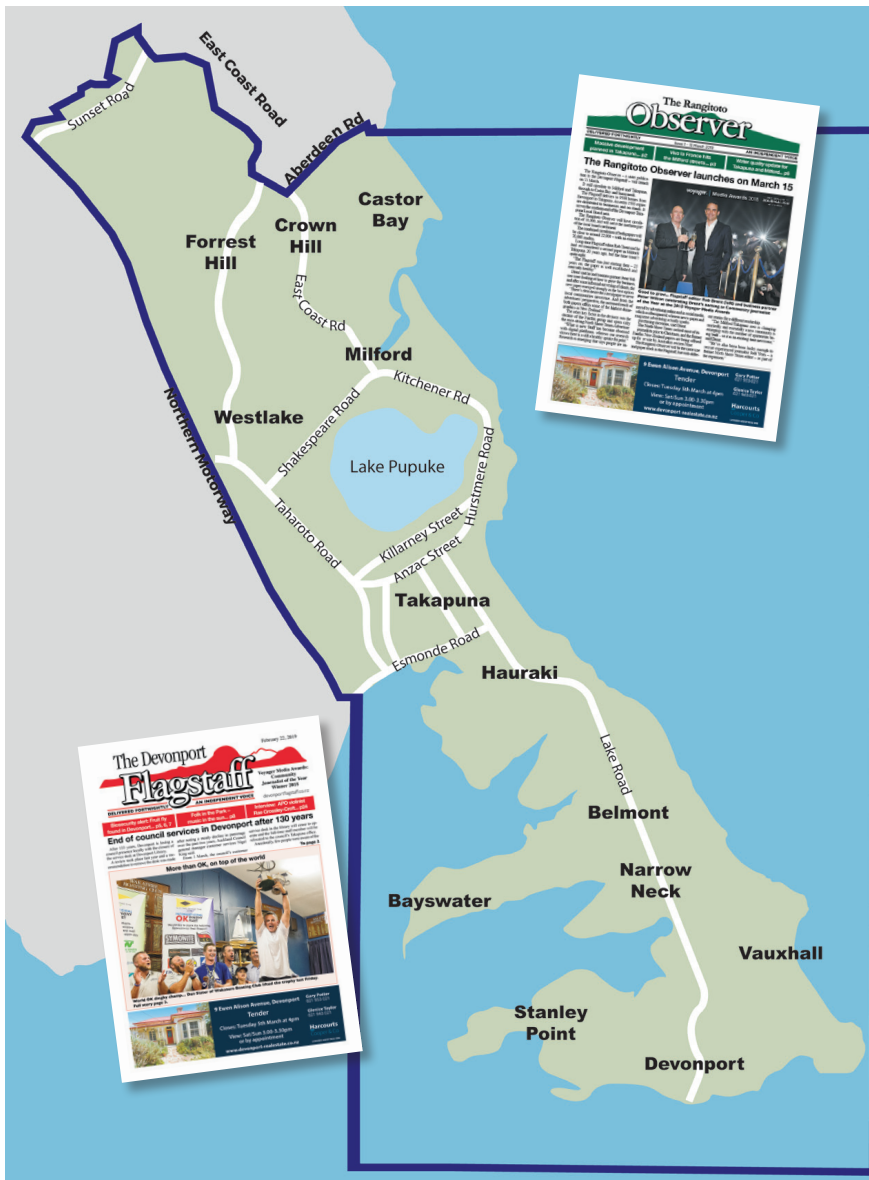


# Rangitoto Observer and Devonport Flagstaff Advertising Rates

2019 Single Paper Rates			2019 Double Paper Rates			
SIZES	CASUAL	CONTRACT <sup>1</sup>	SIZES	CASUAL	CONTRACT <sup>1</sup>	BEST RATE <sup>2</sup>
Full page	\$940	\$830	Full page	\$845	\$745	\$710
Half page	\$650	\$540	Half page	\$585	\$485	\$460
1/3 page	\$475	\$380	1/3 page	\$425	\$340	\$325
1/6 page	\$335	\$290	1/6 page	\$300	\$260	\$250
1/9 page	\$190	\$155	1/9 page	\$170	\$135	\$125
1/12 page	\$145	\$125	1/12 page	\$130	\$110	\$105

1. Contract rates apply to 6 advertisements or more. 2. Best Rate is for advertisers who want to be in every edition of both the Devonport Flagstaff and the Rangitoto Observer.

## Rangitoto Observer and Devonport Flagstaff Distribution Map



### Quick Facts

- 4% of regional population
- Median age 39.7 years
- 28,340 employees work the local board area
- 76% European  
20% Asian  
5% Māori  
2% Pacific
- 38% born overseas
- Median household income \$85,800
- 64% of residents employed
- 8787 businesses in the local board area (2015)



## 2019 Newspaper Publishing Dates

2019 Devonport Flagstaff Publishing Dates				2019 Rangitoto Observer Publishing Dates			
8 March	31 May	23 August	15 November	15 March	7 June	30 August	22 November
22 March	14 June	6 September	29 November	29 March	21 June	13 September	6 December
5 April	28 June	20 September	6 December	12 April	5 July	27 September	13 December
19 April	12 July	4 October	13 December	26 April	19 July	11 October	
3 May	26 July	18 October		10 May	2 August	25 October	
17 May	9 August	1 November		24 May	16 August	8 November	