



CityNews

Well written, well read

experience.



Telling the stories of the Canberra community and business

For more than 25 years, "CityNews" has proudly been an independent, family-owned news magazine, serving the national capital with quality, integrity and authority.

We lead the Canberra market in cost-effective marketing to a primary audience of affluent, politically conscious, community focused, high-quality readers who turn to the trusted "CityNews" for its weekly news, opinion, arts, socials and lifestyle pages.

Backed by Canberra's best columnists, "CityNews" delivers diverse opinion and commentary, an offering that has readers loyally seeking out our glossy, free magazine across town at hundreds of strategic and convenient locations.

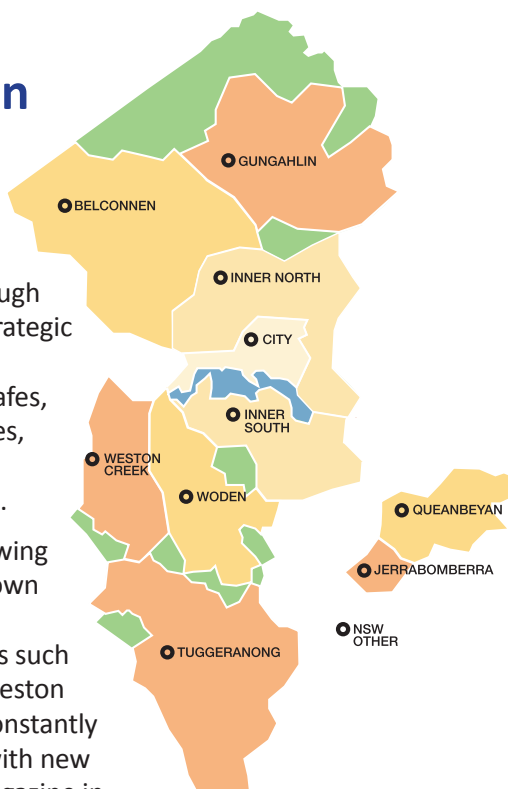
We also deliver a daily news bulletin and a weekly digital edition of the magazine to a growing, dedicated subscriber base. Every day we are publishing breaking news, views, arts and social photos on our established website, citynews.com.au

Through our mighty print and powerfully popular digital services, we comfortably reach an audience of more than 147,050 readers every week.

Distribution

"CityNews" is distributed across the ACT, Queanbeyan and Jerrabomberra through a network of 800 strategic locations including shopping centres, cafes, supermarkets, offices, professional rooms, hotels and hospitals.

"CityNews" has growing popularity in new town centres and their surrounding suburbs such as Gungahlin and Weston Creek and we are constantly meeting the need with new locations for the magazine in emerging locations.



experience US

Ian Meikle is an owner and the editor of "CityNews". He has edited "The Advertiser" in Adelaide, "The Australian" in Sydney, was managing director of the "Canberra Times" for a decade and ran Australia's second-biggest magazine company in Sydney. There's nothing he doesn't know about news.



Political columnist **Michael Moore** is a former member of the ACT Legislative Assembly and an independent minister for health. He has been a political columnist with "CityNews" since 2006.



Columnist **Jon Stanhope** was Chief Minister from 2001 to 2011 and represented Ginninderra for the Labor Party from 1998. He is the only Chief Minister to have governed with a majority in the Assembly.



"Canberra Matters" columnist **Paul Costigan** is an independent commentator and consultant on the visual arts, photography, urban design and environmental issues.



Mike Welsh is a serial blogger and former Canberra radio presenter. He writes the popular "Seven Days" column, which tracks the week's social and political affairs.



Arts editor, **Helen Musa** is Canberra's most experienced arts writer. She has been arts editor of "CityNews" since 2009. She leads a team of experienced and qualified critics who cover all aspects of the arts, theatre and cinema.



advertorial

PRINT & ONLINE

The advertorial experience. Your business meets our storytelling.

