

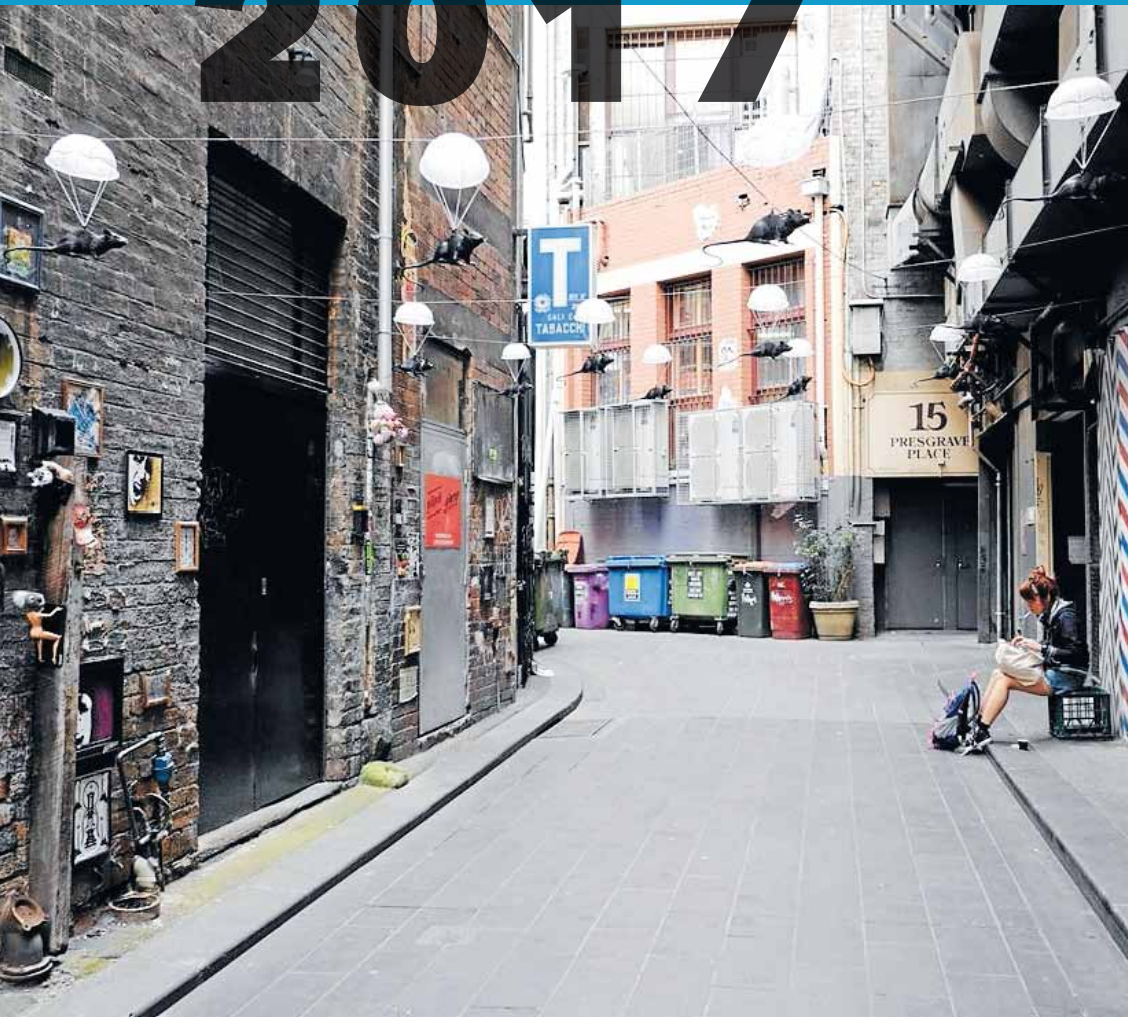
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The synergy has to be right. The stories are compelling to people who live, work in and visit the city and, in turn, businesses can advertise their products and services to these readers.



MEDIA KIT

2017



CBDNEWS.COM.AU

p: (03) 8689 7979

f: (03) 9602 2929

e: advertising@cbdnews.com.au

Sister publications:



Published by:

mediationcommunications

Distribution

We have our own network to deliver 20,000 papers. There are a number of threads to this distribution. As at the end of 2016, the numbers were:

- With the permission of owners' corporations, 7386 delivered to 77 residential towers. Baskets supplied. A list of towers can be found on our website.
- 1600 to corporations "piggy-backing" with their daily newspaper delivery.
- 2618 open letter-boxes.
- 1501 to hotels.
- 471 via 23 real estate offices.
- 8024 to cafes, restaurants, bars, waiting rooms, convenience stores, etc.

