

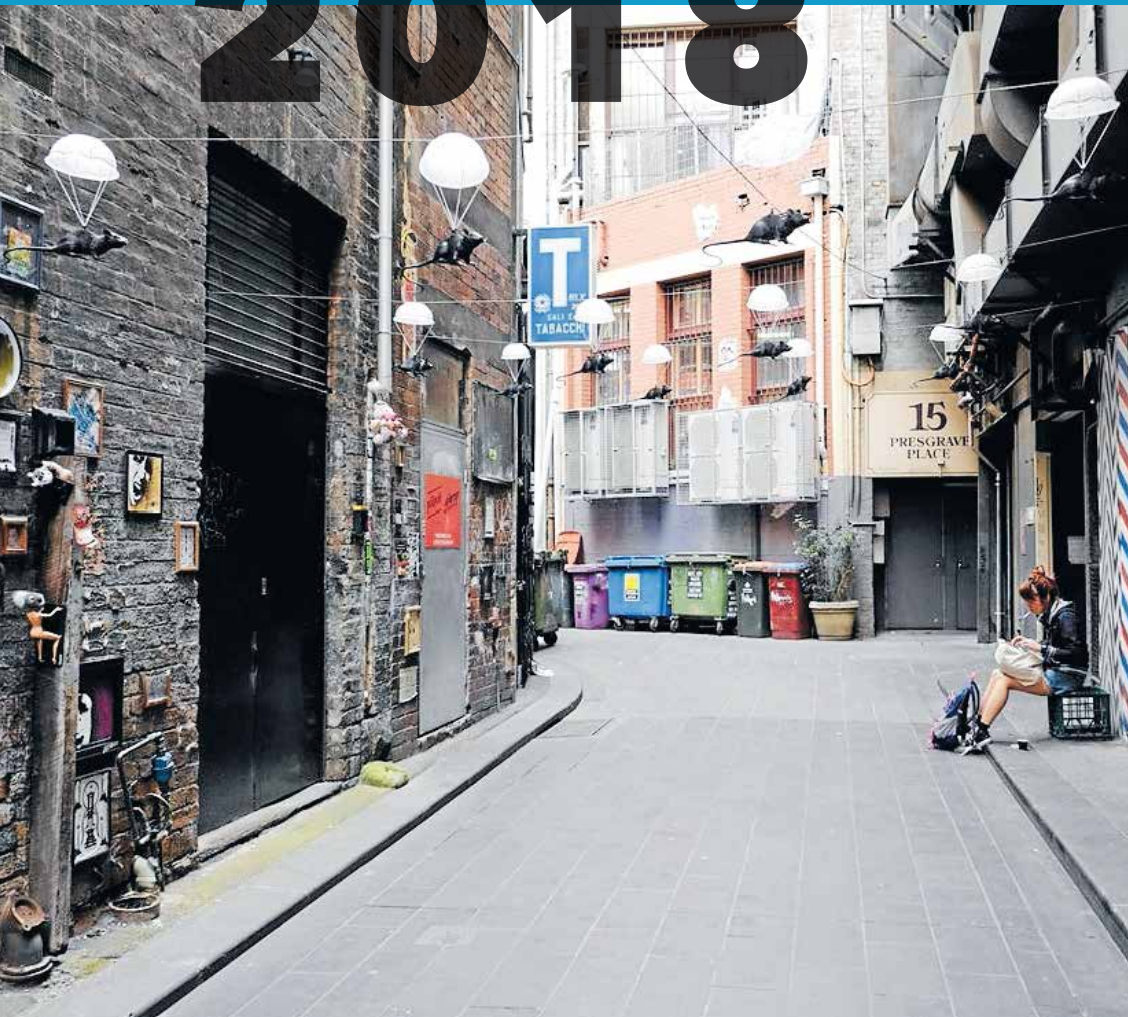
+

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

2018



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 2017, 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.

2018 PUBLICATION DATES

| ISSUE | MONTH | BOOKING DEADLINE | MATERIAL DEADLINE | DISTRIBUTION |
|-------|---------|------------------|-------------------|--------------|
| 39 | Feb | 12/1/2018 | 18/1/2018 | Jan 24 |
| 40 | Mar | 9/2/2018 | 15/2/2018 | Feb 21 |
| 41 | Apr | 9/3/2018 | 15/3/2018 | Mar 21 |
| 42 | May | 13/4/2018 | 19/4/2018 | Apr 26 |
| 43 | Jun | 11/5/2018 | 17/5/2018 | May 23 |
| 44 | Jul | 15/6/2018 | 21/6/2018 | Jun 27 |
| 45 | Aug | 10/7/2018 | 19/7/2018 | Jul 25 |
| 46 | Sept | 10/8/2018 | 16/8/2018 | Aug 22 |
| 47 | Oct | 14/9/2018 | 20/9/2018 | Sept 26 |
| 48 | Nov | 12/10/2018 | 18/10/2018 | Oct 24 |
| 49 | Dec/Jan | 16/11/2018 | 22/11/2018 | Nov 28 |

CONTACT



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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**

