

# swell

## Seniors' Lifestyle Expo

### Selwyn Connection Magazine Feature Spring 2023

The Selwyn Connection Magazine is delighted to be promoting the SWELL Expo, in conjunction with the Selwyn District Council, by including a SWELL Expo feature and editorial in the spring issue of the magazine, which will be distributed in the first week of September. As an exhibitor at the Expo, this is a great opportunity for you to showcase your business or service to the community.

Selwyn Connection is a full colour community magazine and is the district's most widely distributed publication. With a circulation of 26,500 copies delivered quarterly free to all letterboxes and numerous drop-off sites, it has a readership of over 50,000 appealing to a wide demographic.



#### Special advertising rates for SWELL Expo exhibitors

	Casual rate	Special rate for exhibitors
Single half advert (60mm wide x 44mm tall)	\$124+GST	\$100+GST
Single advert (60mm wide x 88mm tall)	\$240+GST	\$200+GST
Double advert (125mm wide x 88mm tall)	\$477+GST	\$400+GST
Triple advert (190mm wide x 88mm tall)	\$704+GST	\$600+GST
Full page advert (216mm wide x 303mm tall), plus free 500-word editorial	\$1200+GST (rate excluding editorial)	\$1200+GST (only 2 spaces available)

View advert sizes here:

[selwynconnect.co.nz/images/Selwyn-Connect-Media-Kit-2023.pdf](https://selwynconnect.co.nz/images/Selwyn-Connect-Media-Kit-2023.pdf)

**Bookings and artwork due 15 August 2023.**

Contact Colette via email to secure space [colette@selwynconnection.nz](mailto:colette@selwynconnection.nz),  
or complete the online form: [selwynconnect.co.nz/rates-card](https://selwynconnect.co.nz/rates-card).

Add "SWELL" in the additional comments area.

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## Seniors' Lifestyle Expo

### Selwyn Times Feature 11 October 2023



The Selwyn Times in conjunction with the Selwyn District Council will once again be producing a special advertising feature promote the upcoming SWELL Expo in Selwyn.

The feature will highlight living, health and wellbeing options, eldercare support and services, itinerary of events, and focus on educating readers about the upcoming event and local business providers/ exhibitors who will be attending.

Selwyn continues to grow, and with new retirement villages, over 60s units, care and support services expanding their services into our district to cater for our older residents, it is even more important to highlight this event to families and older residents living in the Selwyn district.

This is a great opportunity to promote your business and services, especially if you are attending and want to reach potential customers, inform older residents or their families about your business and any special offers/services you are offering at the SWELL Expo.

The feature will be part of the Selwyn Times on 11 October and delivered to over 22,480 properties across the Selwyn district, with a readership of 50,000+.

#### Special advertising rates for SWELL Expo exhibitors

	Casual rate	Special rate for exhibitors
9x4 col advert	\$270+GST	\$215+GST
9x2 col advert	\$135+GST	\$125+GST
¼ page advert + free ¼ page editorial	\$450+GST	\$395+GST
Full page advert	\$1,195+GST	\$699+GST

View advert sizes here:

[starmedia.kiwi/wp-content/uploads/Selwyn-Times-Rate-Card-2021-email.pdf](http://starmedia.kiwi/wp-content/uploads/Selwyn-Times-Rate-Card-2021-email.pdf).

Artwork will be due on 4 October 2023.

**Bookings close 15 September 2023.**

Contact Lynette Evans at STAR Media to secure space.

021 222 7831

[lynette.evans@starmedia.kiwi](mailto:lynette.evans@starmedia.kiwi)

