



HILLS DISTRICT

INDEPENDENT

magazine

MEDIA KIT • • hdinews.com.au

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

The Hills District Independent is the sister publication to the highly successful & proven Hawkesbury District Independent.

As a monthly publication, the magazine has over **80 bulk drop points** throughout the **Hills region**. Bulk drop points are replenished for the whole month as well as an **interactive website** with **advertising hyperlinked** to the clients website.

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 // BULK DROPS

ANNANGROVE

- Shopping Village
- The Brewery

BAULKHAM HILLS

- Baulkham Hills Sports Club
- Bull and Bush Hotel
- Stocklands Mall
- Hills Club
- North West Disability Centre

BEAUMONT HILLS

- Carlo's Group IGA

BELLA VISTA

- Bella Vista Hotel
- Council Chambers
- Maurices Cafe
- The Novotel
- Norwest Shopping Village
- Circa Centre
- Private Hospital

BLACKTOWN WORKERS CLUB

CARLINGFORD SHOPPING CENTRE

CASTLE HILL

- Home Hub
- Castle Hill Tavern
- Castle Hill RSL
- Castle Hill Bowling Club
- Knightsbridge Shopping Centre
- Castle Mall Newsagent
- Castle Hill Newsagent
- McDonalds

CATTAI

- Riverside Oaks

CHERRYBROOK

- Shopping Centre
- Cherrybrook Shopping Village

DURAL

- Newsagent
- Dural Country Club
- IGA Round Corner
- Salts of the Earth
- In Season Wholefoods Cafe

GLENWOOD

- Shopping Centre
- Glenwood Newsagent

GLENHAVEN

- Retirement Village

GLENORIE

- Glenorie Newsagent
- Glenorie Bakery
- Essex Gifts
- Glenorie RSL

KELLYVILLE

- News Extra
- McDonalds
- Bernie Mullanes Sports Centre

MARAYLYA

- Maraylya Garage



MAROOOTA

- Maroota Motors

MUIRFIELD GOLF CLUB

NORTHMEAD SHOPS NEWSAGENT

NORTH ROCKS SHOPPING CENTRE

PARKLEA

- Stanhope Village Homes

PITT TOWN

- Post Office

QUAKERS HILL

- IGA Quakers Hill

ROUSE HILL

- Australian Brewery
- Rouse Hill Village Centre
- Terrace Centre
- Pandoras
- McDonalds
- The Fiddler
- Town Centre Info Centre
- Ettamogah
- McDonalds

SEVEN HILLS PLAZA

STANHOPE GARDENS

- CHD Hair design
- Blacktown Leisure Centre
- Library

SOUTH MAROOOTA

- Chapmans Fruit & Veg
- Stone House Cafe

THE PONDS

- Newsagency
- In Mall of Shopping Centre
- Community Hub

VINEYARD

- Vineyard Hotel

WINSTON HILLS

- Shopping Centre

WISEMANS FERRY

- Shopping ComplexVerandah
- Wisemans Hotel
- Wisemans Bowling Club
- Wisemans Servo
- The Convict Rd Kiosk
- Wisemans Retreat

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; **Travel; Life & Style; Health & Beauty; Relationships; Local Youth; Home & Garden; Motoring; Pets;** and **Entertainment.**

We also have sudoku & horoscopes, craft corner & book reviews.

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

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	\$1200.00	\$1320.00	\$1000.00	\$1100.00
1/2 page	\$650.00	\$715.00	\$500.00	\$550.00
1/4 page	\$320.00	\$352.00	\$270.00	\$297.00
1/8 page	\$200.00	\$220.00	\$160.00	\$176.00
1/16 page	\$120.00	\$132.00	\$105.00	\$115.50
Trades & Services	\$70.00	\$77.00	\$60.00	\$66.00
Inside gloss covers	\$1300.00	\$1430.00	\$1100.00	\$1210.00
Back gloss cover	\$1600.00	\$1760.00	\$1400.00	\$1540.00
Front cover strip	\$1200.00	\$1320.00	\$950.00	\$1045.00

RATES EFFECTIVE 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

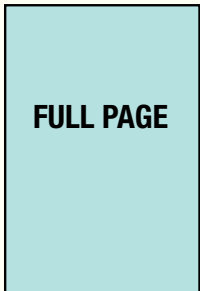
Trades & Services 150px (w) x 150px (h) // **Small Digital Button** 150px (w) x 150px (h) // **Large Slider** 2000px (w) x 600px (h)

[print advertising specs]

[copy deadline]

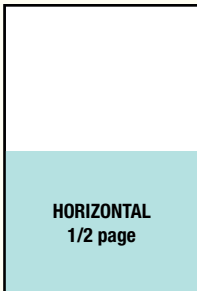
Advertising & editorial deadline is the last Tuesday of the previous month.

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

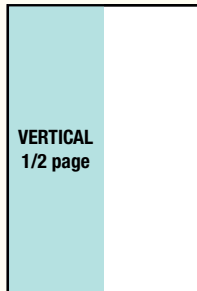


FULL PAGE
(width x height)
BLEED 280mm x 390mm
TRIM 270mm x 380mm
LIVE 250mm x 360mm

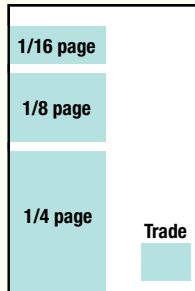
Bleed is 5mm and live area within trim is 10mm.
If supplying without bleed, use live area specifications.



**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 hillsdesign@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.



Phone 4588 5055 // Fax 9625 4649 // e info@hdinews.com.au

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