

# media opportunities



macquarie  
**portnews**

Port Macquarie  
**Express**

[p] 6588 6688  
[e] [portnews@fairfaxmedia.com.au](mailto:portnews@fairfaxmedia.com.au)  
[www.portnews.com.au](http://www.portnews.com.au)

130 years ago the first page of the Port Macquarie News went to press. Today it is still the leading source for trusted, reliable, credible, up-to-date factual information for local news and events. Port Macquarie News is committed to deliver high end impartial editorial.

### Some facts for you:

- Port Macquarie News is a tri-weekly newspaper - Monday, Wednesday, Friday
- Port Macquarie Express is a free weekly home delivered newspaper
- More than 1.8 million newspapers are printed per year
- There are 65 employees at Port Macquarie News
- The Median age of Port Macquarie residents is 47
- 23 percent of the population of Port Macquarie have children
- An additional 1000 cars were on Port Macquarie roads per year over the past 5 years

If you want to market your business for results we can deliver.  
We know our local community and we know your audience as we are a part of it.



For the last  
**130 years**  
**1,560 months**  
**6,240 weeks**  
**43,680 days**  
**1,048,320 hours**  
**62,899,200 minutes**  
**3.773952e+9 seconds**

We've been a part of your  
life ... join us into the future.

NB: We're unsure as to the accuracy of the seconds, but gee it looks flash huh?

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## Monday

Get the sports wrap from the weekend, catch up with local news, business, schools and events in the Port Plus Pages. Looking for the right person for the job, [jobs.com.au](http://jobs.com.au) is the place to be seen.



## Wednesday

Community news and events – your paper, your views, in print. Property News – The Domain Express, buying or selling property.



## Wednesday

Organise your entertainment week with your Happenings Guide, catch up on all your local community news and weather.



## Friday

Prepare for the weekend and get your sport, entertainment and property preview. If you are buying or selling a property in the Hastings area you want to be in the number one lift out publication - The Domain. In the market for a new career? Try [jobs.com.au](http://jobs.com.au).



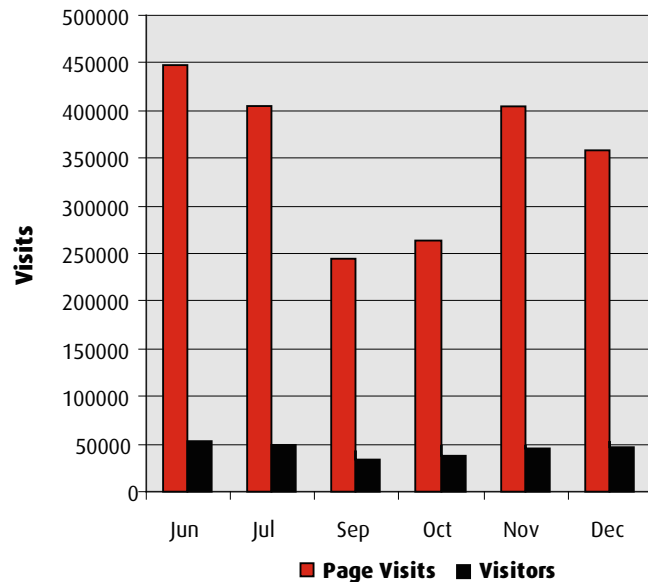
For 130 years  
we have been  
at the heart of  
our community.

**Together we  
can make a  
difference**

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Did you know readers engage more deeply with regional newspapers compared with TV and radio? Add our online packages and you have a great marketing campaign to grow your clientele.

## website statistics - portnews.com.au



**More than**  
**43,000**  
**people**  
**per**  
**month**  
**visit our**  
**website**



**More than**  
**1.8 million**  
newspapers to  
communicate your  
message every year

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# facts about regional newspapers



**Generation after generation**

130 years on

**staying with the trends**

supporting local  
charities & events

**moving with the times**

you can't put  
a price on local  
knowledge

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**Nº1**

## Trust me I'm a newspaper

People are nearly three times as likely to trust newspapers as a source of information than they are advice from family and friends. **3x**

To make your brand a local hero, contact your newspaper sales executive.  
Download a copy of the full research report at [www.thenewspaperworks.com.au](http://www.thenewspaperworks.com.au)

Local Newspapers Research Study conducted by Brand Navigator March 2012. Regional newspaper readers - 61% Q. "is a trusted source of information" 61% trust in regional newspapers, 22% in advice from family and friends.

