



CityNews
All about Canberra

2012

MEDIA BUYERS' GUIDE

Canberra CityNews is the leader in marketing to affluent Canberrans and offers advertisers high-quality reproduction on coated, glossy stock in a premium magazine environment among other prestige advertisers.

It is a quality news and personality magazine with a cumulative, monthly readership of more than **80,000** unique, individual readers.

Independent McNair* research by has identified that **43%** of our readers earn more than **\$100,000** pa and **21%** earn **\$60,000-\$100,000**, figures affirmed by knowing **33%** are professional or managerial and **24%** are employed in government or the public service.

These powerful and valuable demographics are sustained by distributing the magazine directly to the cream of Canberra's most affluent (income, expenditure and wealth**) inner suburbs through a strategic network of baskets and bulk deliveries that also include major government and private office buildings.

Its editorial and advertising mix is primarily targeted at professional and well-educated people over 30. In particular, its social, beauty and health sections attract the loyal attention of its predominately female readership. **69%** of readers fall into

the publication's target audience age of **30-54**.

The popular editorial flavour focuses on local features, news and profiles of Canberra identities. Its Living section includes Canberra's leading arts and entertainment coverage, a home section and fashion, health and beauty pages.

The weekly **Property** section showcases in lavish full-colour only the best-quality homes on the market from Canberra's premier real estate agencies.

The **CityNews** offers cost-effective advertising. Our readers are responsive and receptive to advertising: **88%** expect to see advertising in CityNews, **74%** say CityNews advertising is attractively laid out, **67%** say they usually notice the advertisements, **59%** usually read the advertising and almost half use the advertising as a reference point when shopping around.

Another revelation of the readership research is the high number of **CityNews** readers who don't read the

daily newspaper.

McNair estimates that **10,000** (or **27%**) of our readers do not look at the weekday issues, **8000 (23%)** are not readers of the Saturday edition and a whopping **16,000 (43%)** don't bother with the Sunday paper. Another **11% (4000)** do not read any edition of the daily paper. The CityNews is a locally owned and independently operated by Macquarie Publishing Pty Limited.

* McNair Ingenuity research, July 2006; **Socio-economic Indexes for Areas, Australian Bureau of Statistics, "ACT and Region, a Statistical Atlas 2005".

The paper is widely available in the key suburbs in Canberra compatible with the magazine's targeted aspirational, affluent readership.

This includes the city's influential inner-north and inner-south as well as affluent sections of selected outer suburbs. By being strategically selective, we reduce the waste in advertising costs in a way that confounds our less-cost-effective competitors.

The key suburbs we reach include: Ainslie, Barton, Braddon, Campbell, Curtain, Deakin, Farrer, Forrest, Garran, Griffith, Hughes, Isaacs, Kingston, Lyneham, Manuka, Narrabundah, O'Connor, O'Malley, Red Hill, Reid, Swinger Hill, Torrens, Turner and Yarralumla.

CityNews has a strategic network of well-placed baskets throughout the ACT. Not everywhere, but in places consistent with our target audience.

The magazine's growing appeal over recent years has led to a sharp increase in the number of outlets (now more than 1,300). They include key spots in the retail, recreational, restaurant and business sections across the city. We have coverage of all the major shopping centres and selected suburban shopping strips. With the rising reader interest in the glossy **Property** section, the magazine is also available from the ACT's leading, prestige real-estate agents.

A quality publication needs a quality distribution plan to reach its quality readership effectively and efficiently every week. The CityNews has this objective mastered in a pro-active, approach:

Every Thursday, the first copies are shipped in bulk to key Federal and ACT Government offices distributed throughout the city and as well as to businesses and professional and private-sector offices around Canberra where they are eagerly received.

There is a wide circle of café and restaurant distribution and copies are delivered to all sectors of the tourist industry from hotels and motels to all national attractions.



DISTRIBUTION

DISTRIBUTION

CityNews is delivered cost effectively and efficiently every week.

The paper is efficiently distributed through a strategic network of more than 1300 outlets right across the ACT, Queanbeyan, Jerrabomberra and further afield at Gundaroo, Murrumbateman, Bungendore, Goulburn, Braidwood and Bateman's Bay. The type of outlets include: cafes, shopping centres, supermarkets, government offices, professional offices, real estate agents, hotels and many others.

There is a particular emphasis to having the paper available at the influential suburbs of the inner north, inner south and Woden Valley.



