

# Esperance Tide

2019 ADVERTISING MEDIA KIT



# about us

## DISTRIBUTION

The magazine is distributed across Esperance, stocked in all supermarkets, newsagents and over 25 shops, cafes and tourism operators. As of June 1, distribution will expand to include outer Esperance, Ravensthorpe, Norseman, Hopetoun and selected hubs around Perth.

## 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.

## 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.

## DEMOGRAPHIC

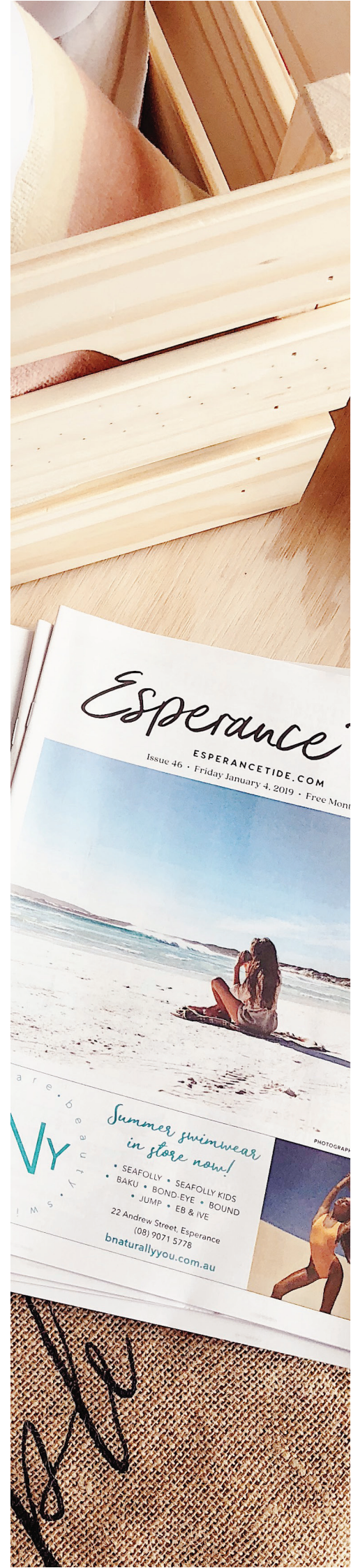
Being a free and inclusive publication, the Tide's audience is evenly distributed across all demographics, both in print and digital. For example, the 25-34 year old bracket makes up just 33.3% of our audience online. Our second highest demographic is 55-64 year olds.

## 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 6000 **#esperancetide** hashtags and over 3000 followers. The Esperance Tide Facebook page has 2000 likes.

## E-NEWSLETTER

Did you know email marketing drives more conversions than any other marketing channel? With 400 mailing list subscribers and growing, we've ramped up our weekly e-Newsletter to include events, business of the week and ad spaces for any clients who book an XL package.



# advertising

ONE-OFF ADS	1 MONTH	3 MONTHS	6 MONTHS
Front page (185 x 60.75 mm)	\$450	\$1282.50 (5% off)	\$2,430 (save 10%)
1/8 page sleeper (185 x 28.375 mm)	\$200	\$570 (5% off)	\$1,080 (save 10%)
1/8 page block (90 x 60.75 mm)	\$200	\$570 (5% off)	\$1,080 (save 10%)
1/4 page sleeper (185 x 60.75 mm)	\$300	\$855 (5% off)	\$1,620 (save 10%)
1/2 page block (185 x 125.5 mm)	\$550	\$1,567.50 (5% off)	\$3,036 (save 8%)
Full page (185 x 255 mm)	\$1,000	\$2,850 (5% off)	\$5,520 (save 8%)

\*Price does not include GST. GST will be added on invoice once the advert is booked.  
\*Full payment must be paid up front for discounted pricing.

## 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

**\$60/post**

### Includes:

- One post on our Instagram feed and Facebook page
- Reach of over 6500 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

**\$100/month for 3 months**

### Includes:

- Sidebar location on [esperancetide.com](http://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

**\$40/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 January 2019.

## 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 you supply as RGB we will have to convert artwork and colours may turn out different to expected.

**Bronte Vincent**

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