**Nº3**

## Open for (more) business

People are more than twice as likely to have visited a store or business because of a newspaper ad rather than an ad on local TV. **2x**

To make your brand a local hero, contact your newspaper sales executive.  
Download a copy of the full research report at [www.thenewspaperworks.com.au](http://www.thenewspaperworks.com.au)

Local Newspapers Research Study conducted by Brand Navigator March 2012. Regional newspaper readers - 61% Q. "is a trusted source of information" 61% trust in regional newspapers, 22% in advice from family and friends.

Source: newspaperworks.com, full report and statistics available



# facts about regional newspapers



If you ARE concerned  
with the state of your  
business, then  
**Call us now.**

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www.portnews.com.au

**N°5**

## Seen, not heard

People are more than twice as likely  
to have enquired about  
a product or service  
because of a newspaper **2x**  
ad than one played on local radio.

To make your brand a local hero, contact your newspaper sales executive.  
Download a copy of the full research report at [www.thenewspaperworks.com.au](http://www.thenewspaperworks.com.au)

Local Newspapers Research Study conducted by Brand Navigator March 2012. Regional newspaper readers - 60% Q: "Have visited a store or business because of advertising in this source of information," 91% for regional newspapers, 22% for local radio.

**N°7**

## In the door, not lost in the letterbox

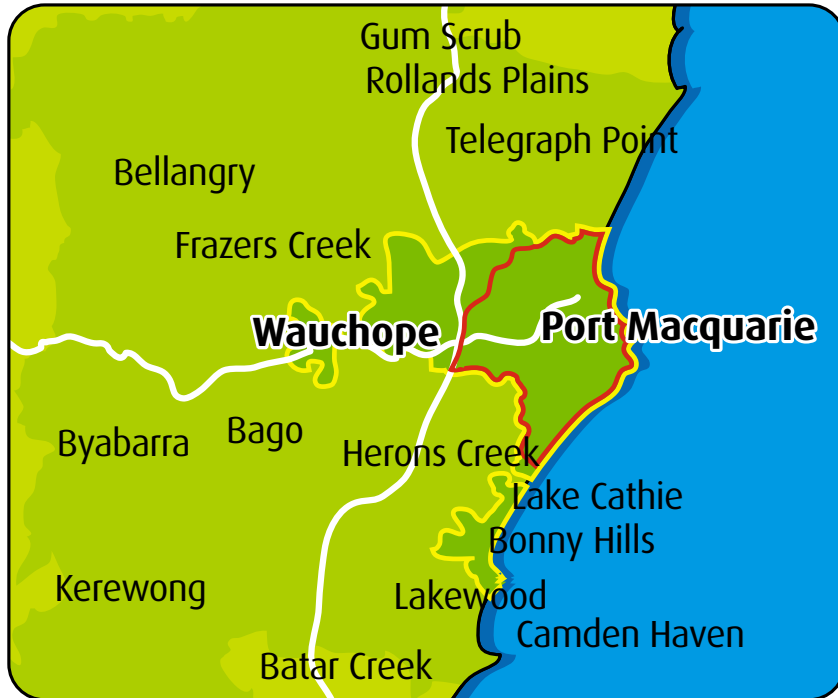
People are twice as likely to share  
something with family  
and friends if they read **2x**  
it in a newspaper than  
from a letterbox flyer.

To make your brand a local hero, contact your newspaper sales executive.  
Download a copy of the full research report at [www.thenewspaperworks.com.au](http://www.thenewspaperworks.com.au)

Local Newspapers Research Study conducted by Brand Navigator March 2012. Regional newspaper readers - 60% Q: "Have given to someone about a product or service advertised in this source of information," 49% for regional newspapers, 21% for letterbox catalogues and flyers.

