



HAWKESBURY DISTRICT

INDEPENDENT

magazine

MEDIA KIT • • hdinews.com.au

LOCAL LIFE • SPORT • LIFE & STYLE • HEALTH & BEAUTY • ENTERTAINMENT



The Hawkesbury Independent is a monthly publication with over **90 bulk drop points** throughout the **Hawkesbury, Penrith & Hills** areas.

Bulk drop points are replenished for the whole month as well as delivering to **over 12,000 homes** and an **interactive website** with **advertising hyperlinked** to client websites.

All clients are given access to **Facebook, Twitter and Instagram** posts as part of your advertising package **FREE** (ask your rep)

WE ARE YOUR LOCAL MAGAZINE!

DISTRIBUTION AREAS // BULK DROPS

BAULKHAM HILLS Sports Club **BILPIN**

- Bilpin Fruit Bowl
- Harpins Store

BOX HILL All Stockfeeds

CLARENDON Oporto

COLO

- Colo Heights Service Station

FREEMANS REACH

- Sciberras Fresh Fruit & Vegetables, Produce and Stock Feeds

GLOSSODIA

- Service Station
- Butcher
- Grocery Store

GROSE VALE Post Office

KURMOND

- BP Service Station
- Kurmond Takeaway
- Independent Servo

KURRAJONG

- The IGA
- The Village Kitchen
- Kurrajong Butcher

LONDONDERRY

- Newsagency
- Service Station
- Bottle Shop

MCGRATHS HILL

- Khan's General Store
- BWS
- Harvey Norman

MCDONALDS

- Australian Hotel Drive Thru

NORTH RICHMOND

- Service Station
- Newsagency
- Gloria Jeans
- All Pets

The Panthers Club

NORTH WILBERFORCE

- Service Station

PENRITH

- Penrith Panthers
- McDonalds Panthers
- Crossroads Garage
- Nepean Square
- Penrith Plaza
- High St Newsagency
- Glenmore Park Shopping Centre

PITT TOWN

- Pitt Town Sports Club
- Pitt Town Post Office
- Lynwood Country Club
- BP Service Station
- Bird In Hand Inn

PUTTY Grey Gums Cafe

ROUSE HILL Shopping Centre

RICHMOND

- Richmond Mall Newsagency
- Market Place Newsagency
- Cinemas
- Kitchen Corner
- The Richmond Club
- RG McGees
- The Big Red Hen
- Richmond Fruit
- Blue Bells Beauty
- Richmond Library
- McDonalds

RIVERSTONE

- Memorial Club
- Newsagency
- The Raw Prawn
- Wildcat Cafe
- Bruno's Barber Shop
- Riverstone Meat Co.

SOUTH WINDSOR

- Windsor Leagues Club
- Angels Florist
- Windsor RSL
- IGA
- Sth Windsor Newsagency

WILBERFORCE

- M&A Butcher
- Heritage Hotel
- Post Office
- Newsagency

WINDSOR

- Riverview Newsagency
- The Mall Newsagency
- The Fitzroy Hotel
- Trentinos
- Macquarie Arms Hotel
- Woolworths Garage
- Dinki Di Cleaning
- The Royal Exchange
- L&M Hairdressers
- Council Chambers
- Library
- Museum
- Yellow Brick Road
- Hawkesbury Hospital

WISEMANS FERRY

- Shopping Complex
- Wisemans Hotel
- Wisemans Bowling Club
- Wisemans Servo
- The Convict Rd Kiosk

VINEYARD Vineyard Hotel

IT'S YOUR COMMUNITY

Our editorial focus covers the issues that matter most to people living in the district.

Local Life // news, achievements, local business & schools;

Politics // local, state & federal;

Sport // with over six regular contributors, our sporting pages are comprehensive & very well read;

Rural Issues;

Travel; Life & Style; Health & Beauty; Relationships;

Local Youth; Home & Garden; Motoring; Pets;

and Entertainment.

We also have crosswords, sudoku & horoscopes.

With plenty competitions with great prizes and lots of community involvement, the Hawkesbury Independent has become **the most sought after magazine in the Hawkesbury.**



Phone 4588 5055 | Fax: 9625 4649

Digital edition // www.hdinews.com.au

[print advertising rates]

10% loading applies to prices for prime position eg pages 3, 5, 7, 9, 11, 13 & 15.
10% agency fee applies

Regular advertising prices apply to bookings of 3 months or more.

All prices include Facebook, Twitter and Instagram posts. All ads are hyperlinked where possible in our digital version to client websites.