Let the power of our professional storytelling influence our large, affluent and motivated audience about the merits of your business. Through our Advertorial Experience, your business can shine as we tell your story in an authentic, convincing and quality format.

Our journalists will research, interview and professionally write your personal business story. Our photography and graphics team will create a high-quality, eye-catching design within your brand identity. Your story will be featured on the "CityNews" website (citynews.com.au); digital bulletins and social media platforms.

Options include:

Personalised business storytelling and advertising package.

Front cover + FP advertorial*	\$6,200
Double page spread*	\$3,500
Full page*	\$1,980
1/3 customer experience*	\$1,100

* Includes online sponsored content.

CityNews reserves the creative control and artistic rights. Deadline for advertorial bookings is 14 working days before publication date.

Themed features

Join our calendar of themed features with like-minded businesses.

Book an advert and receive complimentary printed and online editorial.

Full page advert	\$1,430
1/2 page advert	\$990
1/4 page advert	\$660
1/8 page advert	\$440

*Complimentary editorial features are available only if booked before booking deadline.



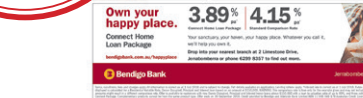
MUMS & BUBS

Expert help with the hardest job in the world



ALL ABOUT QUEANBEYAN

So near, the city of surprises



THE EXPERTS OF BRADDON

Old suburb with a zest for modern life



The average monthly total of website and digital & printed magazine edition readers and subscribers

early general news

PRINT

Your business meets our brand

The "CityNews" Early General News Experience directly links your business with the *well-read* pages of the first, premium section of the magazine.

Our readers engage deeply with our trusted, well-respected, local voices such as Jon Stanhope, Michael Moore, Paul Costigan and Nichole Overall.

Read by 75,000 people each week, your business will be in a premium, highly visible position and printed on quality, coated, glossy paper.

Display advertising rates

AD SIZE	CASUAL 1 – 3 insertions	SHORT TERM 4 – 7 insertions	LONG TERM 8 + insertions
Double page	\$3,100	\$2,900	\$2,700
Full page	\$1,870	\$1,540	\$1,320
2/3 page	\$1,540	\$1,210	\$1,100
1/2 page	\$1,210	\$1,100	\$990
1/3 page	\$1,050	\$950	\$880
1/4 page	\$770	\$700	\$660
1/6 page	\$660	\$600	\$550
1/8 page	\$400	\$375	\$330
4 unit	\$300	\$275	\$220
2 unit	\$150	\$125	\$110
Cover ad	Front cover strip advertisement		\$862

Prices are per week and include GST.

LOADINGS

- Page 3* 30%
- Back cover 75%
- Specified position 15%

* Page 5 when DPS on opening pages.

^ CityNews reserves the creative control and artistic rights. Deadline for front cover and full page advertorial bookings is 14 working days before publication date.



**147,050
READERS
WEEKLY**

The average monthly total of website and digital & printed magazine edition readers and subscribers

CityNews
Well written, well read

Culture & Lifestyle experience

“CityNews” is proud of its commitment to covering Canberra’s cultural and lifestyle news such as social events, arts, entertainment, cinema, dining, wine and gardening.

Your business will shine alongside these specialty sections and reach a targeted demographic that complements your customer base.



experience us

Arts editor, **Helen Musa** is Canberra's leading and most experienced arts writer. She has been arts editor of "CityNews" since 2009.



Cedric Bryant is a trained horticulturist and garden designer. He writes to assist gardeners new or old with practical advice.



Wendy Johnson has been the “CityNews” dining reviewer since 2004, covering new restaurants and trends in eating out.



Dougal Macdonald
is without fear of
contradiction Australia's
most experienced film
reviewer.



Richard Calver writes lovingly and entertainingly about a huge love in his life – wine and its place in society.



“Yesterdays” columnist Nichole Overall is a Queanbeyan-based journalist, author and social historian.