Source: newspaperworks.com, full report and statistics available

# coverage



**portnews**<sup>macquarie</sup>

**Port Macquarie**  
and secondary  
distribution areas  
Wauchope and  
surrounds

**Express**<sup>Port Macquarie</sup>

**Port Macquarie**  
**Camden Haven**  
**Wauchope**

## Broaden your radius

Why not place your advertising in our sister publication as well for even greater coverage.  
• Mid Coast Observer • Camden Haven Courier • Wauchope Gazette • Macleay Argus



**Your leading  
source** for trusted,  
reliable, credible,  
up-to-date, factual  
information **for news  
& events in the  
Hastings**

**portnews**<sup>macquarie</sup>

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# the **deadlines**

## Port News **Monday**

**Booking:** 12 noon Thursday, **copy:** 5pm Thursday, **ad sign off:** 4pm Friday

## Port News **Wednesday**

**Booking:** 10am Monday, **copy:** 5pm Monday, **ad sign off:** 4pm Tuesday

## Port News **Friday**

**Booking:** 5pm Tuesday, **copy:** 2pm Wednesday, **ad sign off:** 4pm Thursday

## Express **Wednesday**

**Booking:** 5pm Thursday, **copy:** 5pm Friday, **ad sign off:** 5pm Monday



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equals

**affordable**  
**reinforcing**  
**up-to-date**

marketing options  
– a great investment for  
your business.

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# port news & express specs



**Visual Impact**

(h) 380mm x (w) 261mm



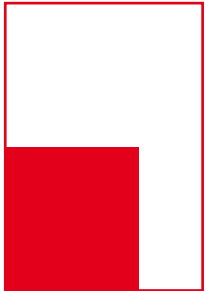
**Captive**

(h) 180mm x (w) 261mm



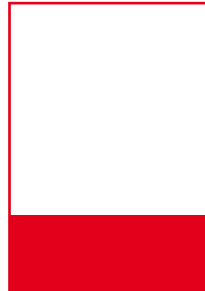
**Stand Out & Up**

(h) 380mm x (w) 109mm



**Be Seen**

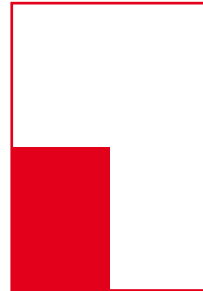
(h) 190mm x (w) 146mm



**Eye Catching Platform**

(h) 100mm x (w) 261mm

POA for bookings and packages



**Regular Presence**

(h) 190mm x (w) 109mm



## Own this space!

We'll not THIS space specifically, it's kind of a funny shape anyway, you'd be far better off owning one of the many spaces in our publications just crying out for your next campaign. They're ridiculously effective.

## Go on, call now!

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[www.portnews.com.au](http://www.portnews.com.au)

# dare to be different

## Inserts

**Get in the door not under a tree and wet from the rain.  
Capture your audience by inserting something directly inside  
the newspaper**

(Port Macquarie News & Express)

## Go online

**Reach a wider audience on portnews.com.au  
From as little as \$50/ week \***

\*Based on local news page 12 month contract (MREC)

- Our **media consultants** can package a marketing campaign tailor made for your business.
- Our **production team** can design an advertisement to make you stand out and target your consumers. This is at no extra charge, included to make sure your marketing campaign stands out from your competitors.



**It's hard to weigh exactly how  
much risk one should take  
toward establishing a business or  
proceeding with an idea.**

Was it General Patton who said

"A near perfect plan executed with energy  
today is better than waiting for a perfect  
plan tomorrow ..."

**My feeling is that if you absolutely  
have to make it happen, you will.**

Waiting for perfect conditions may be like the  
frog who stays in the cool water as it gently  
heats, well after it's too late.

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www.portnews.com.au

# supplied art specs

## File Types: PDF only

Please do not supply any microsoft word, publisher, excel, power point, corel draw or any other file type other than PDF as supplied art.

## Colour Space: CMYK only

Please do not supply any artwork that includes SPOT or RGB colours.  
Please ensure all black text ONLY CONTAINS black i.e. NO FOUR COLOUR BLACK TEXT.

## Fonts: outline all fonts

Please supply only artwork in which ALL of the fonts have been converted to outlines, failure to do so may result in fonts defaulting and copy dropping off.

## Resolution: 300dpi minimum

Please supply only artwork in which all images are AT LEAST 300 dots per inch.



130 years on and we're  
still a part of your life

**Join us into  
the future**

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[www.portnews.com.au](http://www.portnews.com.au)

# 24/7

By advertising online and in print you reach a greater audience - portnews.com.au is one of the most technically advanced news site in Australia. It has been designed with the user in mind.

## What our website offers you!

- 24/7 cost effective advertising
- Fabulous reach especially when paired with a print campaign
- Professionally innovative design with a user friendly feel. Automatic resizing to view on a PC, iPhone, iPad, and android devices.



