

DUBBO **PhotoNews**



Dubbo: The home of Taronga Western Plains Zoo

MEDIA KIT

**EFFECTIVE
1 JAN 2020**

PUBLICATION DAY

Dubbo Photo News is Dubbo's premium local community newspaper. Since 2005, it has been widely read and widely utilised by advertisers.

CIRCULATION & READERSHIP

Dubbo Photo News offers a readership of 27,600* people per edition. Copies are picked up and valued by readers each week from more than 100 dispensing stands in prominent locations across Dubbo, and around the nearby Western NSW towns that use Dubbo as their shopping hub.

Unlike other free newspapers, it is not letterbox dropped with junk mail, but picked up and valued by a large base of loyal readers.

Dubbo Photo News' dispensing stands are placed in all the busiest locations in Dubbo to meet the high demand for this publication. Dubbo Photo News is picked up and valued by shoppers while they are out shopping.

We provide incredible reach for advertisers in this major regional NSW city. All local shopping malls, as well as supermarkets and retailers, petrol stations and newsagencies, recognise the popularity and reach of this newspaper, exclusively available for collection within their stores.

Dubbo Photo News is published each Thursday and the current circulation is 13,000.

VALUE FOR MONEY

Advertising rates are extremely competitive against those published by our local competitors. Dubbo Photo News' circulation is more than ten times the average audited Mon-Fri circulation of the paid local newspaper**.

Dubbo Photo News features full colour throughout. It is a tabloid newspaper, stitched, and printed on higher quality improved newsprint - giving it a more professional feel than old style newspapers printed on standard 42gsm paper and not stitched.

The content of Dubbo Photo News has widespread appeal and features local news, a News Extra section with extended coverage and comment, sport, community stories and information of interest to the local population, as well as a large number of colourful photos depicting social life and achievements in Dubbo.

Don't just take our word for it - ask a local about Dubbo Photo News and we're confident they'll tell you it's Dubbo's favourite local paper!

OUR MISSION:

To promote and prosper: our people, our readers, our advertisers and our community by producing a better local newspaper that is respected for its commitment, honesty and integrity.

*As a newspaper that's picked up and valued by readers, our research says Dubbo Photo News offers a higher readership factor than a letterbox/junk mail dropped newspaper. This Publisher's Estimate includes readership of the Digital Edition on our website.

**According to figures published by the Audited Media Association, our competitor has Average Net Paid Print Sales of just 1027 per edition (Mon-Fri, Jun 2019 audit), and 965 Saturdays.

DUBBO PhotoNews
 SEPTEMBER 24, 2019 | LOCALLY OWNED & INDEPENDENT | FREE
 DUBBO'S BIG PAPER! 72 PAGES THIS WEEK

PILOTS AND DRAGS

CYMS V WELLINGTON IN GRAND FINAL FIRST SPORT SECTION

Home Club happiness

FOOTY FINALS SALE
 CHEMIST WAREHOUSE
 1/2 PRICE OFF RRP
 SELECTED BIG BRAND VITAMINS
 CHEMIST WAREHOUSE DUBBO 6852 2410
 108 MACGARRETT STREET DUBBO NSW 2880
 SALE ENDS 22ND SEPTEMBER 2019

DUBBO PhotoNews
 OCTOBER 24-30, 2019 | LOCALLY OWNED & INDEPENDENT | FREE!
 your right to know

SNAKES ON THE PLAINS
 WATCH OUT! SNAKES ABOUT
 Local snake handler has been called to the rescue three times in a week

