



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 thousands of local 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

BLIGH PARK

- Maccas

CLARENDON

- Oporto

FREEMANS REACH

- Sciberras Fresh Fruit & Vegetables
- Sciberras Produce & Stock Feeds

GLOSSODIA

- Service Station
- Bottle Shop
- Butcher
- Grocery Store

KURMORD

- BP Service Station
- Fruit Shop
- Independent Servo

KURRAJONG

- The IGA
- The Village Kitchen
- Kurrajong Butcher
- The Village Bakery
- Food Frenzi
- Seasons Cafe
- Mitre 10
- Kurrajong Bottle Shop

LONDONDERRY

- Newsagent
- Service Station
- Bottle Shop

MARAYLYA

- Garage

MAROOHA

- Service Station
- Marootha Motors

MCGRATHS HILL

- Harvey Norman
- McDonalds
- Australian Hotel

NORTH RICHMOND

- Newsagency
- Gloria Jeans
- All Pets

NORTH RICHMOND

- The Panthers Club
- North Richmond Retirement Village

NORTH WILBERFORCE

- Service Station

PENRITH

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

CATTAI

- Riverside Oaks

PITT TOWN

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

RICHMOND

- Richmond Mall Newsagency
- Market Place Newsagency
- Kitchen Corner
- Bowling Club
- Stock Bar & Grill
- The Richmond Club
- RG McGees
- 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

SOUTH WINDSOR

- South Windsor Newsagency

VINEYARD

- Vineyard Hotel

WILBERFORCE

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

WINDSOR

- Riverview Newsagency
- Hawkesbury Hotel
- Tricorp Security
- Hawkesbury Regional Museum
- The Mall Newsagency
- Macquarie Arms Hotel
- Dinki Di Cleaning
- Council Chambers
- Library
- Hawkesbury Hospital
- Peppercorn Services Windsor

WISEMANS FERRY

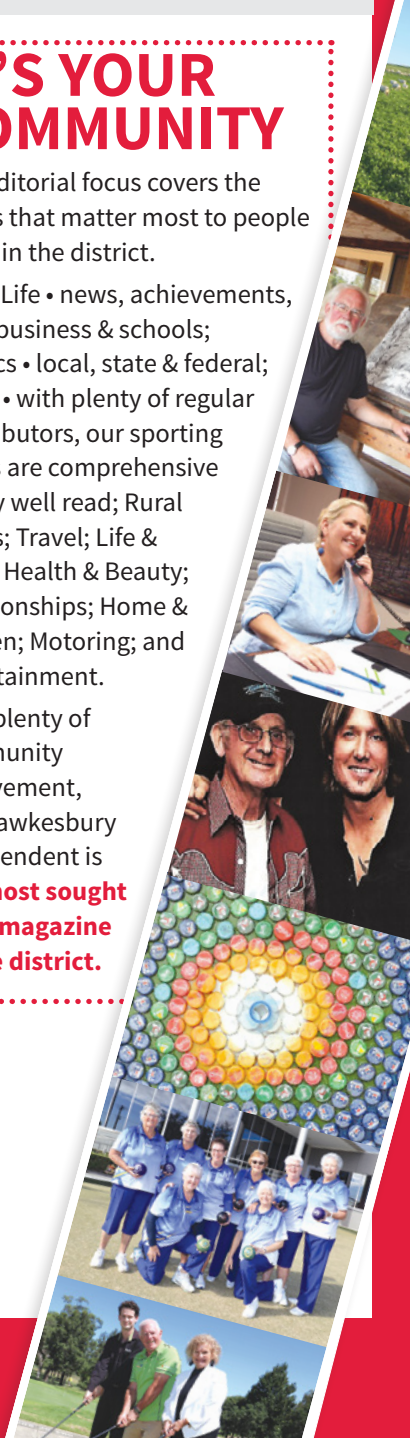
- Shopping Complex
- Wisemans Hotel
- Wisemans Bowling Club
- Wisemans Servo
- The Convict Rd Kiosk

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; Rural Issues; Travel; Life & Style; Health & Beauty; Relationships; Home & Garden; Motoring; and Entertainment.

With plenty of community involvement, the Hawkesbury 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	\$1025.00	\$1127.50	\$840.00	\$924.00
1/2 page	\$540.00	\$594.00	\$450.00	\$495.00
1/4 page	\$300.00	\$330.00	\$260.00	\$286.00
1/8 page	\$180.00	\$198.00	\$160.00	\$176.00
Dining Page	\$150.00	\$165.00	\$120.00	\$132.00
Trades & Services	\$65.00	\$71.50	\$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 FROM JULY 2017

[online advertising]



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



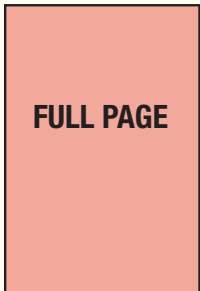
A copy of our advertising terms & conditions are available on our website www.hdinews.com.au

[print advertising specs]

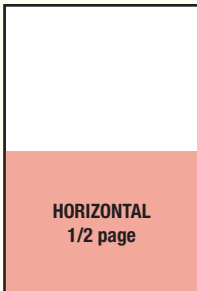
[copy deadline]

Advertising & editorial deadlines are available from your sales representative.

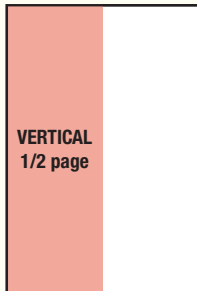
We are a newsprint magazine, with a full gloss cover, saddle stitched and trimmed.



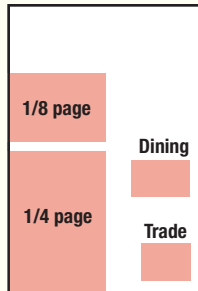
FULL PAGE



**HORIZONTAL
1/2 page**



**VERTICAL
1/2 page**



1/8 page

Dining

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)

DINING
80mm x 56mm
(width x height)

TRADE
60mm x 60mm
(width x height)

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.

[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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