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**portnews.com.au**

**43,000 visitors/month**

(source: google analytics based on average)



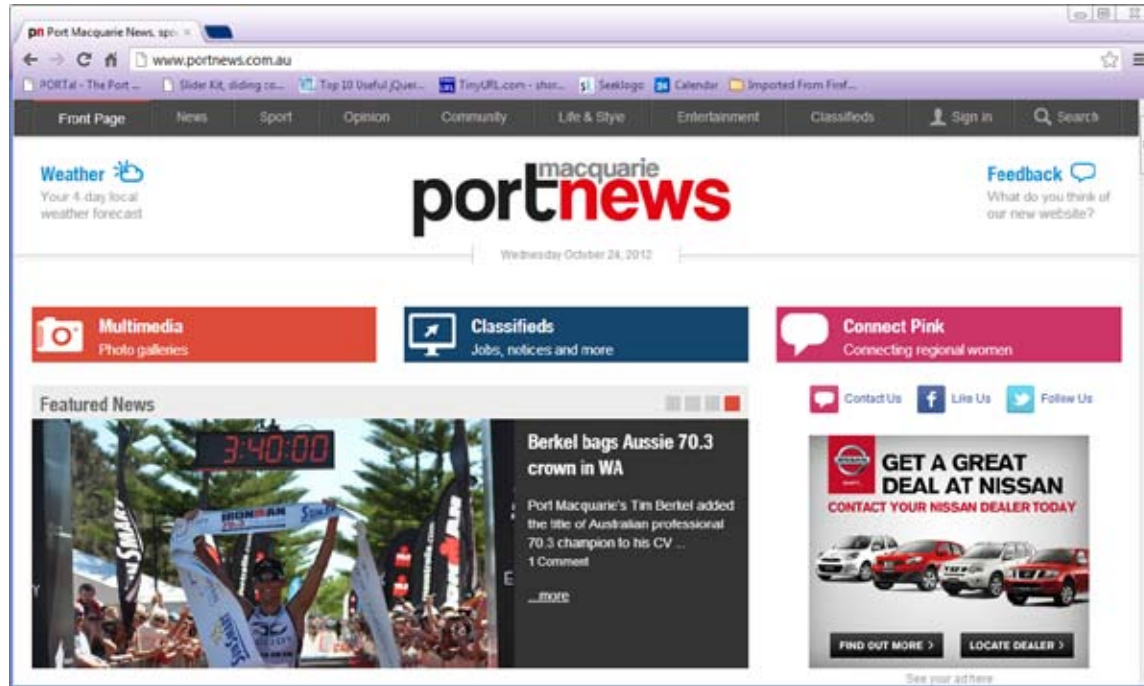
**4314 likes**



**1157 followers**

macquarie  
**portnews**

# 24/7 advertising **opportunities**



- front page**
- specific section targeting
  - capture a captive audience
  - 5 x MREC (above ad) available 300(w) x 250(h) pixels

one example



macquarie  
**portnews.com.au**

**43,000 visitors/month**

(source: google analytics based on average)



**4314 likes**



**1157 followers**

macquarie  
**portnews**



# 24/7 advertising **opportunities**

## **Local news**

Focusing on local people and places

## **Local sport**

Complete wrap of local sports coverage

## **Business, politics, state, national, rural and world**

Gateway to what's happening in australia and the world

## **Lifestyle**

Informative and interesting, food, wine, education, health, home and garden, money, parenting, pets, relationships, technology, travel and women

## **Weather**

Direct link from front page, everyone is interested in the weather



macquarie  
**portnews.com.au**

**43,000 visitors/month**

(source: google analytics based on average)



**4314 likes**



**1157 followers**

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**portnews**

# 24/7 advertising **opportunities**

## ■ **Travelling Skyscraper — Size: 160w x 600h pixels**

The Travelling Skyscraper can be likened to our front page or page three print advertisement. This innovative advertising option travels with the readers as they navigate throughout the story. It is highly visible at all times and will get results

## ■ **Leaderboard — Size: 728w x 90h pixels**

This sits just on top of our multimedia panel. A prime location, data tells us that a large portion of our audience view our slideshows — what better place to be?

## ■ **MREC — Size: 300w x 250h pixels**

Highly visible and therefore highly effective: strategically positioned to the right of the news article

## ■ **Sponsor Button — Size: 120w x 60h pixels**

Anchored at the top left of the page this is the perfect place for a branding exercise

The above opportunities are available in all sections listed on the previous page (MREC only on the front page).



