

MONTHLY CHRONICLE

YOUR LOCAL INDEPENDENT PAPER

ADVERTISING THAT WORKS · YOUR LOCAL CONNECTION

- Independent source of news and events for the Hornsby Shire.
- Unrivalled coverage to the entire Hornsby Local Government Area (LGA) with coverage extending into the Ku-ring-gai LGA.
- Delivered to 52,000 local homes in the Hornsby area. **More than any other local newspaper, including the majors.**
- 4,000 papers delivered to local businesses and retail centres.
- Delivered free and by our own walkers. Not delivered with lots of other catalogues/flyers, so it doesn't get overlooked.
- Online Ads included
- Facebook promotions available

Research about Community Newspapers*

Two out of five residents in metropolitan areas read their community newspaper and rely on it for information about their community.

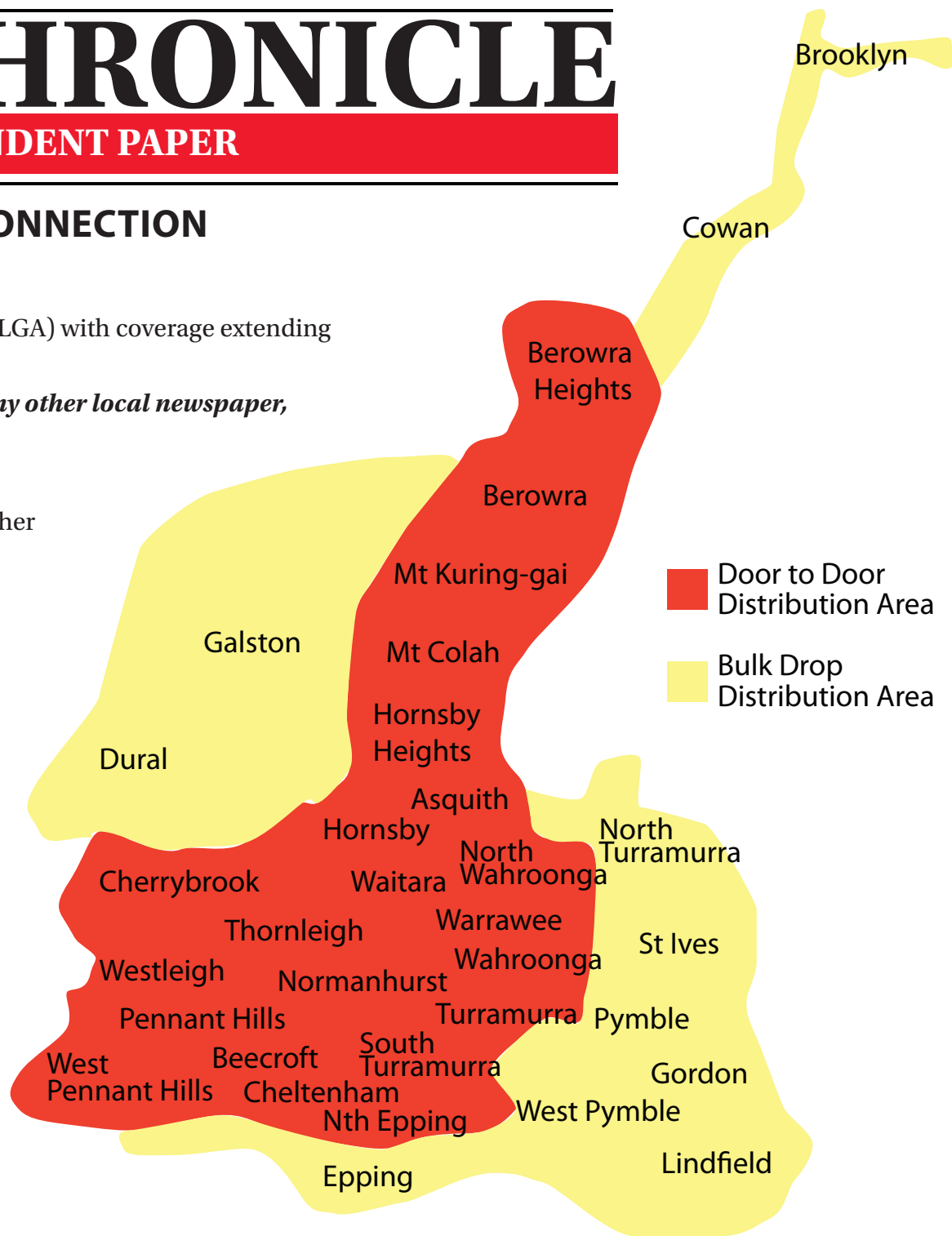
Community newspapers out perform every other form of media in providing information about their local communities, especially how to find businesses and services in their area.

Six out of seven residents say their community newspaper, in print and digital formats, keeps them up to date on businesses in their area, out performing catalogues by more than three times.

Online search wasn't even rated as one-fifth as effective as local newspapers.

CONNECTION · EXPOSURE · GROWTH.

*Source: Newspaperworks.com.au 12 months to February 2016. Survey conducted by Ipsos MediaCT, people 14+, Nielsen Digital Ratings (Monthly), February 2016



ADVERTISING RATES (INC GST)

FULL COLOUR ADS

Width x Height (mm)

60 x 60	Front Page	\$346.50
128 x 60	Front Page Bottom	\$715
128 x 35	Front Page Top Ear	\$935
260 x 35	Front Page Top Strip	\$1,760
62 x 92	Small Ad (16th)	\$163.90
128 x 60	Medium (12th)	\$214.50
128 x 92	Large (8th)	\$313.50
260 x 92	Quarter Strip Horizontal	\$605
128 x 188	Quarter Page	\$605
260 x 188	Half Page	\$1,097.80
260 x 380	Full Page	\$1,815
260 x 380	Back Page	\$2,088

TRADES & SERVICES & CLASSIFIEDS PAGES

41 x 48	Business Listing	\$63.25
84 x 48	Business Listing	\$126.50

Classified Ads - Black & White

1 Module	Max 20 words, 4 lines	\$27.50
2 Module	Max 35 words, 8 lines	\$49.50

Classified Ads - Colour

1 Module	Max 20 words, 4 lines	\$42.90
2 Module	Max 35 words, 8 lines	\$64.90

12% Loading Applies Pages 2 & 3, 8% Loading Applies Pages 4 & 5

Double page spreads, wraps and pull-outs also available.

Flyer insertion/delivery services available

MEDIUM

128 X 60

SMALL

62 X 92

ALL SIZES SHOWN ARE ACTUAL SIZE

LARGE

128 X 92

BUSINESS LISTING LARGE

84 X 48

BUSINESS LISTING

SMALL

41 X 48

QUARTER PAGE

128 X 188