

OVERVIEW

CIRCULATION: 50,000
READERSHIP: 100,000

CONTENT:

Local issues & lifestyle features

FORMAT:

Full colour on gloss stock

DISTRIBUTION:

Monthly

-  Sydney Observer
-  @Sydney_Observer
-  sydneyobserver.com

Delivered to North Shore homes, read by affluent individuals and businesses.

As a premium publication Sydney Observer acts as the voice of our community, providing quality local and lifestyle content in an attractive, contemporary package. Coverage includes:

- Local News
- Education
- Wellbeing
- Home & Garden
- Food & Wine
- Fashion & Beauty
- Travel
- What's On



"Print media has a close relationship with its readers. Indeed, print is often called the 'me-medium', as it can become an integral part of its reader's world. But this relationship extends beyond the initial read-through. Because print is easily put down and picked up, it sticks around in the household or workplace, read again and again by others that come across it."

- PRINT POWER

DISTRIBUTION

Sydney Observer is distributed to all of Sydney's North Shore plus selected adjacent areas of Hornsby, Lane Cove and Willoughby.



Additional copies are available from local libraries, selected retail outlets and council offices.

We personally deliver to businesses in most suburban shopping areas in order to remain community focused and personal.



DEMOGRAPHICS

Our readers, your customers

The average Sydney Observer reader is over 25, well educated, influential and affluent. They are family-oriented, a professional, self-employed or an established retiree.

Hornsby Kuring-gai and Willoughby Demographics*

	Ku-ring-gai	Hornsby	Willoughby
Average age	40	38	40
Population	114,142	159,211	70,008
Tertiary educated	59%	64%	56%
Employed	97%	97%	96%
Home ownership	3%	75%	59%

OCCUPATION

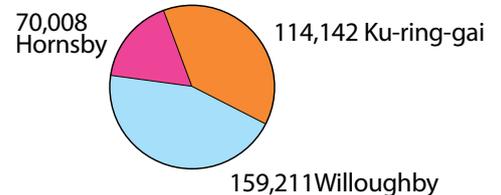
	Ku-ring-gai	Hornsby	Willoughby
Managers/Admins	20%	17%	19%
Professionals	38%	29%	38%
Clerical/Admins	15%	13%	15%

AVERAGE INCOME (\$)

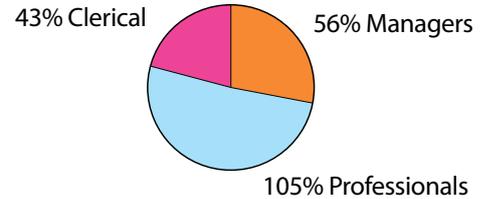
	Ku-ring-gai	Hornsby	Willoughby
Individual (weekly)	(1,000 - 1,299)	(1,000 - 1,299)	(600 - 799)
Household (weekly)	(2,000 - 2,499)	(2,000 - 2,300)	(2,000 - 2,499)

*Australian Bureau of Statistics

POPULATION



OCCUPATION



Ku-ring-gai Council community profile: <http://profile.id.com.au/ku-ring-gai/home>



INVESTMENT

Space	(\$)
Full Page	2200
1/2 Page	1300
1/3 Page	1000
1/4 Page	900
1/6 Page	600
1/9 Page*	200

PREMIUM POSITIONS

Space	(\$)
Inside Front Cover	3000
Inside Back Cover	3000
Outside Back Cover	3600
Double Page Spread	3600

*Business Guide and Recipe pages only.
NOTE: All prices exclude agency commission of 10%.
All prices are per advert and exclude GST.

SPECIAL RATES

Talk to your Kamdha account manager about special rates for multiple bookings.

ADVERTISING SPECS

IMPORTANT DATES

- Booking deadline: 10th of every month
- Material deadline: 15th of every month
- Press deadline: 15th of every month

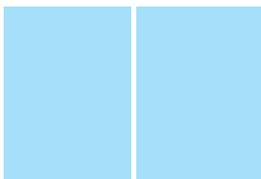
All artwork to be sent to: advertising@kamdha.com
 Trim size of the magazine is 210mm (w) x 297mm (h)

PRESS READY ADS

- Must be supplied via email as PDFs – high quality.
- Fonts must be embedded or outlined
- Images embedded and all colours as CMYK breakdowns.
- NO spot colours accepted.
- Image resolution is to be a minimum of 300 dpi.
- Ads created in Word, Publisher, PowerPoint or any other word processing program can NOT be accepted. Please supply DPSs as one single page (publish PDF as spread).

DESIGN SERVICES

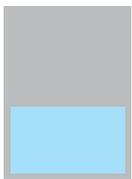
- Concept and layout (ads and advertorials) and image design work will be charged at \$120/hr+GST.
- Design services must be requested at least 4 days prior to press deadline. Images should be supplied as JPGs or Tiffs.
- Images must have minimum of 300 dpi resolution.
- Text must be supplied in Word.
- Avoid running type into the gutter/inside margin.
- Type must be designed to clear the spine by a minimum of 8mm each side (total 16mm for a double page spread).



DOUBLE PAGE SPREAD (DPS)
 Trim area: 420mm (w) x 297mm (h).
 Total with bleed area (5mm each side)
 430mm (w) x 307mm (h).
 (No crop marks)



FULL PAGE
 Trim area: 210mm (w) x 297mm (h).
 Total with bleed area (5mm each side)
 220mm (w) x 307mm (h). (USE SIZES WITH BLEED
 and no crop marks)



1/2 PAGE HORIZONTAL
 190mm (w) x 131mm (h)
 NO bleed area and no crop marks



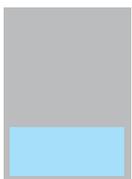
1/2 PAGE VERTICAL
 Trim area
 93mm (w) x 267mm (h)
 NO bleed area and no crop marks



1/4 PAGE HORIZONTAL
 190mm (w) x 63mm (h)
 NO bleed area and no crop marks



1/4 PAGE VERTICAL
 93mm (w) x 131mm (h)
 NO bleed area and no crop marks



1/3 PAGE HORIZONTAL
 190mm (w) x 86mm (h)
 NO bleed area and no crop marks



1/6 PAGE HORIZONTAL
 93mm (w) x 86mm (h)
 NO bleed area and no crop marks



1/6 PAGE VERTICAL
 60mm (w) x 131mm (h)
 NO bleed area and no crop marks
FOR FOOD ADVERTS ONLY



1/9 PAGE VERTICAL
 60mm (w) x 86mm (h)
 NO bleed area and no crop marks

ADVERTISING TIPS NOT TO FORGET

- Internal margins - consider at least a 5mm internal margins (top, bottom, inside and outside) for full page ads. Allow 3mm (top, bottom, inside and outside) safe text area for all ads.
- No marks - never include any type of marks on your ad (bleeding, crop, colour).

SYDNEY OBSERVER ONLINE

sydneyobserver.com

Sydney Observer's online presence is steadily increasing via digital and social platforms.

Harnessing the community title's well-established print audience, SYDNEY OBSERVER ONLINE brings you content that is available at anytime, on any device.

Acting as the ultimate destination for North Shore, Northern Beaches and Hills District locals, the site offers the latest news in Education, Wellbeing, Finance, Seniors, Food & Wine, Home & Garden, Fashion & Beauty, Travel and Community Events.

SYDNEY OBSERVER ONLINE engages local residents in meaningful ways across the content that they love to read most.



NATIVE ADVERTISING

You can now compliment your print advertising with 'native' content online.

Your brands' message is delivered in our 'native' editorial style, blending seamlessly to promote your business in a natural and engaging way.

This increases reader engagement and interactivity with your brand and will give your campaign greater longevity.

NATIVE ADVERTISING PACKAGE

Offered only as an adjunct to your print advertising campaign.

Inclusions:

- Article published online
- Permanently archived on site and optimised for SEO
- Publication in our eNewsletter
- Social media amplification on Facebook, Twitter and Instagram
- Your logo, URL, images and video content can be included in the article

Cost: \$500 per article ex. GST



Contact advertising@kamdha.com to learn more about our native and cross-platform solutions that will help your local business grow!