# target advertising - **special publications**

## Ongoing – Inserted Publications

**seniorlifestyle**  
mid north coast

Printed Bi-monthly call Anne Heart for further details – **02 6588 6625**

## Other Print Opportunities

- Neville's Adventures Colouring In
- Renovators Guide
- Boating & Fishing
- Taste
- Health Guide
- Perfect Wedding
- Coastal Kids
- Desk Pad Yearly Calendar
- Spring Catalogue
- Carol Song Book
- Wall Calendar

Special Publications are direct opportunities for you to target your consumers. These are published throughout the year. Call Kathleen Norman **02 6588 6608**



# Absolutely guaranteed 100%

There's many exaggerated promises made in advertising. Good honest products and services are the backbone of small business, and we support that story.

We believe in the effectiveness of regular advertising in our publications.

It works, so give us a call and we'll walk you through the benefits.

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[e] [portnews@fairfaxmedia.com.au](mailto:portnews@fairfaxmedia.com.au)

[www.portnews.com.au](http://www.portnews.com.au)

# classified **deadlines**

## Port Express

**Booking:** 2pm Monday **Finalised Copy:** 4pm Monday\*

## Port News **Monday**

**Booking:** 2pm Friday **Finalised Copy:** 4pm Friday\*

## Port News **Wednesday**

**Booking:** 10am Tuesday **Finalised Copy:** noon Tuesday\*

## Port News **Friday**

**Booking:** 10am Thursday **Finalised Copy:** noon Thursday\*

\*Payment and authorisation of advertising material needed



# Attitude

+

# Action

– That's all you need.

**A little advertising here  
is a great place to start.**

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[e] [portnews@fairfaxmedia.com.au](mailto:portnews@fairfaxmedia.com.au)

[www.portnews.com.au](http://www.portnews.com.au)

# classified **sections**

- **Port Super Buy:** #
- **Motor Vehicle Port Super Buy:** ##

\*your ad will appear in Monday/Wednesday/Friday Port News, Express, Mid Coast Observer, Camden Haven Courier, Wauchope Gazette AND on [www.portnews.com.au](http://www.portnews.com.au) \*\*also on [drive.com.au](http://drive.com.au)

- **General Lineage**
- **Motor Vehicles**
- **Garage Sale**
- **Special Occasions**
- **Positions Vacant**



Good things come  
to those who hustle  
while they wait.

**Call us now.**

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**portnews**

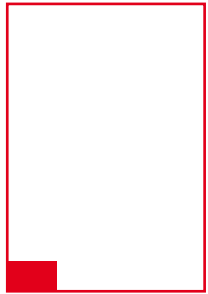
[p] 6588 6655

[e] [portnews@fairfaxmedia.com.au](mailto:portnews@fairfaxmedia.com.au)

[www.portnews.com.au](http://www.portnews.com.au)



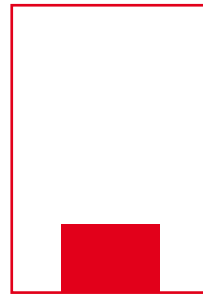
# classifieds trades pack



**Regular Presence**  
(h) 40mm x (w) 65mm



**Be Seen**  
(h) 40mm x (w) 130mm  
or (h) 80mm x (w) 65mm



**Visual Impact**  
(h) 90mm x (w) 130mm

## Including

- Express Dial a Service full colour advertisement (Wednesday Port Macquarie Express)
- Service and Trade pages full colour advertisement (Monday Port Macquarie News)
- Handy Guide (Friday Port Macquarie News)
- Trades and Services 4 line Classified Ad (Port Express, Mid Coast Observer, Port Macquarie News Monday/Wednesday/Friday)

**Bonus:** Take a consecutive 10 week campaign and receive a complimentary Visual Impact Ad.  
Contact classifieds on 6588 6655 for further details and payment plans



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# the happenings overview

## Deadline

### Booking

10am Wednesday prior to publication

### Editorial

noon Wednesday prior to publication

### Advertising copy

5pm Wednesday prior to publication

### Finalised copy

noon Thursday prior to publication

**Your weekly TV guide plus what's on at the movies, theatre, clubs and more. Published as a 16 page lift out with a distinct magazine style and feel in Port Macquarie News Wednesday.**