	CASUAL Base Rate	CASUAL Total (inc GST)	REGULAR Base Rate	REGULAR Total (inc GST)
Full page	\$1025.00	\$1127.50	\$825.00	\$907.50
1/2 page	\$540.00	\$594.00	\$440.00	\$484.00
1/4 page	\$300.00	\$330.00	\$250.00	\$275.00
1/8 page	\$180.00	\$198.00	\$150.00	\$165.00
1/16 page	\$120.00	\$132.00	\$105.00	\$115.50
Trades & Services	\$65.00	\$71.50	\$50.00	\$55.00
Inside gloss covers	\$1100.00	\$1210.00	\$925.00	\$1017.50
Back gloss cover	\$1500.00	\$1650.00	\$1300.00	\$1430.00
Front cover strip	\$1000.00	\$1100.00	\$800.00	\$880.00

RATES EFFECTIVE FROM JUNE 2016

[online advertising rates]



TRADES & SERVICES // Additional \$10.00 per month to appear on our digital version of our trade pages and ad will be hyperlinked to client's website.

SPORTS PAGE BRANDING // Our digital sports page will be updated twice weekly with reviews & previews of sporting activities / games in the region.

Small Digital Button - \$25.00 per week or \$90.00 per month (+GST).

Large Slider - \$50.00 per week or \$180.00 per month (+GST).

WHAT'S ON PAGE // Your gig guide to what's happening in the Hawkesbury

Small Digital Button - \$25.00 per week or \$90.00 per month

Large Slider - \$50.00 per week or \$180.00 per month

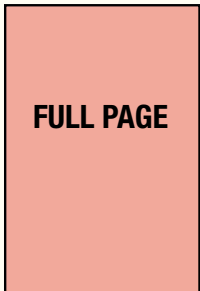
Trades & Services 150px (w) x 150px (h) // **Small Digital Button** 150px (w) x 150px (h) // **Large Slider** 2000px (w) x 600px (h)

[print advertising specs]

[copy deadline]

Advertising & editorial deadline is the last Tuesday of the previous month.

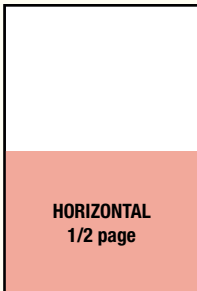
We are a newsprint magazine, with a full gloss cover, saddle stitched and trimmed.



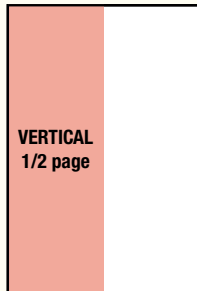
FULL PAGE

FULL PAGE
(width x height)
BLEED 280mm x 390mm
TRIM 270mm x 380mm
LIVE 250mm x 360mm

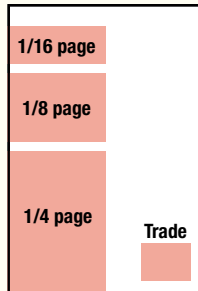
Bleed is 5mm and live area within trim is 10mm.
If supplying without bleed, use live area specifications.



**HORIZONTAL
1/2 page**



**VERTICAL
1/2 page**



1/16 page

1/8 page

1/4 page

Trade

**HORIZONTAL
1/2 PAGE**
250mm x 175mm
(width x height)

**VERTICAL
1/2 PAGE**
123mm x 355mm
(width x height)

1/4 PAGE
123mm x 175mm
(width x height)

1/8 PAGE
123mm x 87mm
(width x height)

1/16 PAGE
123mm x 43.5mm
(width x height)

TRADE
60mm x 60mm
(width x height)

[the preferred format of advertising files is high resolution PDF]

ANY QUESTIONS REGARDING MATERIAL SUPPLY, PLEASE EMAIL production@hdinews.com.au

[material supply]

Materials may be submitted to production@hdinews.com.au

[software]

The following software programs are supported: Adobe InDesign, Photoshop & Illustrator. Please ensure all images are included & fonts embedded or outlined. **All other applications (Quark, Publisher, Word, Excel etc) are NOT accepted.**

[fonts]

Supply all printer and screen fonts, including fonts embedded in art files. Pseudo-type commands should not be used (i.e. if italics are desired, then the italic version of the font should be used, not the italic style).

[images & file formats]

Where possible, please supply all images at 300dpi at 100%. Please save all images as CMYK in either JPEG, TIFF, PDF or EPS format. High resolution PDF files are preferred.

Ink weight should not exceed 230% for newsprint and 300% for gloss.

It is the responsibility of the client to supply artwork as per specifications.



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