

Intro

Sick of the traffic issues?

Most are who live, work and play out here. It's bad enough in peak hours – but weekend traffic is ridiculous too.

You can sit in queues for ages, and its hopeless trying to turn right a cross State Highway 16 unless you're at lights or a roundabout. On a recent Sunday morning the highway traffic through Kumeu-Huapai was building before 10am. It got so bad closer to lunch that even turning left onto SH16 out of Tapu Road was a mission.

Tales of similar frustration came from many of the 150 or more people at a recent Kumeu public meeting on transport issues.

Some told of being stuck in lines stretching way down the highway. That prompted yet more calls to bring back passenger trains – any trains, even diesel or railcars.

New bus services have been introduced, but they and a reducing likelihood of light rail (trams) reaching the area don't seem a long-term prospect.

Most speakers blamed the traffic problems on new housing developments, such as the Special Housing Area known as the "Huapai Triangle", and a lack of accompanying infrastructure – ie, decent roads, and a general lack of a "framework" plan or guidelines.

What got on people's goat is that solutions seem light years away. I felt a little sympathy for the Auckland Transport and NZ Transport Agency representatives trying to explain, especially where things were at (or not).

Despite repeated warnings from meeting organisers to treat them kindly, a few there found it hard to restrain themselves.

We learnt a bit more – not much of it to our complete satisfaction.

I had a better understanding of what a "gyratory" is and what it does (other than the spinning in my head). It's kind of like a giant roundabout, planned for the highway's Station and Tapu roads intersection area. More on P5.

One piece of good news from the meeting is that an indicative bypass of SH16 from the northwestern motorway end to past Huapai should be known in July – it might just take another 14 years to build (if ever).



Geoff Dobson, editor

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kumeu Courier

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Kumeu Courier

community newsletter

"Kumeu Courier is a community magazine that is largely written by the community for the community, combining a range of short relevant editorials about our cluster of districts that make up the North West-ern Ward. The publication is picked up an average of three times within the household. Readers comment that, "there is always something of interest, and it more local in content than any other publication in the area". Produced in colour on A4 gloss paper the photography is sharp and the colour is vibrant making this environment a quality long life casual canvas"

About Kumeu Courier

In its fifth year of production Kumeu Courier offers cost effective advertising rates while the profits from the publication are invested locally into area beautification and memorable charitable events. Therefore advertising in the publication is not only easy on the pocket it feels good too. The publication is magazine format A4, 40 pages, colour, on high quality gloss stock, with editorial interspersed with business card, quarter page, half page and full page advertising spread throughout the publication.

Engaging with our readership

With a vast community contributor base and an active social fabric, Kumeu Courier offers a impressive range of short articles with relevance to people within the area or wanting to live in the area. Providing a voice for locals to communicate with locals we have pitched Kumeu Courier as a high quality casual read that can be picked up multiple times within a month for relevant and current views, opinion and advice.

The districts of North West Auckland

Kumeu and districts are a vibrant cluster of villages that come together for festivals, events and celebrations, but in the main go about the business of growing, developing and trading autonomously. Kumeu Courier includes topical community news and information, details on up-coming events, community activities and important dates. The publication



also includes a number of ongoing editorial series on history, community values, businesses and individuals.

Our distribution reflects this vibrant area with a print run of 10,000 copies reaching over 7500 households with the balance "by stand" distribution in Waimauku, Kumeu, Waitakere Township, Whenuapai and Westgate. In addition the publication has an enviable email distribution list of 3300 opened and read emails. This email database is increasing all the time based on subscribers and home purchasers in the area who see the value in keeping informed and up to date.

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“A community magazine that responds immediately to our readership, in editorial and advertising content, we understand that our future rests in the encouragement of local participation therefore the publishing of relevant and timely information is crucial to our continued success”

Our history

Through the late 1800, Riverhead, Kumeu and Helensville were gateways to inbound traffic. The days of gum, guns and bushmen through the years. The planting of vines, kiwifruit, strawberries, plums and persimmons. Today the area is regarded as a mix of history, recreation and great wine. Peppered with tradition and infused with fine dining, today the North West corridor offers a host of options to lifestyles, recreationists, and relaxers.

Discretionary spending

Countryside living has always attracted a mix of trade and professional people that look for a less cluttered lifestyle which has space, greenbelt and tranquility. The area has a wealth of successful business people that prefer to shop locally and invest in the area. The number of owner operators and self employed in the area is large and the average net worth is high. Although the concentration of population is low the area makes up for it with active charity groups in the area including Rotary, Lions, Guides, Scouts, Keas, Hospice and associated sports and business associations. The socio demographic in the area is decile 9 and 10.

Editorial

We encourage the submission of editorial for consideration which is requested at 150 words, a colour photograph, and contact details. In addition to the traditional phone and email links we encourage the supply of a dedicated web-link that can be used on the email out. This url-link can effectively track web browsers and add significant value to both the reader and the contributor. All enquiries can be made to Geoff Dobson on 027 757 8251 or geoffdobson2017@gmail.com

Rate card, deadlines for booking and material

Description	Trim area	Rates	Material	Booking and material deadline
Business card	55mm x 90mm	\$85 + GST	jpeg, pdf	15th of the month prior
Double Business Card	110mm x 90mm	\$172.50 + GST	jpeg, pdf	15th of the month prior
Half page	147mm x 210mm	\$395 + GST	jpeg, pdf	15th of the month prior
Full page	297mm x 210mm	\$650 + GST	jpeg, pdf	15th of the month prior

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