Display advertising rates

AD SIZE	CASUAL 1 – 3 insertions	SHORT TERM 4 – 7 insertions	LONG TERM 8 + insertions
Full page	\$1,320	\$1,210	\$1,100
1/2 page	\$990	\$880	\$770
1/3 page	\$880	\$770	\$660
1/4 page	\$770	\$660	\$550
1/6 page	\$660	\$550	\$440
1/8 page	\$300	\$255	\$199
4 unit	\$200	\$155	\$99
2 unit	\$100	\$90	\$75

Prices are per week and include GST.



147,050
READERS
WEEKLY

The average monthly total of website and digital & printed magazine edition readers and subscribers

online advertising

DIGITAL

The digital experience

Citynews.com.au is a fast-growing, trusted news website that draws an engaged audience that relies on our daily mix of breaking news, arts and opinion.

Promoting your business through our powerful digital offerings allows you to market to a targeted, local audience that is uniquely Canberran in its focus.

POSITION	PRICE 1 – 9 ads	PRICE 10+ ads
Banner 468x60 pixels	\$300	\$275
Skyscraper 160x600	\$500	\$450
Home leaderboard 728x90	\$400	\$350
News banner 520x80	\$150	\$110
Medium tile 240x250	\$250	\$220
Large tile 240x500	\$550	\$495

Prices are per week and include GST.

Digital mail-outs daily news & weekly digital

POSITION	SIZE pixels	PRICE p/w
Digital mail-out banner	600x180	\$550



- Rates are weekly, include GST and represent a minimum 25% SOV (share of voice)
- Banner advertisement includes full run of site
- Package advertising available – subject to availability and negotiation
- All rates are current as at October, 2018 (subject to change)

The numbers

Newsletter subscribers

Our digital newsletters are consumed by a weekly audience of 7,000 that receives daily or weekly updates, plus breaking news alerts.

Our impressive social media platforms are a community of followers who regularly connect and engage with our posts, linking to articles and driving traffic to citynews.com.au

Facebook snapshot

- 62,000+ monthly reach (number of people who had posts enter their feed)
- 22,000+ monthly engagements (number of likes, comments or shared posts)
- Followers 10,000+

Twitter snapshot

- 13,900+ followers
- 5,000+ impressions per day (number of times users see the tweets)

ONLINE
YEARLY
AVERAGES:

OVER
1M
VIEWS

OVER
550K
VISITORS

PUBLISHED
OVER
25K
ARTICLES



Skyscraper



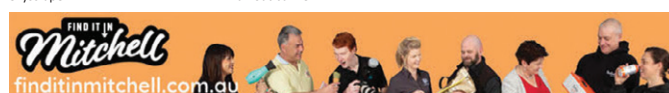
Medium tile



Large tile



Mail-out banner



Home leaderboard

A partnership experience

Our community-minded, motivated readers want to know about their town. By partnering with “CityNews” your business reaches our committed audience – via the printed magazine and our digital news services.

We want to share your story and work together on a successful campaign to best meet your business needs. Let’s work together!

Becoming a partner with ‘CityNews’

- Unlocks a package of exclusive advertising and editorial options
- Strategically aligns with your key dates and campaigns
- Rewards you with a discounted rate
- Provides flexibility to build a campaign on a 3, 6, 9 or 12-month time frame to best suit your business needs
- Allows us to work together on joint campaigns, to plan and enhance your business goals.



Kate Meikle, left, Ian Meikle and James Anderson.

Our leadership team

In our 25th year, “CityNews” owner and editor, Ian Meikle, proudly announced the addition of major shareholders James Anderson and his wife Kate Meikle.

“We wanted to bring our corporate skills and passion for business to expand the family business,” says managing director James Anderson. “We believe that quality, local journalism plays a huge role in our community, which makes it important to invest in a trusted brand with integrity and purpose. And we believe that Canberrans feel the same.”



Snapshot of CityNews.com.au

For the past three years, citynews.com.au has averaged

1,016,209 views pa

556,236 visitors pa

And has published more than **25,000** articles

Contact us

To talk to an advertising executive specialising in your business category, call **6189 0777**.