LOADINGS

Front cover strip	150%
Opening DPS	25%
Opposite contents page	20%
Contents page	30%
Back cover	75%
Specified position	15%

*Advertising rates are determined by either annual frequency or volume levels and are subject to change without notice.

Special rates*

Effective Jan 1, 2011

	\$ excl gst	\$ inc gst
Front cover + full page feature* (Includes full front page image plus full page feature)	\$5,773.64	\$6,351.00
Four-page wrap around (wraps around the outside of the publication)	\$10,409.09	\$11,450.00
Single client full page feature	\$1,618.18	\$1,780.00
Inserts	50 per 1000	55 per 1000

*An opportunity to highlight your image in the editorial environment. CityNews reserves the creative control and artistic rights. Deadline for front cover bookings is seven working days before publication.

BOOKING DEADLINES
The CityNews is published and distributed every Thursday. Bookings close at 5pm the Friday before publication.

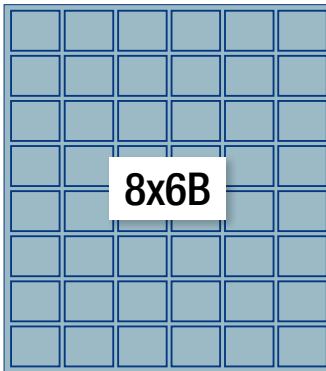
Advertising features and special supplements may have different deadlines. In these cases clients will be advised directly through supporting promotional material.

ANNUAL FREQUENCY OR VOLUME LEVELS

UNITS	CASUAL		2-4 EDITIONS OR 100 UNITS		5-12 EDITIONS OR 200 UNITS		13-25 EDITIONS OR 400 UNITS		26-50 EDITIONS OR 800 UNITS	
	\$ excl gst	\$ inc gst	\$ excl gst	\$ inc gst	\$ excl gst	\$ inc gst	\$ excl gst	\$ inc gst	\$ excl gst	\$ inc gst
96 (DPS)	\$4,450.91	\$4,896.00	\$3,940.00	\$4,334.00	\$3,509.09	\$3,860.00	\$3,080.00	\$3,388.00	\$2,650.00	\$2,915.00
48 (Full page)	\$2,330.00	\$2,563.00	\$2,076.36	\$2,284.00	\$1,862.73	\$2,049.00	\$1,647.27	\$1,812.00	\$1,432.73	\$1,576.00
32 (2/3 page)	\$1,739.09	\$1,913.00	\$1,551.82	\$1,707.00	\$1,385.45	\$1,524.00	\$1,241.82	\$1,366.00	\$1,073.64	\$1,181.00
24 (1/2 page)	\$1,390.00	\$1,529.00	\$1,252.73	\$1,378.00	\$1,128.18	\$1,241.00	\$1,002.73	\$1,103.00	\$893.64	\$983.00
16 (1/3 page)	\$1,042.73	\$1,147.00	\$955.45	\$1,051.00	\$895.45	\$985.00	\$835.45	\$919.00	\$775.45	\$853.00
12 (1/4 page)	\$782.73	\$861.00	\$716.36	\$788.00	\$670.91	\$738.00	\$626.36	\$689.00	\$581.82	\$640.00
8 (1/6 page)	\$550.00	\$605.00	\$506.36	\$557.00	\$478.18	\$526.00	\$447.27	\$492.00	\$417.27	\$459.00
6 (1/8 page)	\$412.73	\$454.00	\$380.00	\$418.00	\$357.27	\$393.00	\$335.45	\$369.00	\$313.64	\$345.00
4 unit	\$290.00	\$319.00	\$268.18	\$295.00	\$259.09	\$285.00	\$250.91	\$276.00	\$238.18	\$262.00
2 unit	\$145.45	\$160.00	\$135.45	\$149.00	\$129.09	\$142.00	\$125.45	\$138.00	\$119.09	\$131.00

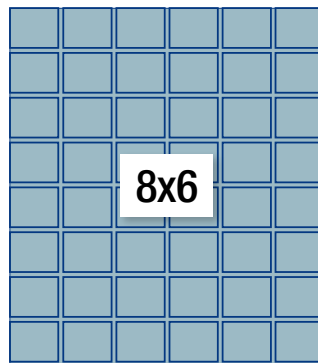
DISPLAY RATES

**48 UNIT
(FULL PAGE + BLEED)**



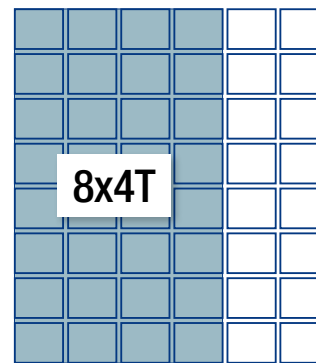
8x6B – full page + bleed
 type/art - 293mm h x 260mm w
 trim - 310mm h x 280mm w
 bleed - 320mm h x 290mm w

**48 UNIT
(FULL PAGE)**



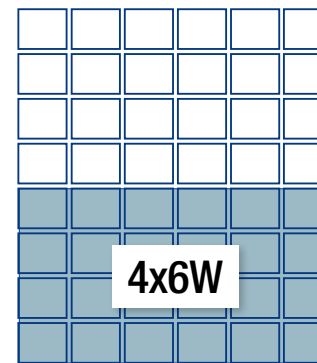
8x6 – full page
 293mm h x 260mm w

**32 UNIT
(2/3 PAGE)**



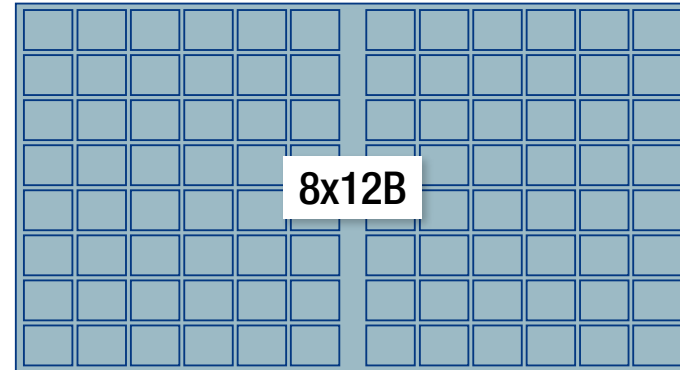
8x4T – 2/3 page
 293mm h x 173 mm w

**24 UNIT
(1/2 PAGE)**



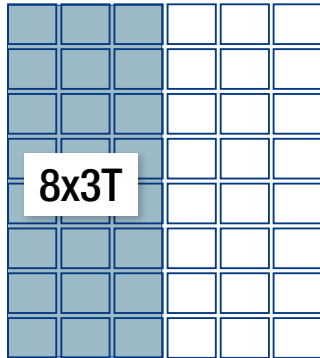
4x6W – 1/2 page horizontal
 145mm h x 260mm w

**96 UNIT
(DOUBLE PAGE SPREAD + BLEED)**



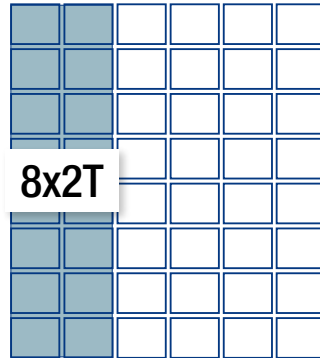
type/art - 293mm h x 540mm w
 trim - 310mm h x 560mm w
 bleed - 320mm h x 570mm w

**24 UNIT
(1/2 PAGE)**



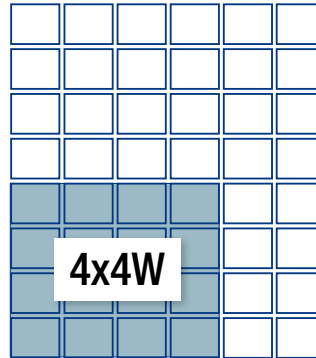
8x3T – 1/2 page vertical
293mm h x 129mm w

**16 UNIT
(1/3 PAGE)**



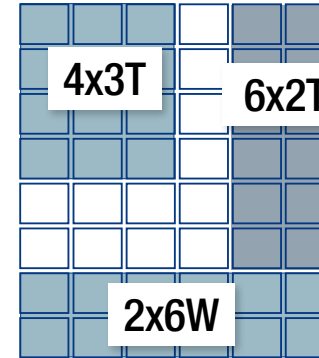
8x2T – 1/3 page vertical
293mm h x 85mm w

**16 UNIT
(1/3 PAGE)**



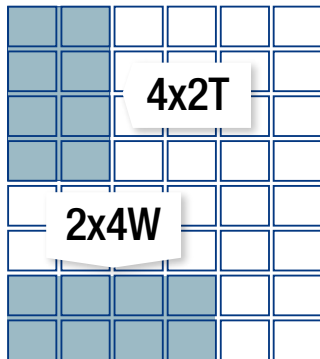
4x4W – 1/3 page square
145mm h x 173mm w

**12 UNIT
(1/4 PAGE)**



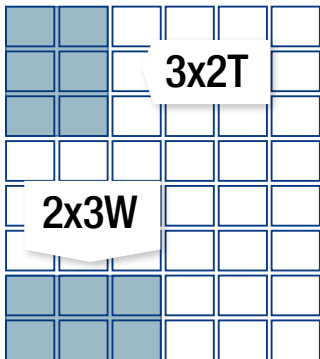
4x3T – 1/4 page square
145mm h x 129mm w
2x6W – 1/4 page horizontal
71mm h x 260mm w
6x2T – 1/4 page vertical
219mm h x 85mm w

**8 UNIT
(1/6 PAGE)**



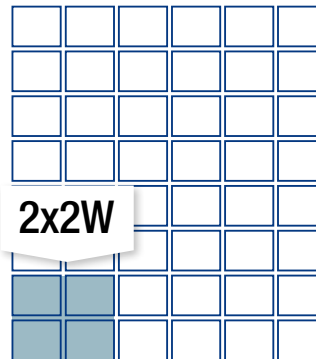
4x2T – 1/6 page vertical
145mm h x 85mm w
2x4W – 1/6 page horizontal
71mm h x 173mm w

**6 UNIT
(1/8 PAGE)**



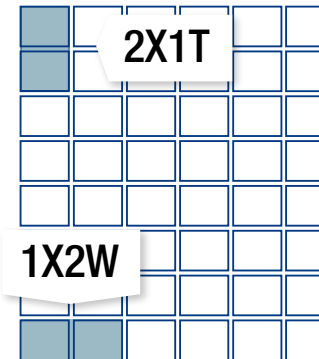
3x2T – 1/8 page vertical
108mm h x 85mm w
2x3W – 1/8 page horizontal
71mm h x 129mm w

**4 UNIT
(1/12 PAGE)**



2x2W – 1/12 page
71mm h x 85mm w

**2 UNIT
(1/24 PAGE)**



2x1T – 1/24 page vertical
71mm h x 41mm w
1x2W – 1/24 page horizontal
34mm h x 85mm w

OPTIONS FOR SUBMITTING MATERIAL

1. Email

All emails to be addressed to design@citynews.com.au

- Emails are to clearly indicate publication, edition, name of ad and your account manager.
- PDFs are the preferred method using hi-res images as outlined below and with **NO** registration marks.
- Emails, including attachments should not exceed 10 Mb. (Images may be saved as jpgs)
- PDF'S made using Acrobat Distiller 4,5,6,7 & 8 should be compatible with Acrobat 4 (1.3 version PDF), if sending a PDF ask for a copy of CityNews PDF Settings.
- **Images embedded in Word documents are not acceptable.**
- JPEG files should be set to best quality, keeping in mind that, when decompressed, files should be at least 266 dpi at the correct final size required for print.

2. Quickcut (www.quickcut.com.au)

You need to be registered on-line with Quickcut (call 02 9938 7500 for details). Advertisements supplied by digital transfer using Quickcut Pagestore should be made up to Canberra CityNews specifications. Incorrectly sized ads will be rejected.

3. WebSEND (www.websend.com.au)

You need to be registered on-line with WebSEND (call 03 8611 0900 for details). Advertisements supplied by digital transfer using WebSEND should be made up to CityNews specifications. Incorrectly sized ads will be rejected.

4. Make-up

Supplied art and copy with layout will be made-up in-house.

MECHANICAL SPECS

Fonts

- No true-type fonts.
- Don't use menu styles in fonts e.g. bold/italic (use original font)
- All reverse lettering should be no less than 10pt bold with no more than two colours. Small type with fine serifs should be avoided. All reverse rules should be no less than 1pt.
- All live type should be located a minimum of 5mm from the final trim size to allow for paper shrinkage and stretch, press fold variation and feathering.

Images

- Scanned images should be 300dpi min tiff (tagged image file format) or eps.
- Do not apply LZW compression, halftone screen or transfer functions when saving images in photoshop
- Ensure all images and fonts used are supplied
- Please delete extra (alpha) channels and extra

layers (flatten image) in Photoshop.

Photoshop Setup:

Ink weight — 280%

Separation type — GCR

Black Limit — 85%

Dot Gain — Standard 22%

SWOP coated paper

Highlight set at minimum of 3%

- Images imported into layout programs should be enlarged no larger than 120% and sized down no smaller than 60%
- Tiff files should have white backgrounds when imported into layout programs.

File-naming conventions

Please name files relevant to the job. Try not to name any files with obscure characters e.g. ® ™ © % ? / \ w° etc. Some RIPs are based on the UNIX platform. They interpret these characters differently than PC & Mac platforms which can produce undesired results, such as missing images. Try not to have any spaces or dots on the end of the file name because pictures can drop off the page because of this.

Illustrator supplied art

Files to be saved as MacEPS with all fonts converted to outlines.

ADVERTISING CONDITIONS

1. As publisher, Macquarie Publishing Pty Limited (the Publisher) reserves the absolute discretionary right to decline or reject any advertisement for any reason whatsoever, including - but not limited to - that the advertising is unlawful, defamatory, offensive, or otherwise unsuitable.

2. Where Macquarie Publications accepts an advertisement for publication from the advertiser, its advertising agent or representative (the Advertiser) the Publisher may, at its absolute discretion, publish the advertisement on any or all of the Macquarie web-sites.

3. The Advertiser warrants to the Publisher that any advertisement accepted for publication contains information that is true and correct, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of the State or Commonwealth, and is otherwise lawful.

4. Advertisements must comply with the Publisher's standards of presentation and style.

5. Where the Publisher accepts an advertisement from the Advertiser, it may, at its absolute discretion, place or position the advertisement anywhere it chooses unless the Advertiser has paid for and Maquarie has accepted payment and agreed to the placement of the advertisement in a particular position.

6. These terms and conditions do not exclude or limit the application of any provision of any statute (including the Trade Practices Act 1974) where to do so would: (a) contravene that statute; or (b) cause any part of these terms and conditions to be void. The liability of Macquarie, and the Advertiser's sole remedy for breach of statute, will be limited to re-supplying, or paying for the re-supply, of the advertisement at the discretion of the Publisher.



7. The Publisher will not be liable for any: (a) statutory liability; (b) tortious liability (including, but not limited to, liability for negligence); (c) conditions and warranties implied by custom, the general law or statute; and (d) liability for any direct, indirect, economic or consequential losses, expenses, damages and costs incurred by the Advertiser, arising out of or in connection with the publication of the advertisement or any failure to publish or delay in publishing the advertisement.

7a. The Advertiser must indemnify Macquarie against all losses, expenses, damages and costs incurred by or awarded against the Publisher in connection with any breach of these terms and conditions which is wholly or partly attributable to the acceptance and publication of any advertisement.

8. Where any advertisement has the appearance of editorial matter, the Advertiser must include a border of a minimum of three-point thickness and the word "Advertisement" must be above the advertisement in at least eight-point type.

9. The Publisher shall be at liberty to charge for any advertisement cancelled after the advertising booking deadline or in the event of any advertisement not appearing as a result of its missing the production deadline.

10. Adjustments and claims must be notified within 30 days from publication. The Publisher will not consider claims lodged outside that period.

DEADLINES

The CityNews is published and distributed every Thursday.

Advertisements requiring in-house design need to be lodged by the Friday before publication.

Advertisements prepared by the client or agency must be received by 5pm on the Monday before publication.

Advertising features and special supplements may have different deadlines. In these cases clients will be advised directly through supporting promotional material.

REQUIREMENTS

Advertising bookings and enquiries are welcome directly to the CityNews on 02 6262 9100, fax 02 6262 9111, email ad@citynews.com.au or by mail at GPO Box 2448, Canberra City 2601.

General manager:

Greg Jones, 0419 418196
greg@citynews.com.au

Sydney advertising sales:

Ad Sales Connect, 02 9439 9929

Adelaide advertising sales:

HWR Media, 08 8379 9522

Perth advertising sales:

HWR Media, 08 9429 3075

www.citynews.com.au

p. 02 6262 9100 f. 02 6262 9111

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MACQUARIE
PUBLISHING
(MANAGING CONTROLLER APPOINTED)