



Port Stephens and Great Lakes, NSW regions

2017 Media Guide



INDEPENDENT.
ENGAGING.
FRESH. LOCAL.
MODERN MEDIA.

News Of The Area delivers quality news, yarns, local sport, real estate, human interest features, competitions and loads more.

We publish FREE weekly community newspapers. Each newspaper is specifically aimed and targeted towards smaller communities within the region, as we provide a valuable product that people know is 'all about them & where they live'.

We live in the area. We write in the area.

We shop in the area. We play in the area...



WE ARE PASSIONATE
ABOUT THE AREA. WE ARE
NEWS OF THE AREA.

HOW WE DELIVER. HOW WE REACH. **HOW WE ENGAGE.**



Our **news website** is modern, relevant, popular and is also recognised by Google as a news media site.
www.newsofthearea.com.au



The **social media** news sites are highly interactive with the community.
Facebook sites are:

Bay News Of The Area
Myall Coast News Of The Area
Medow & Tilligerry News Of The Area
Raymond Terrace News Of The Area



Our **news stands** are inviting, convenient, prominent, and are located everywhere! Delivering a local printed newspaper.



WHERE WE COVER.
WHO DO WE TALK TO?

LOCAL GOVERNMENT AREA coverage

Two of our papers fall within the **Port Stephens Council** Local Government Area (LGA).

One of our papers fall within the **MidCoast Council** - Great Lakes LGA

STATE GOVERNMENT AREA coverage

All three of our papers fall within the state seat of **Port Stephens**.

One of our papers does have coverage into state seat of **Myall Lakes**

FEDERAL GOVERNMENT AREA coverage

Two of our papers fall within the Federal seat of **Paterson**

One of our papers fall within the
Federal seat of **Lyne**



NUMBERS. OUR AUDIENCE.

45,000 **READERSHIP. Publisher Estimate** conservitavely based on the circulation numbers.
PER WEEK

OLDEST IN AUST. The residents of townships Tea Gardens – Hawks Nest are officially Australia's oldest, with a median age of **61.0 years** *

18,000 **CIRCULATION** of the News Of The Area publications in total (per week). Our papers are **physically collected** by the public, making it a much higher assumption of 'value and worth', by comparison to a blanket-home-delivery model whereby todays climate gives evidence to disguard and wastage from this model (low value).
PER WEEK **TARGETED WILLING AUDIENCE**

2.5 **PER HOUSEHOLD.** Various members of a household may eventually read the same copy of a newspaper. Also a publication might be passed around from person to person in an office. This "pass-along" rate is generally thought to be about 2.5 readers in reasonable estimates. Conservative estimate would realise News Of The Area readership as over 30,000.

30,701
PAGEVIEWS + NewsOfTheArea.com.au

27,303 **REACH #** News Of The Area Social Media News Audience.
PER WEEK

5,632 **ENGAGEMENT #** News Of The Area Social Media News Audience. People actively responding, commenting, Sharing (Engaging) in our news.
PER WEEK

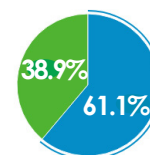
AUDIENCE



79,387
PER WEEK

Our audience per week based on Readership, Pageviews & Reach

17,201
UNIQUE USERS+ NewsOfTheArea.com.au



■ New Users
■ Returning Users
NewsOfTheArea.com.au

* 2011 and 2015 Bureau of Statistics.

+ Google Analytics Oct2017. # Facbook Insights of our 4 News Of The Area pages.

media@newssofthearea.com.au

NEWS OF THE AREA.

PRINT. WEBSITE. SOCIAL. HOW YOUR PRINT ADVERTISEMENT ALSO APPEARS ONLINE.

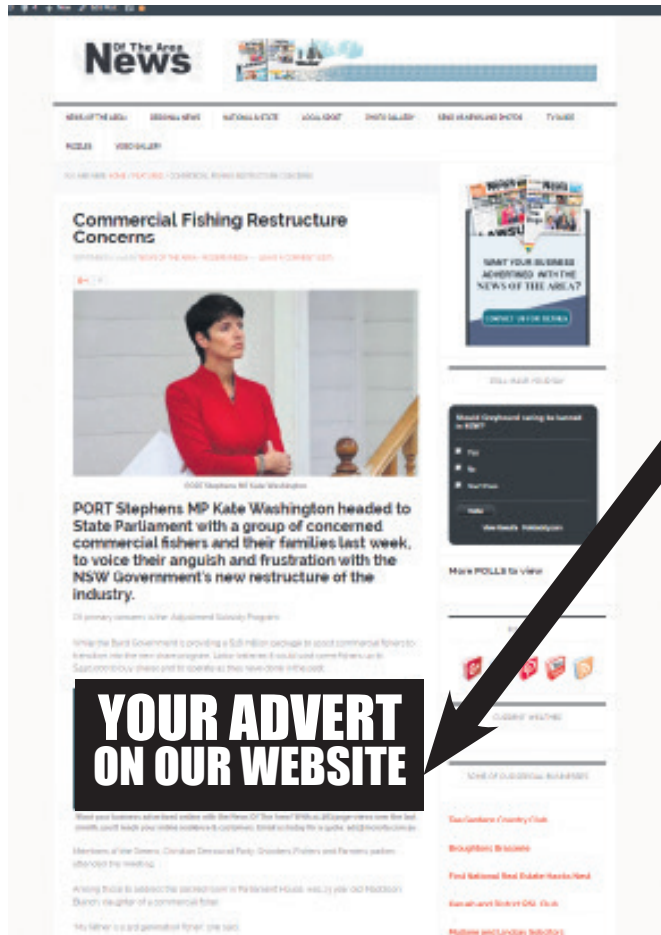
With NEWS OF THE AREA, your marketing and advertising dollar goes **much further**.

Your advertisements will appear in the newspaper, as well as (exclusively) within a news story online. Plus, your business is mentioned on the Social Media site where that (particular) news story is posted.

EXAMPLE: Take this M24 Quarter Page advert that appeared within the newspaper.



PRINT. WEBSITE. SOCIAL. HOW YOUR PRINT ADVERTISEMENT **ALSO** APPEARS ONLINE.



The advert is mid-way through one of the local news stories that is streamed online.
NewsOfTheArea.com.au

Clicking on the advert will take the browser to either your website OR, a bigger static version of the advert (your choice).



When this story is Posted on our Social Media site, your business and a link will appear at the end of the Post.

FACEBOOK SITES: Bay News Of The Area, Myall Coast News Of The Area, Medowie & Tilligerry News Of The Area,

SPECIFICATIONS.

Classified Column Measure

1 column	2 column	3 column	4 column	5 column	6 column	7 column	8 column
29mm	62mm	95mm	128mm	161mm	194mm	227mm	260mm

General News Display Module Measure

Module Description	Module Code	No. of Modules	Dimensions (h)x(w)mm
Business Card Size	M11	1 (of 32) Mods	45 x 62
Sixteenth of a Page - standard	M21	2 (of 32) Mods	92 x 62
Sixteenth of a Page - horizontal	M12	2 (of 32) Mods	45 x 128
Eighth of a Page - standard	M22	4 (of 32) Mods	92 x 128
Eighth of a Page - vertical	M14	4 (of 32) Mods	45 x 260
Eighth of a Page - horizontal	M41	4 (of 32) Mods	185 x 62
Sixth of a Page - standard	M32	6 (of 32) Mods	140 x 128
Sixth of a Page - horizontal	M23	6 (of 32) Mods	92 x 194
Quarter of a Page - standard	M42	8 (of 32) Mods	185 x 128
Quarter of a Page - vertical	M24	8 (of 32) Mods	92 x 260
Quarter of a Page - horizontal	M81	8 (of 32) Mods	374 x 62
Half of a Page - standard	M44	16 (of 32) Mods	185 x 260
Half of a Page - vertical	M82	16 (of 32) Mods	374 x 128
Half of a Page - dominant	M63	18 (of 32) Mods	280 x 194
Full Page Advert	M84	32 (of 32) Mods	374 x 260

FULL PAGE MAKE UP

8 modules
in height

4 modules
in width

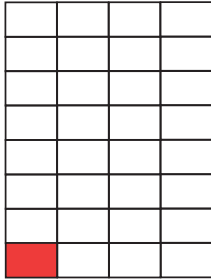
UNIQUE sizes are available,
including "L" and "U" shaped
module adverts

Press Ready Material is to be
supplied to spec and as a high
resolution PDF Use CMYK colour
setting to create artwork. Email
material to: ads@mcnota.com.au

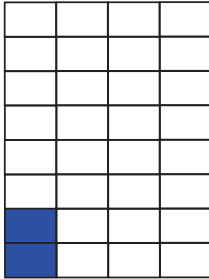
MODULES (M)

DISPLAY AD SHAPES.

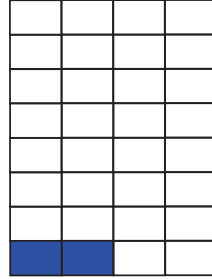
M11



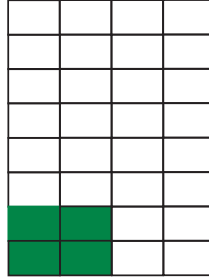
M21 (Sixteenth)



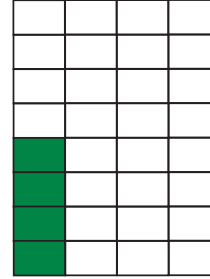
M12 (Sixteenth)



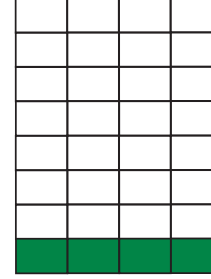
M22 (Eighth)



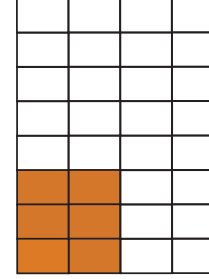
M41 (Eighth)



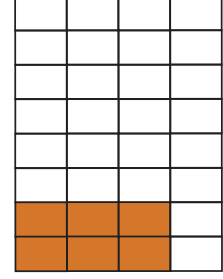
M41 (Eighth)



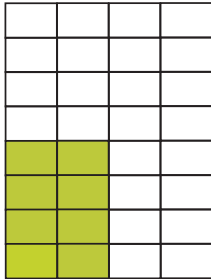
M32 (Sixth)



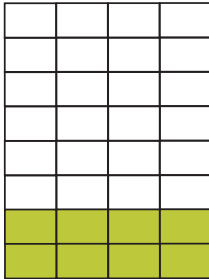
M23 (Sixth)



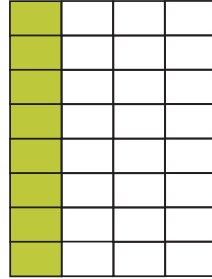
M42 (Quarter)



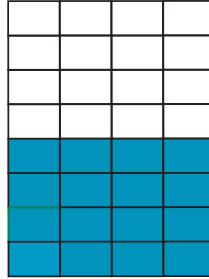
M24 (Quarter)



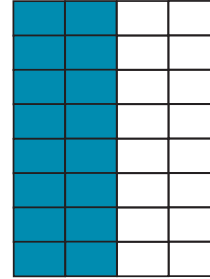
M81 (Quarter)



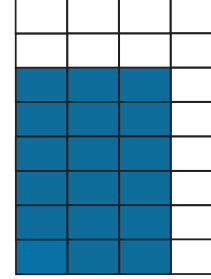
M44 (Half)



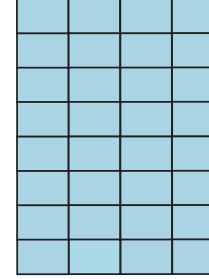
M82 (Half)



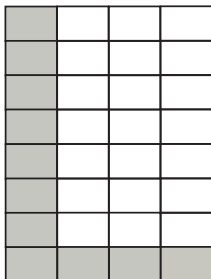
M63 (Half)



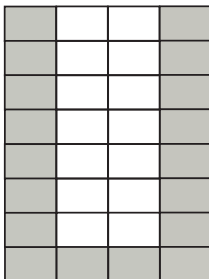
M84 (Full)



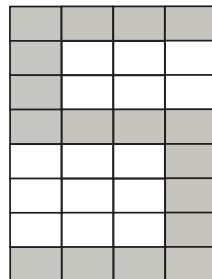
UNIQUE (L-Shape)



UNIQUE (U-Shape)



UNIQUE (S-Shape)



PUBLISHED RATE CARD.

STANDARD CASUAL RATE for Display Advertising (prices include GST - and COLOUR)									
AD CODE	No. OF MODS	DESCRIPTION	^{1 Publication} BAY	^{1 Publication} MYALL COAST	^{1 Publication} MEDOWIE & TILLIGERRY	^{1 Publication} RAYMOND TERRACE	² Any 2 PUBS	³ Any 3 PUBS	⁴ ALL PUBS
M11	1 MODULE	Business Card size ad	\$88.00	\$77.00	\$66.00	\$66.00	\$107.80	\$132.00	\$150.00
M21, M12	2 MODULES	Sixteenth of a Page	\$165.00	\$154.00	\$132.00	\$132.00	\$215.16	\$264.00	\$275.00
M22, M41, M14	4 MODULES	Eighth of a Page	\$344.00	\$308.00	\$220.00	\$220.00	\$431.20	\$440.00	\$450.00
M32, M23	6 MODULES	Sixth of a Page	\$506.40	\$462.20	\$364.40	\$364.40	\$647.08	\$546.60	\$560.00
M42, M24, M81	8 MODULES	Quarter Page	\$675.20	\$595.40	\$480.50	\$480.50	\$833.56	\$961.00	\$980.00
M44, M82,	16 MODULES	Half Page	\$1267.20	\$995.20	\$780.40	\$780.40	\$1393.28	\$1560.80	\$1600.00
M63	18 MODULES	Half Page Dominant	\$1425.60	\$1250.50	\$980.60	\$980.60	\$1750.70	\$1961.20	\$2000.00
M84	32 MODULES	Full Page	\$2176.00	\$1890.00	\$1695.00	\$1695.00	\$2646.00	\$3390.00	\$3500.00

DISCOUNTS DO APPLY FROM THE ABOVE RATES

Discounted rates available for WEEKLY, FORTNIGHTLY OR REGULAR agreements OR **by consultation & negotiation.**

STANDARD CASUAL RATE for Classified Linage is \$2.50 per line, per column, per publication

STANDARD CASUAL RATE for Classified Display is \$8.80 per column, per centimetre, per publication

OTHER INFO

PRESTIGE POSITIONING (Page Requests):

30% additional charge
(Subject to availability)

INSERTED MATERIAL:

Rate of \$99.00 per 1000 (including the GST) per inserted copy

BOOKING DEADLINE (all Publications):

Display Ads - 12noon Thursday one week prior
(NOTE: if after deadline, still please check availability as space may be possible)

Classified Linage - 6pm Mondays

COPY DEADLINE (all Publications):

Display Ads Raw Material
1pm Friday one week prior

Display Ads Complete Press Ready
5pm Monday prior to publication
Classified Linage - 6pm Mondays

CONTACT US

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PO Box 1000, Raymond Terrace NSW 2324
www.newsofthearea.com.au

FACEBOOK SITES: Myall Coast News Of The Area
Medowie & Tilligerry News Of The Area
Bay News Of The Area
Raymond Terrace News Of The Area

