



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 **75 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
Sydney Plant Market

BAULKHAM HILLS

Bull and Bush Hotel
Stocklands Mall
Hills Club
Hills Private Hospital
Baulkham Hills Sports 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

Blacktown Workers Club

CARLINGFORD

Carlingford Shopping Centre

CASTLE HILL

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

CATTAI

Riverside Oaks

CHERRYBROOK

Shopping Centre
Cherrybrook Shopping Village

DURAL

Newsagent
Dural Country Club
The Salt Room
InSeason Wholefood Cafe
IGA Dural
Geranium Cottage Middle Dural

GLENWOOD

Shopping Centre
Glenwood Newsagent

GLENHAVEN

Retirement Village

GLENORIE

Glenorie Newsagent
Glenorie Bakery
Essex Gifts

KELLYVILLE

News Extra
McDonalds
Bernie Mullaness Sports Centre
Kellyville Village



MARAYLYA

Maraylya Garage

MAROOKA

Marooka Motors

NORTHMEAD

Northmead Shops Newsagent

NORTH ROCKS

North Rocks Westfield

PARKLEA

Stanhope Village Homes

PITT TOWN

Bird Inn Hand
Post Office

Lynwood Country Club

QUAKERS HILL

Quakers Hill IGA

ROUSE HILL

Australian Brewery
Rouse Hill Village Centre

Terrace Centre

Pandoras

McDonalds

The Fiddler

Town Centre Info Centre

Ettamogah

McDonalds

SEVEN HILLS

Seven Hills Plaza

SOUTH MAROOKA

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 Complex Verandah

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 plenty of regular contributors, our sporting pages are comprehensive & very well read; Travel; Life & Style; Health & Beauty; Relationships; Home & Garden; Motoring; and Entertainment.

With plenty of community involvement, the *Hills District Independent* is **the most sought after magazine in the district.**

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.

A 10% fee will be added to our advertised prices for any agency bookings.

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	\$1450.00	\$1595.00
Front cover strip	\$1200.00	\$1320.00	\$950.00	\$1045.00

RATES EFFECTIVE JULY 2017

[online advertising]



Talk to your sales rep about online advertising at hdinews.com.au



A copy of our advertising terms & conditions are available on our website www.hdinews.com.au

[print advertising specs]

[copy deadline]

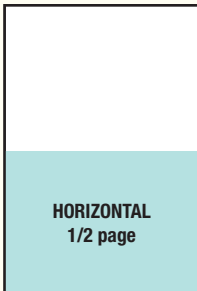
Advertising & editorial deadlines are available from your sales representative.

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

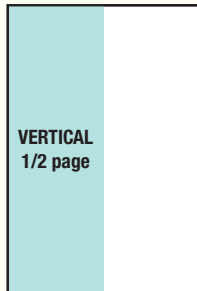


FULL PAGE
(width x height)
BLEED 280mm x 390mm
TRIM 270mm x 380mm
LIVE 250mm x 360mm

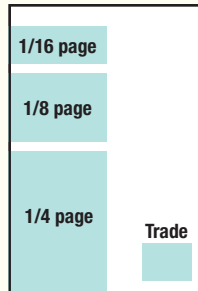
Bleed is 5mm and live area within trim is 10mm.
If supplying without bleed, use live area specifications.



**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 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.



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

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