2017 PUBLICATION DATES

ISSUE	MONTH	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
28	Feb	13/1/2017	19/1/2017	Jan 25
29	Mar	10/2/2017	16/2/2017	Feb 22
30	Apr	10/3/2017	16/3/2017	Mar 22
31	May	13/4/2017	20/4/2017	Apr 27
32	Jun	12/5/2017	18/5/2017	May 24
33	Jul	9/6/2017	15/6/2017	Jun 21
34	Aug	14/7/2017	20/7/2017	Jul 26
35	Sept	11/8/2017	17/8/2017	Aug 23
36	Oct	15/9/2017	21/9/2017	Sept 27
37	Nov	13/10/2017	19/10/2017	Oct 25
38	Dec/Jan	17/11/2017	23/11/2017	Nov 29

CONTACT



Ph: (03) 8689 7979
Fax: (03) 9602 2929
Email: advertising@cbdnews.com.au
Web: www.cbdnews.com.au

CBD News Advertising
PO BOX 23008,
Docklands 8012
108/198 Harbour Esplanade, Docklands, 3008

Display Rates



SIZE

DIMENSIONS

PRICE

Full Page	(h) 365 mm x (w) 255 mm	\$ 2450 +gst
Half Page	(h) 175 mm x (w) 255 mm	\$ 1250 +gst
Third Page	(h) 115 mm x (w) 255 mm	\$ 990 +gst
Quarter Page (Horizontal)	(h) 85 mm x (w) 255 mm	\$ 690 +gst
Quarter Page (Vertical)	(h) 175 mm x (w) 126 mm	\$ 690 +gst
Eighth Page	(h) 86 mm x (w) 126 mm	\$ 360 +gst
Double Banner	(h) 60 mm x (w) 255 mm	\$ 550 +gst
Single Banner	(h) 30 mm x (w) 255 mm	\$ 275 +gst
Trade Services - Business Card	(h) 40 mm x (w) 61 mm	\$ 100 +gst
Trade Services - Line	3 line entry	\$ 100 +gst

* Loading fees apply to adverts on the first five pages, and the back page.

MULTIPLE BOOKING INCENTIVE

3 or more adverts (quarter page and larger)

- Free artwork
- Free advert in the business directory

6 or more adverts (quarter page and larger)

- 1 free advert (same size as booked advert)
- Free artwork
- Free adverts in the business directory

INSERT

Per item (delivered by deadline date to our printer)

\$POA



**LET US
DESIGN
YOUR
ADVERT**

Have your advert designed for you by one of our qualified graphic designers for \$150

OR

Provide a high resolution CMYK PDF with no bleed or crop marks by deadline.

Know Your Audience

CBD, POSTCODE 3000



Population
20,627



- Social Academics
- Fit and Fab
- Quiet Achievers

SOCIAL ACADEMICS - 17,140 (83%)

Social Academics: Young students renting in the city with housemates. Interested in socialising, technology and their health.

Population

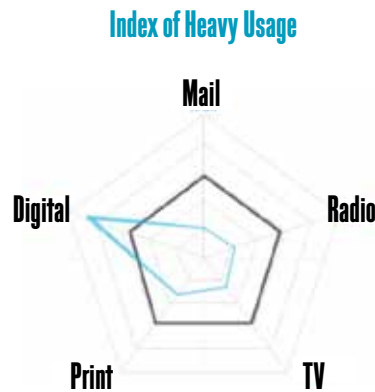


17,140

Household Income



\$97K



FIT AND FAB - 3,260 (16%)

Fit and Fab: Young singles, renting flat/unit/apartment inner city, love social and sporting activities/entertainment

Population:

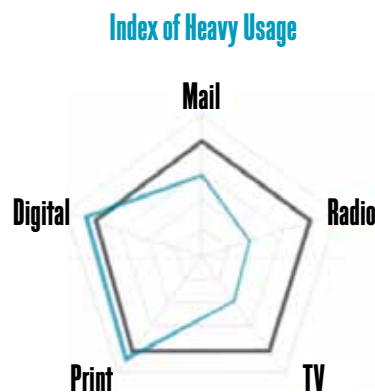


3,260

Household Income:



\$119K



Data supplied by: