

Esperance Tide



2020 ADVERTISING MEDIA KIT

about us

DISTRIBUTION

The magazine is distributed across Esperance, stocked in all supermarkets, newsagents and over 40 shops, cafes and tourism operators.

DEMOGRAPHIC

Being a free and inclusive publication, the Tide's audience is evenly distributed across all demographics, both in print and digital. For example, the 25-34 year old bracket makes up just 33.3% of our audience online. Our second highest demographic is 55-64 year olds.

WE ARE ONLINE

In 18 months, esperancetide.com has attracted, on average, 6000 individual users per quarter and continues to grow. While most of our audience is based in Western Australia (85.9%), we have received traffic from nearly every country in the world.

SOCIAL MEDIA

Since its inception, the Tide's social media following has steadily grown a nuanced, authentic audience of locals, holidaymakers and media. On Instagram, we have over 10,000 **#esperancetide** hashtags and over 5800 followers. The Esperance Tide Facebook page has 2200 likes.

SPONSORSHIP

Don't see a need for traditional advertising? Consider the benefits of sponsoring a section of the Tide, like the weather, Community Notice Board or our regular columns. It's a sure way to build brand awareness and demonstrate your business' support and engagement in the community.

E-NEWSLETTER

Did you know email marketing drives more conversions than any other marketing channel? With 600 mailing list subscribers and growing, we've ramped up our weekly e-Newsletter to include paid advert spaces. Please get in touch for more information.



advertising

ONE-OFF ADS	1 MONTH	6 MONTHS	12 MONTHS
Front page (185 x 60.75 mm)	\$500	\$450/month <small>(save 10%)</small>	-
1/8 page sleeper (185 x 28.375 mm)	\$160	\$144/month <small>(save 10%)</small>	\$128/month <small>(save 20%)</small>
1/8 page block (90 x 60.75 mm)	\$160	\$144/month <small>(save 10%)</small>	\$128/month <small>(save 20%)</small>
1/4 page sleeper (185 x 60.75 mm)	\$300	\$270/month <small>(save 10%)</small>	\$240/month <small>(save 20%)</small>
1/2 page block (185 x 125.5 mm)	\$500	\$450/month <small>(save 10%)</small>	\$400/month <small>(save 20%)</small>
Full page (185 x 255 mm)	\$960	\$864/month <small>(save 10%)</small>	\$816/month <small>(save 15%)</small>

**Please note all prices outlined in this document do not include GST. GST will be added on invoice once the advert is booked.*

ADVERTORIAL

\$1000/article

Includes:

- Double page spread
- Photography session which includes photos your business can keep and use for future marketing
- Available online & in-print
- Promoted across all social media

SOCIAL MEDIA POSTS

\$80/post

Includes:

- One post on our Instagram feed and Facebook page
- Reach of over 7000 followers across Instagram and Facebook
- Includes a photo, photo group or minute-long video, approved by us
- A caption of your choosing with appropriate hashtags, approved by us

WEBSITE ADS

\$150/month for 3 months

Includes:

- Sidebar location on esperancetide.com
- Reach of over 2000 individual users per month
- Linked to your website or social media page
- Free ad build service

E-NEWSLETTER ADS

\$60/month for 3 months

Includes:

- Banner located on the footer of our weekly e-Newsletter
- Reach of over 400 email recipients
- Linked to your website or social media page
- Free ad build service

artwork specifications

DEADLINES

Deadline dates are within a week prior to publication date.

Booking deadline: Friday 5pm
Artwork deadline: Monday 5pm

ADVERTISING RATES

Prices valid as of April 2020.

PAYMENT METHOD

Once booked, an invoice will be sent with GST added to the price. Monthly recurring payments via credit card or direct debit. Payment can also be made up front for all agreed publication dates. Any discounted pricing on advertising must be paid up front.

FILE TYPES WE ACCEPT

- PDF (High Quality Setting)
- JPEG (300dpi)
- TIFF (300dpi)

COLOUR

We are a colour publication. Please supply artwork as CMYK, if artwork is supplied as RGB, we will have to convert artwork and colours may turn out different to expected.

FREE DESIGN SERVICE

Need a professional graphic designer to help create your ad? Each booked ad comes with a free ad design service by our in-house graphic designer. Please get in touch for more information.

Please note, all artwork created with this free service is owned by Esperance Tide and cannot be used for other purposes without permission.

Bronte Vincent

bronte@esperancetide.com

0419 602 851

esperancetide.com