



HILLS DISTRICT

# INDEPENDENT

magazine

MEDIA KIT • • [hdinews.com.au](http://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](http://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)
<b>Full page</b>	\$1200.00	\$1320.00	\$1000.00	\$1100.00
<b>1/2 page</b>	\$650.00	\$715.00	\$500.00	\$550.00
<b>1/4 page</b>	\$320.00	\$352.00	\$270.00	\$297.00
<b>1/8 page</b>	\$200.00	\$220.00	\$160.00	\$176.00
<b>1/16 page</b>	\$120.00	\$132.00	\$105.00	\$115.50
<b>Trades &amp; Services</b>	\$70.00	\$77.00	\$60.00	\$66.00
<b>Inside gloss covers</b>	\$1300.00	\$1430.00	\$1100.00	\$1210.00
<b>Back gloss cover</b>	\$1600.00	\$1760.00	\$1450.00	\$1595.00
<b>Front cover strip</b>	\$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](http://hdinews.com.au)



A copy of our advertising terms & conditions are available on our website [www.hdinews.com.au](http://www.hdinews.com.au)

## [ print advertising specs ]

[copy deadline]

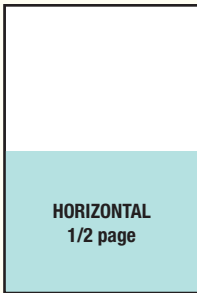
Advertising & editorial deadlines are available from your sales representative.

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

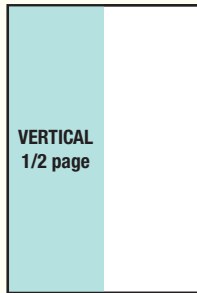


**FULL PAGE**  
(width x height)  
**BLEED** 280mm x 390mm  
**TRIM** 270mm x 380mm  
**LIVE** 250mm x 360mm

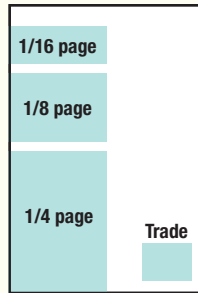
Bleed is 5mm and live area within trim is 10mm.  
If supplying without bleed, use live area specifications.



**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](mailto:production@hdinews.com.au)**

[material supply]

Materials may be submitted to [production@hdinews.com.au](mailto: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](mailto:info@hdinews.com.au)**

**PO Box 16 WINDSOR NSW 2756**