Managing Director James Anderson
james@citynews.com.au

Director Kate Meikle
kate@citynews.com.au

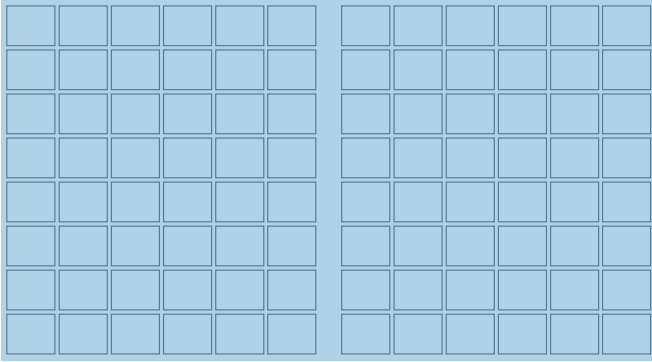
Editor Ian Meikle
editor@citynews.com.au

9b / 189 Flemington Road, Mitchell 2911

Published by Macquarie Publishing Pty Ltd. ACN 116 889 813

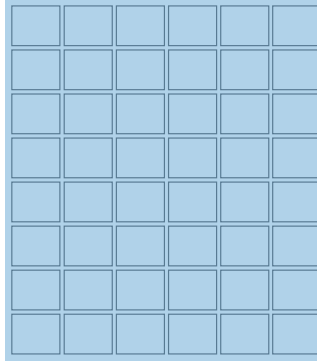
City**News**.com.au *experience.*

Double page spread + bleed



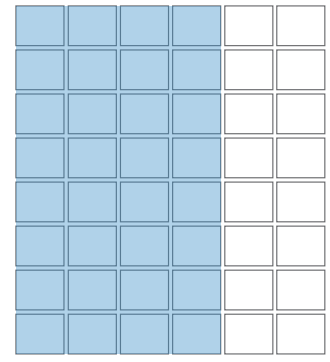
Double page spread + bleed
type/art – 293mm h x 540mm w
trim – 310mm h x 560mm w
bleed – 320mm h x 570mm w

Full page + bleed



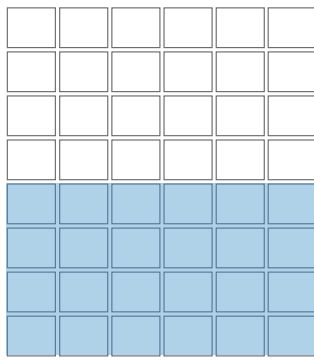
Full page + bleed
type/art – 293mm h x 260mm w
trim – 310mm h x 280mm w
bleed – 320mm h x 290mm w

