

MEDIA KIT 2022

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

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.

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

IMPORTANT DATES - DON'T MISS IT

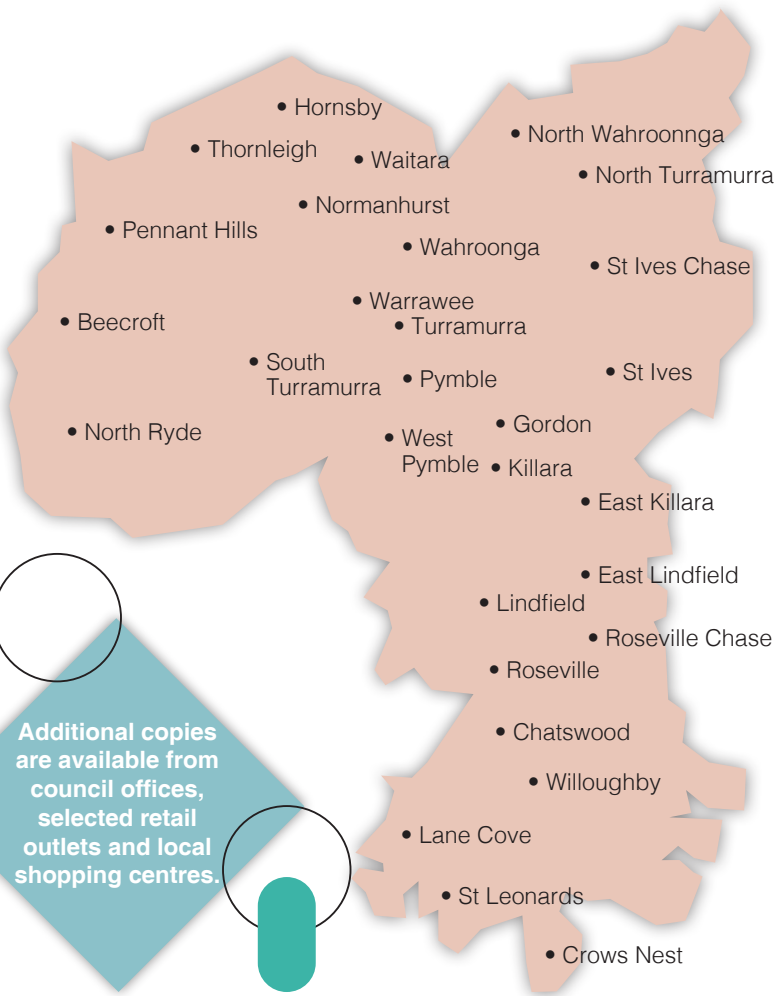
- Booking deadline: 15th of every month.
- Material deadline: 20th of every month.
- Press deadline: 22nd of every month.



MEDIA KIT 2022

DISTRIBUTION

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



KU-RING-GAI DEMOGRAPHICS*

Average age.....	41
Population.....	126,046
Tertiary educated.....	57.4%
Employed.....	95%
Home ownership.....	83%

OCCUPATION

Professionals.....	39%
Managers/Admins.....	21%
Clerical/Admins.....	13%

AVERAGE INCOME (\$)

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



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.

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PRESS MEDIA

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

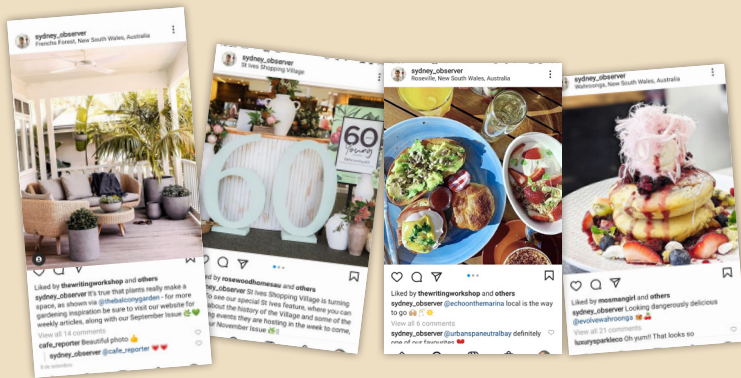
SPECIAL RATES

Talk to us about special rates for multiple bookings.



WEB AND SOCIAL MEDIA

over 5000 followers 2100 likes



Our social media presence is incredibly strong, meaning your business will be gaining great exposure with the local community.

For businesses that would like to advertise in a multi-platform capacity, *Sydney Observer* has special offers and a digital exposure package. The package offers our clients an online article of their choice to be published and promoted on *Sydney Observer's* website, along with a social media post.

SOCIAL MEDIA

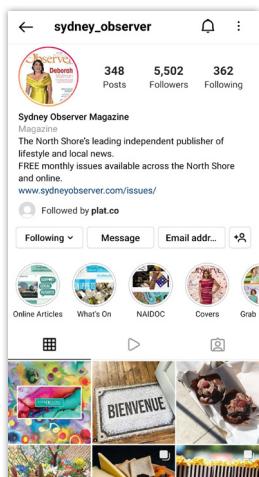
Space

Instagram single post.....	69
Facebook and Instagram single post.....	150

DIGITAL EXPOSURE SPECIAL PACK

Online article + Instagram and Facebook post.....	350
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Talk to our team to discuss about more special offers or content production for your business.



*Directory page only.

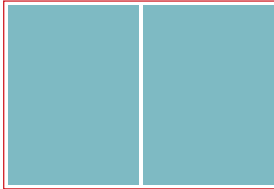
NOTE: All prices exclude agency commission of 10%. All prices are per advert and exclude GST.

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ADVERTISING SPECS

Trim size of the magazine is A4 (210mm x 297mm)

All artwork to be sent to: advertising@kamdha.com

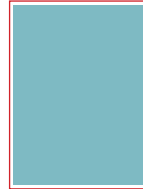


DOUBLE PAGE SPREAD (DPS)

Trim area: 420mm (w) x 297mm (h)

Bleed area: 5mm all sides

(NO CROP MARKS)



FULL PAGE

Trim area: 210mm (w) x 297mm (h)

Bleed area: 5mm all sides

(NO CROP MARKS)



**1/2 PAGE
HORIZONTAL (mm)**
190 (w) x 131 (h)
(NO CROP MARKS,
NO BLEED)



**1/3 PAGE
HORIZONTAL (mm)**
190 (w) x 85 (h)
(NO CROP MARKS,
NO BLEED)



**1/4 PAGE
HORIZONTAL (mm)**
190 (w) x 63 (h)
(NO CROP MARKS,
NO BLEED)



**1/6 PAGE
HORIZONTAL (mm)**
92.8 (w) x 86 (h)
(NO CROP MARKS,
NO BLEED)



**1/2 PAGE
VERTICAL (mm)**
93 (w) x 267 (h)
(NO CROP MARKS,
NO BLEED)



**1/4 PAGE
VERTICAL (mm)**
93 (w) x 131 (h)
(NO CROP MARKS,
NO BLEED)



**1/6 PAGE
VERTICAL (mm)**
60.5 (w) x 131 (h)
(NO CROP MARKS,
NO BLEED)



**1/9 PAGE
VERTICAL (mm)**
60.5 (w) x 86 (h)
(NO CROP MARKS,
NO BLEED)

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).

ATTENTION! DO NOT TO FORGET

- **Internal margins** - for full page ads, consider at least a 5mm internal margins (top, bottom, inside and outside). 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).

IMPORTANT DATES

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DESIGN SERVICES

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

MORE DETAILS

- Cost: \$120/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.