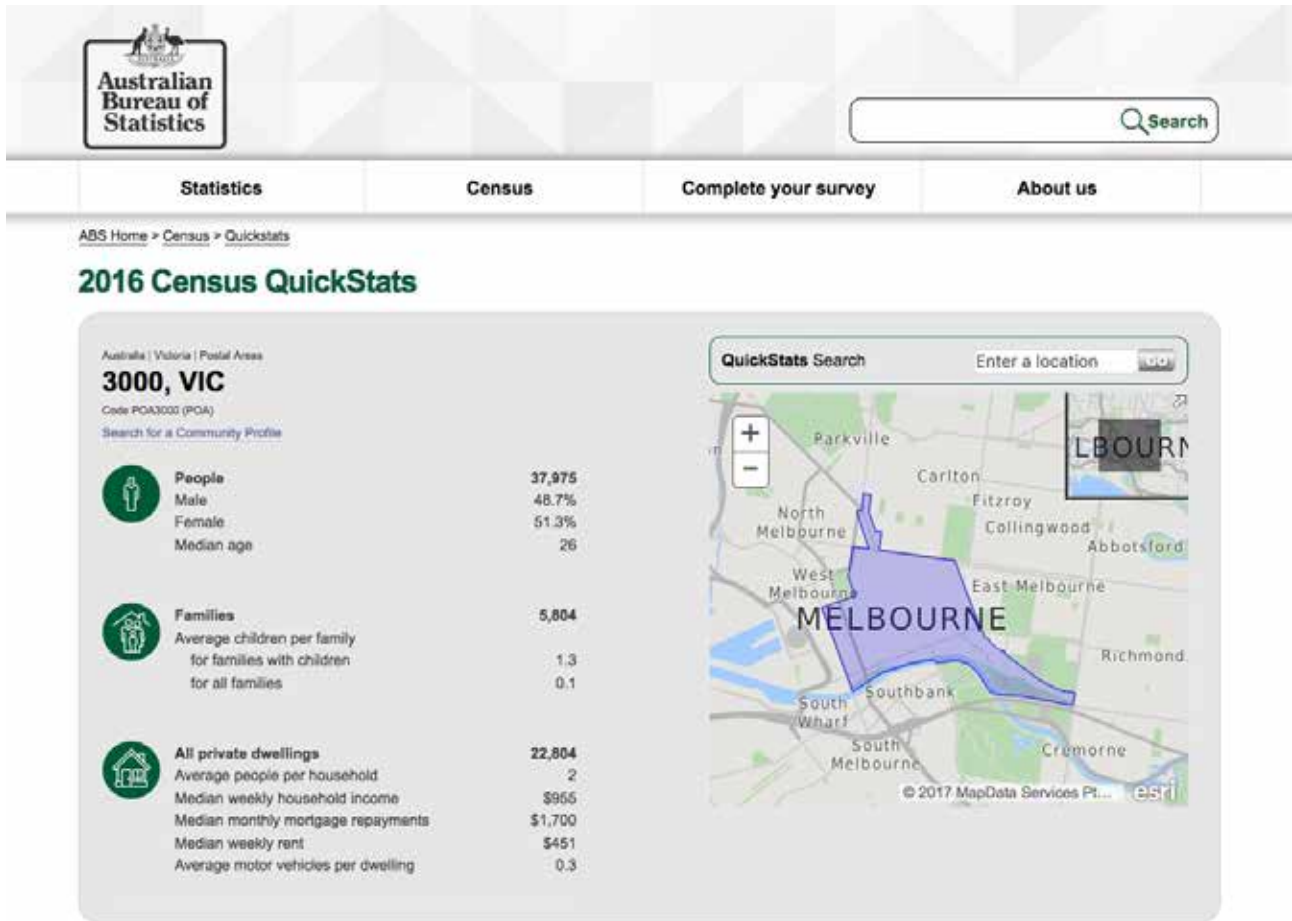
Have your advert designed for you by one of our qualified graphic designers for \$150

OR

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

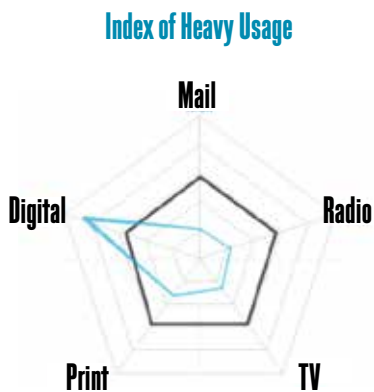
Know Your Audience

CBD, POSTCODE 3000



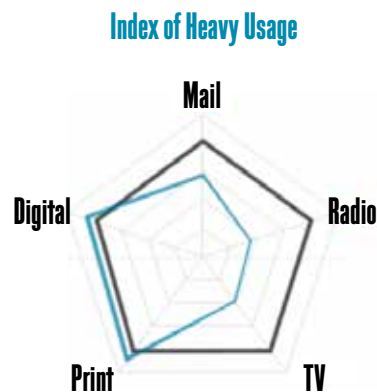
SOCIAL ACADEMICS - (83%)

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



FIT AND FAB - (16%)

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



Data supplied by:

