

MEDIA KIT 2020

Overview

Circulation: 35,000

Readership: 100,000

Distribution: Ku-ring-gai Council area

Frequency: Monthly, 11 issues per year

Format: A4 full colour on gloss stock

Content: Local issues & lifestyle features

Delivered to
North Shore
homes and
businesses.
Read by
affluent
individuals.

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, Finance, Real Estate, Seniors, Beauty & Wellbeing, Home & Garden, Travel and Food & Wine.



MEDIA KIT 2020

DISTRIBUTION

Sydney Observer is distributed to all of Sydney's Upper 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.



MEDIA KIT 2020

KU-RING-GAI DEMOGRAPHICS*

Average age	41
Population	126,046
Tertiary educated	54%
Employed	95%
Home ownership	83%

OCCUPATION

Managers/Admins	21%
Professionals	39%
Clerical/Admins	7,4%

AVERAGE INCOME (\$)

Individual (weekly)	(1,000 - 1,299)
Household (weekly)	(2,000 - 2,633)

*Australian Bureau of Statistics 2016/2018

OUR READERS

AGE

- 14%** of readers are aged between 20 and 34 years
- 22%** of readers are aged between 35 and 49 years
- 39%** of readers are aged 50 years and over

GENDER

Females	52%
Males	48%

74% of females aged 20 and above are our readers



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

SPECIAL RATES
Talk to us about special rates for multiple bookings.

*Directory page only.

NOTE: All prices exclude agency commission of 10%. All prices are per advert and exclude GST.

MEDIA KIT 2020

ADVERTISING SPECS

IMPORTANT DATES

- Booking deadline: 15th of every month
- Material deadline: 20th of every month
- Press deadline: 25th of every month.

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, with 5mm bleeding and **NO crop marks** (publish PDF as spread).

IMPORTANT TO KNOW

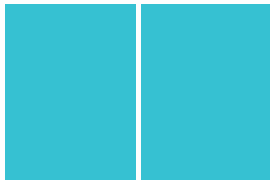
Trim size of the magazine is A4 (210mm x 297mm)
All artwork to be sent to: advertising@kamdha.com

DESIGN SERVICES

- Concept and layout (ads and advertorials) and image design work.
- Brochures
- PPTs
- Print and digital media

MORE DETAILS

- Cost: \$100/hr+GST.
- Design services must be requested at least 4 days prior to press deadline. Images should be supplied as JPGs, PNGs or Tiffs.
- Images must have minimum of 300 dpi resolution.
- Text must be supplied in Word.



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).