PARADE OF LIGHT

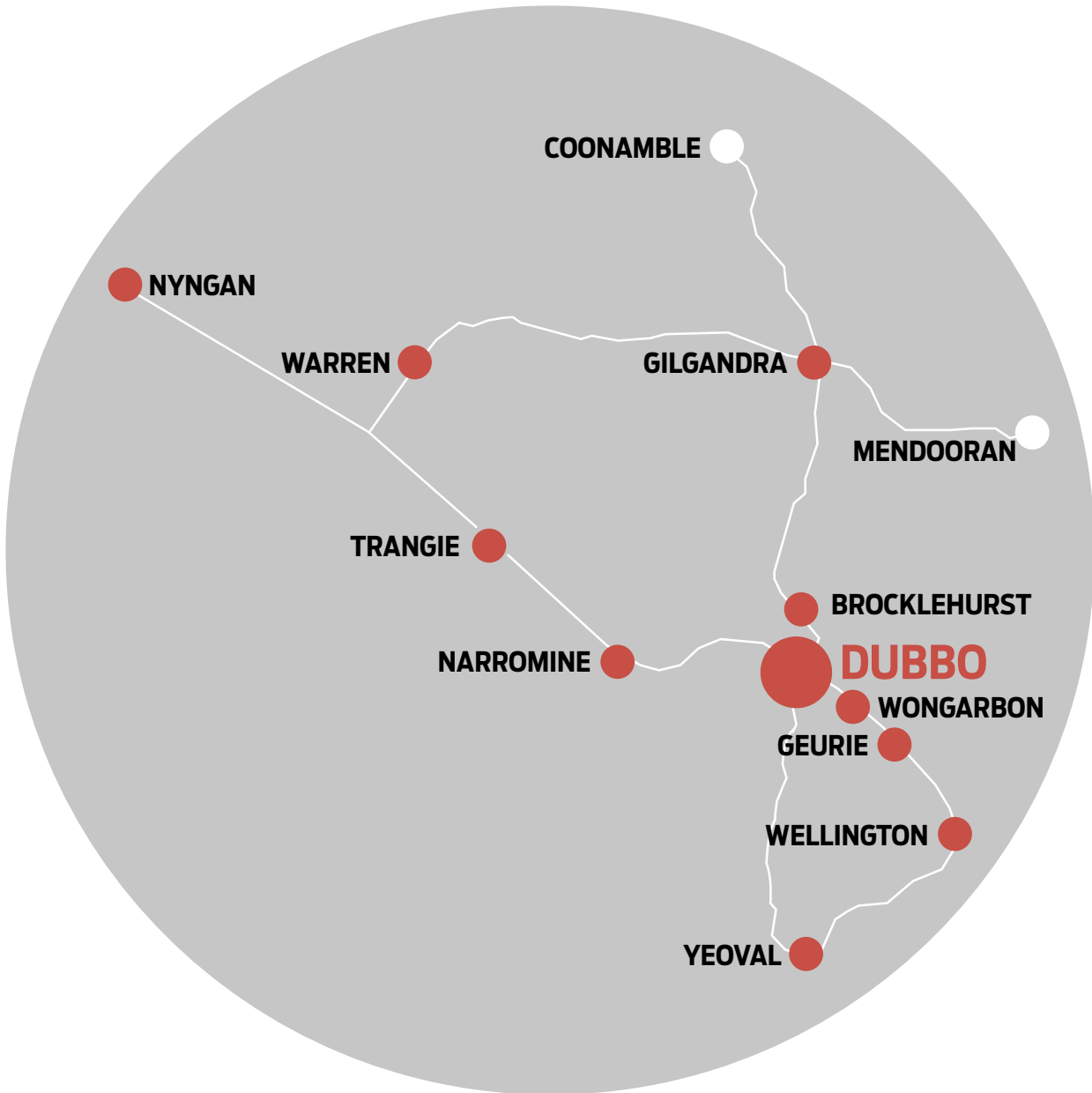
c les Dubbo
 NEW LOOK
 Welcome to your new look store

DUBBO PhotoNews

CONTACT

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DISTRIBUTION AREA



 Primary Distribution Area  Secondary Distribution Area



READERSHIP
27,600*

Including Online Readership
*Publisher's Statement



CIRCULATION
13,000

PRINT COPIES
Plus digital replica edition at
www.dubbophotonews.com.au

Display Advertising - 7 column format

Maximum height: 38cm

Maximum columns: 7

COLUMNS:	1	2	3	4	5	6	7
WIDTH (MM):	34	72	110	148	186	224	262

Casual Rate: \$12 pccm (excl. GST) \$13.20 (incl. GST)

Classified Advertising - 4 column format

Maximum height: 33cm

Maximum columns: 4

COLUMNS:	1	2	3	4
WIDTH (MM):	62	128	196	262

Casual Rate: \$15 pccm (excl. GST) \$16.50 (incl. GST)

No colour surcharge.

Volume Discounts (For 12-month contract)

2000cm: \$9.00 (excl. GST) \$9.90 (incl. GST)

3500cm: \$8.00 (excl. GST) \$8.80 (incl. GST)

6500cm: \$7.00 (excl. GST) \$7.70 (incl. GST)

10000cm: \$6.00 (excl. GST) \$6.60 (incl. GST)

Deadlines & Material

Bookings: 5pm Monday prior

Material: Ad copy: 5pm Monday prior

Supplied artwork: 12noon Tuesday prior

Final approval: 3pm Tuesday prior

Cancellations: will only be accepted until 5pm Monday prior to publication.

Supplied artwork: must be emailed to photonews.ads@panscott.com.au as a high resolution pdf, all colours CMYK, minimum image resolution of 200dpi, with all fonts embedded.

Advertorials: must carry the word "Advertisement" at the top no smaller than 10pt. We reserve the right to refuse material at our discretion.

Inserts: \$145.45 per thousand (excl. GST), \$160 per thousand (incl. GST) up to 12pp. Please call for pricing on larger sizes and to check any other restrictions. 13,000 required for complete print run, minimum of 5000 per insert. We can only accept a maximum of two inserts per edition.

Preferred placement: 15% loading – except front and back pages, and pages 2 and 3, where special sizes and pricing applies. Price on application.

Agency commission - 10%

PLEASE NOTE: Rates effective as at January 1, 2020, and subject to change. Please contact us to make sure you have the latest rate sheet.