

The Devonport Flagstaff

DELIVERED FORTNIGHTLY AN INDEPENDENT VOICE



The Devonport Flagstaff is an independently owned and operated community newspaper. A niche publication, it is free of charge, published fortnightly and provides insightful and topical news coverage for the Devonport Peninsula.

Editorial Content

The Devonport Flagstaff's experienced journalists are passionate and knowledgeable about Devonport. The paper is a focal point of news for the community with the expertise to report on issues that affect local families and businesses and break "news you can't get online". National broadcasters, newspapers and other media have followed up on stories and features they first came across in The Devonport Flagstaff.

Industry Awards

The strength of The Devonport Flagstaff's editorial content has been recognised with a number of awards and accolades in recent years.

Voyager Media Awards

Best Community Newspaper Reporter — Winner 2018

New Zealand Community Newspaper Association (NZCNA)

Best Community Involvement — Winner in 2015, 2013, 2012, 2011, 2010, 2008, 2005.

Best Headline - Winner 2017, 2014, 2013, 2012

Most Improved Newspaper - Winner 2012, 2011, 2010

Best Senior Reporter, Best Sports — Winner 2017, 2013, 2010, 2009

Best Overall Newspaper — Finalist 2007, 2003, 2002

Best Junior Reporter — Winner 2015, 2014, 2013, 2005, 2002, 2001

Best Junior Photographer — Winner 2001

Best Senior and Junior Feature writer — Winner 2015

Best Front Page — Runner up 2017

Best Advertising Feature or Supplement — Runner up 2017

Metro Magazine, Best of Auckland Best Community Newspaper — Winner 2006; Runner up 2005.

Flagstaff History

The Devonport Flagstaff was established in 1992 as a bi-weekly magazine format newspaper. Originally it was 16 pages and published in black and white. The paper moved to full-colour in January 1998 and now generally runs to 40 or 48 pages per issue.

Flagstaff Team

The Devonport Flagstaff is owner-operated. Editor Rob Drent, a journalist for more than 30 years, has been at the helm since October 1997. He has worked in New Zealand and England on community, daily and Sunday newspapers, and magazines, including the Auckland Sun, Dominion Post and Sunday Star-Times. In 2010, Rob was recognised with a Civic Award by the North Shore City Council for his services to the community.

Rob is supported by a small team of specialists, who have many years' experience in journalism and design, both in New Zealand and overseas.



The Devonport Flagstaff offers a comprehensive range of affordable advertising options to suit the needs of businesses, community groups and individuals. It provides advertisers — both local and from further afield — with a cost-effective way to promote their business, sell products, communicate a service or update the local community.

Our experienced professional designer can translate all copy into print-ready designs. This service is provided free of charge to advertisers. Alternatively advertisements can be supplied direct and must be submitted in PDF format.

Distribution 11,000 copies

The Devonport Flagstaff is hand-delivered to 9,500 homes and businesses from Devonport to Takapuna. The delivery network encompasses Devonport, Belmont, Bayswater, Hauraki, Barry's Point Road and south Takapuna. It is also available at the following outlets:

- Barfoot & Thompson, 39 Victoria Road, Devonport
- Harcourts, 18 Clarence Street, Devonport
- Premium Real Estate, 24 Victoria Road, Devonport
- Bayleys, 83 Victoria Road, Devonport
- Devonport Library, 2 Victoria Road, Devonport
- Haywards Paper Power, 9 Victoria Road, Devonport
- Devonport Copy Shoppe, 67 Victoria Road, Devonport
- Valentines Stationers, 359a Lake Road, Takapuna
- Devonport Library, Victoria Rd

Archive copies can be viewed online and hard copies are available at Devonport Library, 2 Victoria Road, Devonport.

Readership 25,000 Readers (Estimated)

Devonport's attractive location and unique community spirit make it a highly desirable, affluent residential area. It is an ideal place to bring up a family and many ex-patriates and returning New Zealanders are attracted to the suburb. Devonport is a decile 10 area and its proportion of population earning above \$50,000 a year is 50% higher than for the Auckland region as a whole.*

*Source: Statistics New Zealand, 2006 Census Data

Flagstaff Format

The Devonport Flagstaff is A4 colour. Its attractive magazine-style, stapled format means it lingers on coffee tables, kitchen benches and the like and has greater longevity than conventional newspapers.

Flagstaff Partners

The Devonport Flagstaff is printed by Beacon Print Limited, and distributed by Ovato (NZ) Limited.

Advertising Rates and Sizes 2020



Advertisements can be published in either colour or black and white (B&W) and inserted on a casual or a contract basis (six issues or more).

Sizes and prices

All dimensions are quoted in millimetres (mm) and are height x width. The illustrations below are examples and ads are 'run of paper' and may be placed at any position on the page. Prices are GST exclusive and are per insertion.

Full Page

Casual	
Colour	\$940
B&W	\$830
Contract	
Colour	\$830
B&W	\$710

240 x 171

Half Page

Casual	
Colour	\$650
B&W	\$560
Contract	
Colour	\$540
B&W	\$450

120 x 171

Third Page

Square

Casual	
Colour	\$475
B&W	\$415
Contract	
Colour	\$380
B&W	\$325

120 x 112

Strip

Casual	
Colour	\$475
B&W	\$415
Contract	
Colour	\$380
B&W	\$325

80 x 171

Tower

Casual	
Colour	\$475
B&W	\$415
Contract	
Colour	\$380
B&W	\$325

240 x 55

Sixth Page

Casual	
Colour	\$335
B&W	\$240
Contract	
Colour	\$290
B&W	\$235

60 x 112

120 x 55

Ninth Page

Casual	
Colour	\$190
B&W	\$155
Contract	
Colour	\$155
B&W	\$130

80 x 55

Twelfth Page

Casual	
Colour	\$145
B&W	\$125
Contract	
Colour	\$125
B&W	\$110

60 x 55

Packages

BUSINESS PROFILE PACKAGE \$1,350 excl. GST

This exclusive offer, which runs for four consecutive editions, comprises a FULL Page advertorial in the first edition, and a sixth page advertisement in the next three editions. A photo and interview for the advertorial are both included free of charge.

TRADES & SERVICES / PROFESSIONAL SERVICES

Twelfth Page	Colour	B&W
6 issues or more	\$95	\$83
12 month period	\$83	\$71

Classifieds

\$20.00 for the first 15 words, then \$0.50 per word thereafter. Classified ads must be submitted by email to sales@devonportflagstaff.co.nz, or in person at The Flagstaff office (Suite 1, Level 1, 9 Wynyard St, Devonport).

Publishing Dates and Advertising Deadlines 2020

Devonport Flagstaff 2020 Dates

Publishing date	Ad copy deadline
January 31	January 24
February 14	February 7
February 28	February 21
March 13	March 6
March 27	March 20
April 10	April 3
April 24	April 17
May 8	May 1
May 22	May 15
June 5	May 29
June 19	June 12
July 3	June 26
July 17	July 10
July 31	July 24
August 14	August 7
August 28	August 21
September 11	September 4
September 25	September 18
October 9	October 2
October 23	October 16
November 6	October 30
November 20	November 13
December 4	November 27
December 18	December 11

Destination Devonport 2020

Publishing date	Ad copy deadline
December 18	December 4