2/3 page



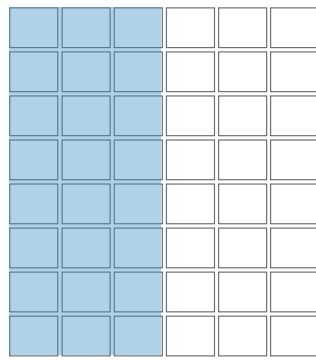
2/3 page – 293mm h x 173 mm w

1/2 page



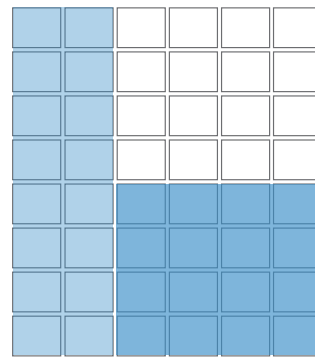
1/2 page horizontal
145mm h x 260mm w

1/2 page



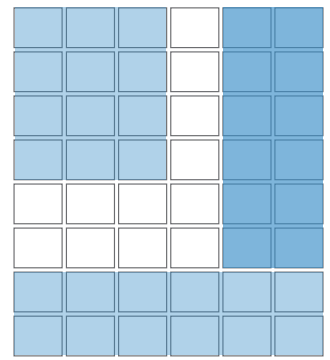
1/2 page vertical – 293mm h x 129mm w

1/3 page



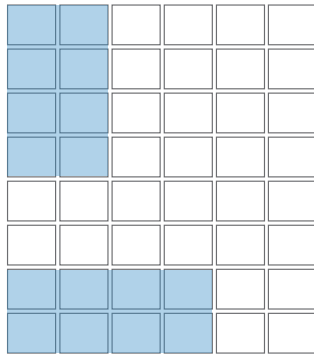
1/3 page vertical – 293mm h x 85mm w
1/3 page square – 145mm h x 173mm w

1/4 page



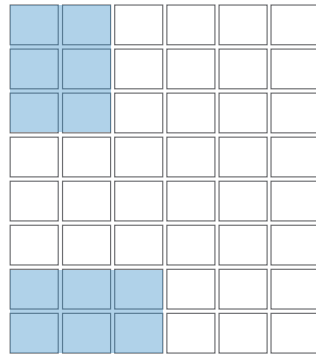
1/4 page square – 145mm h x 129mm w
1/4 page horizontal – 71mm h x 260mm w
1/4 page vertical – 219mm h x 85mm w

1/6 page



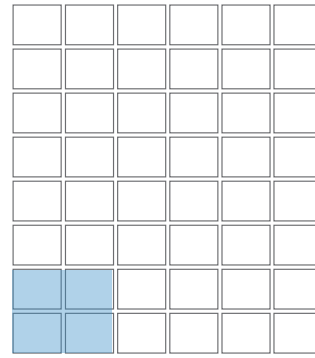
1/6 page vertical – 145mm h x 85mm w
1/6 page horizontal – 71mm h x 173mm w

1/8 page



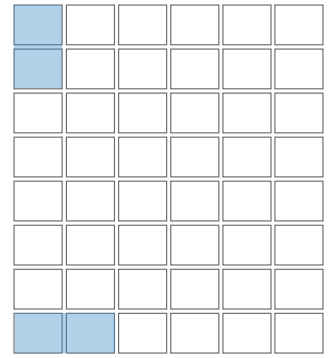
1/8 page vertical – 108mm h x 85mm w
1/8 page horizontal – 71mm h x 129mm w

4 unit



4 unit – 71mm h x 85mm w

2 unit



2 unit vertical – 71mm h x 41mm w
2 unit horizontal – 34mm h x 85mm w

Artwork requirements

OPTIONS FOR SUBMITTING MATERIAL

Advertisement design

Ads can be designed in-house. If you require ad design please ensure you supply the following:

- All logos, images and copy for ad

- All JPEG images must be 300dpi

NB: Images embedded in Microsoft Word documents are not acceptable.

Email ready made ads

Email attachments should not exceed 25 MB. Dropbox should be used for larger files.

Advertising amendments

If supplying an ad that requires amendments, please supply either a layered Photoshop file (.psd), packaged InDesign file (.indd), or

Illustrator file (.ai). Please ensure that all images and fonts are also supplied as separate files if supplying Indesign or Illustrator files.

TECHNICAL SPECS

General guidelines for print ads

- Print optimised PDFs (made using Adobe Acrobat Distiller) are the preferred method.
- All art / images to be 300dpi minimum.
- CMYK colour mode.
- Ensure all fonts are embedded.

Images

- Should be 300dpi min in JPEG or PDF format
- Ensure all images and fonts used are supplied

Fonts

- All reverse lettering should be no less than

6pt bold. Small type with fine serifs should be avoided.

- All text should be located a minimum of 5mm from the final trim size to allow for paper shrinkage, stretch or press fold variation.

General guidelines for INTERNET ads

Ready made ads are to be supplied at 72dpi at the specified ad size, in either JPEG or GIF formats.

SUBMISSION DEADLINES

Advertisements requiring design or amendments must be submitted by 5pm on the Thursday before publication date.

Advertisements prepared by the client or agency must be submitted by 10am on the Monday before publication date.