

Stella

star of the pacific

Media Kit
2018



A full-page background image showing a person surfing on a wave. The surfer is in the lower-left quadrant, riding a small wave. The background features a tropical coastline with green hills and palm trees under a bright, cloudy sky.

Reach 300,000* Stella enthusiasts each issue

... with content that keeps inspiring.

*On average per issue for 600+ global outlets, Stella digital edition App, and 1000+ Media Boxes in 30 countries with access to 100 million airline passengers and 120,000 hotel rooms combined.

OUR AUDIENCE



MAGAZINE STELLA MAGAZINE

23,000
Readers

28
Average age

67%
Female

33%
Male

61%
AB readers

12.5%
Annual subscribers



APP STELLA & MEDIA BOX

301,092
Total App
downloads

107,500
Unique visitors
per month

250,000
Total visits
per month

920,135
Total page views
per month

8 min 13 sec
Average time spent



WEBSITE STELLAMAG.COM

15,390
Visitors per week

27,103
Page impressions

65,000+
Facebook followers

3,281
Twitter followers

8,619
Instagram followers

4,750
Email subscribers



STELLA MAGAZINE

23,000 readers*

*Stella magazine reaches 23,000 readers each issue. It's the most recognised lifestyle magazine in the Pacific region and an internationally renowned title.

Stella brings together indigenous voices from around the globe exploring traits that inspire success and happiness. Our unique editorials balance thought-provoking essays with unpredictable arts and lifestyle reviews, all flavoured by that unmistakable islander flair.

Bring your brand up to date to meet the expectations of indigenous audiences in the 21st Century through Stella magazine.



QUARTERLY EDITORIAL SECTIONS

Cover Feature	Local Tourist
The Groove	Live Poets Society
Health & Wellbeing	Guest Artist
Stella's Boudoir	Women in Leadership



CONTENT DISTRIBUTION

**21 Select Outlets
PAPUA NEW GUINEA**

500 newsagents in
AUSTRALIA

**15 Tappoo shops
around FIJI**

Eight Point Media
NEW ZEALAND

**Far East Media
HONG KONG**

MultiArts
TAIWAN

**Asia Books
THAILAND**

Allscript
SINGAPORE & MALAYSIA

**Jashanmal
THE UNITED ARAB EMIRATES**

MEDIA BOX



STELLA MAGAZINE IS AVAILABLE GLOBALLY THROUGH MORE THAN 1000 MEDIA BOXES IN 30 COUNTRIES WITH ACCESS TO 100 MILLION AIRLINE PASSENGERS AND 120,000 HOTEL ROOMS COMBINED.

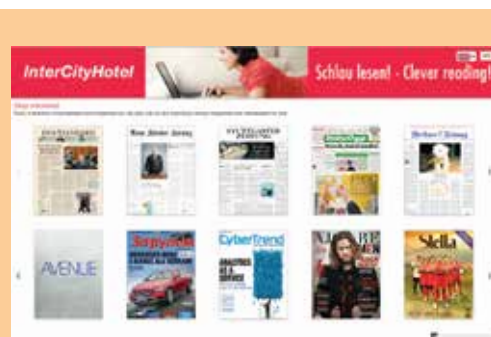
Media Box is a virtual library containing national and international newspapers and magazines for downloading, produced by Media Carriers GmbH (Munich, London, New York).

The selection of international newspapers and magazines currently comprises around 700 quality media, including international daily newspapers.

Readers simply connect their device to the local wi-fi and follow the link to the Media Box, where Stella magazine can be found.

Media Box locations include **Mandarin Oriental Hotels**, **Dorint Hotel Group** and **Steigenberger Hotels** as well as **Lufthansa**, **Eurowings**, **Oman Air** and **Virgin Atlantic**.

The Media Box has more than 360,000 downloads per month.



“Stella offers interesting insights into life in Papua New Guinea and the Pacific region, arouses desire to discover the world, and stimulates thinking about profound issues.”

Moritz Latzke
Media Carrier





2018 FEATURES



JAN-MAR

EMERGING DESIGNERS

APR-JUN

HEALTH & WEALTH

JUL-SEP

ART COLLECTOR

OCT-DEC

ENTREPRENEURIAL LEADERS

STELLA MAGAZINE

Print magazine*

EDITION	ON SALE	BOOKING DEADLINE	MATERIAL DEADLINE
JAN-MAR	15 JANUARY	11 DECEMBER	15 DECEMBER
APR-JUN	16 APRIL	12 MAR	16 MAR
JUL-SEP	18 JUNE	14 MAY	18 MAY
OCT-DEC	22 OCTOBER	17 SEPTEMBER	21 SEPTEMBER

*Your ad placement in Stella's print magazine will automatically be included in our digital edition distributed through the Stella App and Media Boxes.

“...The message that Stella sends out to girls and young women about creativity, and about small business, and about being enterprising, and about following your dreams, I think it's fantastic.”

Ms Bronte Moules
Australian Deputy High Commissioner
to Papua New Guinea

RATES (PNG KINA)

EDITION	Casual	Level 1	Level 2	Level 3
CURRENT RATES		2x	4x	8x
FULL PAGE	5,320	4,970	4,620	3,920
DOUBLE PAGE SPREAD	9,295	8,687	8,078	6,870
HALF PAGE	3,550	3,316	3,082	2,475
QUARTER PAGE	2,660	2,485	2,310	1,965

RATES (\$AUD)

EDITION	Casual	Level 1	Level 2	Level 3
CURRENT RATES		2x	4x	8x
FULL PAGE	2,070	1,920	1,870	1,515
DOUBLE PAGE SPREAD	3,625	3,345	3,110	2,650
HALF PAGE	1,380	1,275	1,185	950
QUARTER PAGE	1,035	960	900	755

LOADINGS

Inside Front Cover	30%
DPS Prior Features	15%
RHP first half	15%
Inside Back Cover	20%
Outside Back Cover	30%

Note: the above rates are in PNG Kina (PGK) and Australian dollars (\$AUD) respectively and do not include goods and services tax (GST). GST of 10% will be added to the above rates when invoicing.



STELLA INSIDER EMAIL

4,750 Subscribers

The Stella Insider Email is a curated edit of the most compelling stories, articles and galleries from the magazine’s website. Distributed to Stella’s most loyal followers the newsletter offers insight and delight to an audience with a soft spot for the good island-life.



TRAFFIC SUMMARY

Distribution:
4,750 subscribers

Casting:
2 x sends per month

Open rates:
Average 47.8%

Click rates:
Average 24.5%

Website + EDM RATES

OPTIONS	EXECUTION	RATE PGK	RATE \$AUD
Display Advertising	300 x 250 MREC 728 x 90 Leaderboard	K135 per '000 (MREC) K100 per '000 (Leaderboard)	\$60 per '000 (MREC) \$45 per '000 (Leaderboard)
Stella Insider Email Display Advertising	650 x 100 plus weblink	K50 per send	\$20 per send
Weekly blog feature	300 words + 5-10 LR images news events media releases	K500 per month	\$250 per month

Note: the above rates are in PNG Kina (PGK) and Australian dollars (\$AUD) respectively and do not include goods and services tax (GST). GST of 10% will be added to the above rates when invoicing.
All bookings and material to be supplied 1 week prior to start date.



“ I love that Stella celebrates all that is inherently unique and precious to our Pacific cultures. Malo lava. ”

Lani Wendt Young
Telesa Trilogy



pacificpencil

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