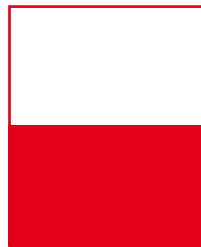
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# the happenings specs



**Visual Impact**

(h) 320mm x (w) 260mm



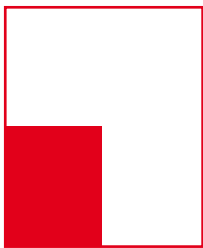
**Be Seen**

(h) 160mm x (w) 260mm



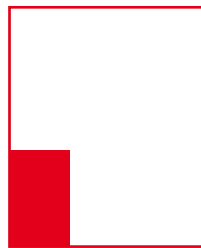
**Stand Out & Up**

(h) 320mm x (w) 128mm



**Regular Presence**

(h) 160mm x (w) 128mm



**Little But Powerful**

(h) 128mm x (w) 80mm

## Special Positioning

### Front Page Strip

(h) 80mm x (w) 260mm

### TV Guide Strip

(h) 20mm x (w) 260mm

### Dining Guide

**regular** (h) 80mm x (w) 62.5mm

**impact** (h) 80mm x (w) 128mm



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# domain overview

**The local property guide to buying and selling.  
Full gloss publication inserted into Friday's Port  
Macquarie News and lifted into the Port Macquarie  
Express on Wednesdays in newsprint – delivered to  
households free of charge.**

- **Inserted into Friday Port Macquarie News**
- **Delivered to real estate agents and businesses in the Hastings.**
- **Inserted into Wednesday Port Macquarie Express – Domain Express**



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[p] 6588 6606

[e] [katharine.causer@fairfaxmedia.com.au](mailto:katharine.causer@fairfaxmedia.com.au)

[www.portnews.com.au](http://www.portnews.com.au)

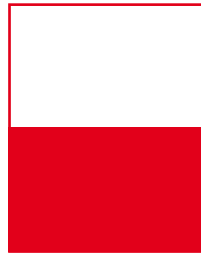


# domain specs & deadlines



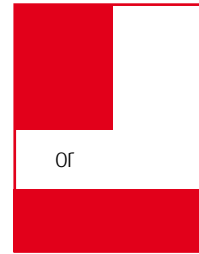
**Visual Impact**

(h) 330mm x (w) 260mm



**Be Seen**

(h) 165mm x (w) 260mm



**Regular Presence**

(h) 165mm x (w) 130mm  
(h) 82.5mm x (w) 260mm

## Inserts Into

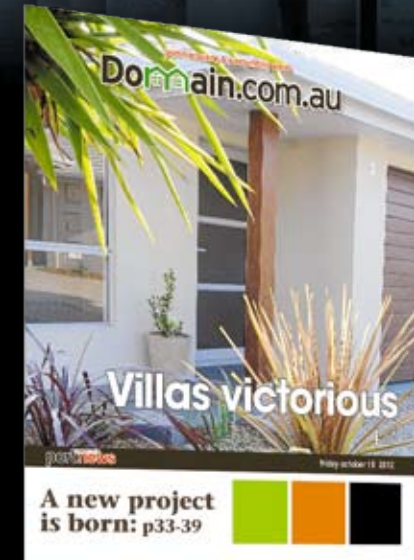
Port Macquarie News or Port Macquarie Express, get in the door not under a tree & wet from the rain. Capture your audience by inserting something directly inside the newspaper.

## Domain deadlines

**Booking:** 12noon Friday the week prior to publication

**Ad Compose:** 12noon Wednesday week of publication

**Ad Copy:** 2pm Wednesday week of publication



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[p] 6588 6606

[e] [katharine.causer@fairfaxmedia.com.au](mailto:katharine.causer@fairfaxmedia.com.au)

[www.portnews.com.au](http://www.portnews.com.au)



## All bases covered with Domain

Only with Domain can you mark across platforms and reach buyers at any point on the path to purchase.

## Where your property buyers and sellers are

We've got you covered in more ways than one when it comes to bringing in the buyers, selling real estate and promoting your brand.

- Massive national advertising reach across online, mobile and print
- A cost effective way to generate high quality leads via the Fairfax online network
- Award-winning mobile apps for property buyers 'on the go'
- Stronger, more collaborative relationships with agents and real estate partners



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