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DOCKLANDS NEWS

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# Media Kit 2021



[docklandsnews.com.au](http://docklandsnews.com.au)

Sister publications:

CBD NEWS | SOUTHBANK NEWS

INNER CITY NEWS | NORTH WEST CITY NEWS

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Published by:

**HYPERLOCAL**  
NEWS

# DOCKLANDS NEWS

# Distribution

We know that newspaper distribution is the key to success. We will print and distribute 15,000 copies throughout Docklands.

All residents

Distribution to all residential apartments.

Workers and visitors

More than 60,000 people work in Docklands. We deliver to all businesses.

We have 20 baskets throughout the precinct. The major distribution points are at Coles, Safeway, The District Docklands and Spencer Outlet Centre. These baskets are kept topped up throughout the month.

## 2021 PUBLICATION DATES

ISSUE	MONTH	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
171	Feb	21/1/2021	28/1/2021	Feb 4
172	Mar	18/2/2021	25/2/2021	Mar 4
173	Apr	18/3/2021	25/3/2021	April 1
174	May	15/4/2021	22/4/2021	April 29
175	Jun	20/5/2021	27/5/2021	June 3
176	Jul	17/6/2021	24/6/2021	July 1
177	Aug	15/7/2021	22/7/2021	July 29
178	Sept	19/8/2021	26/8/2021	Sept 2
179	Oct	16/9/2021	23/9/2021	Sept 30
180	Nov	21/10/2021	28/10/2021	Nov 4
181	Dec/Jan	18/11/2021	25/11/2021	Dec 2

## CONTACT



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# DOCKLANDS NEWS

# Display Rates

SIZE	DIMENSIONS	PRICE
Full Page	(h) 365 mm x (w) 255 mm	\$1980 +gst
Half Page	(h) 175 mm x (w) 255 mm	\$999 +gst
Third Page	(h) 115 mm x (w) 255 mm	\$699 +gst
Quarter Page (Horizontal)	(h) 85 mm x (w) 255 mm	\$550 +gst
Quarter Page (Vertical)	(h) 175 mm x (w) 126 mm	\$550 +gst
Eighth Page	(h) 86 mm x (w) 126 mm	\$290 +gst
Double Banner	(h) 60 mm x (w) 255 mm	\$440 +gst
Single Banner	(h) 30 mm x (w) 255 mm	\$220 +gst
Trade Services - Business Card	(h) 40 mm x (w) 61 mm	\$100 +gst
Trade Services - Line	3 line entry	\$100 per year +gst

\* Loading fees apply to adverts on the first five pages, and the back page.

## MULTIPLE BOOKING INCENTIVE

3 or more adverts (quarter page and larger)	- Free artwork - Free advert in the business directory
6 or more adverts (quarter page and larger)	- 1 free advert (same size as booked advert) - Free artwork - Free adverts in the business directory

## INSERT

15,000  
(delivered by deadline date to our printer) \$2350 + GST

## WRAP

15,000 \$POA  
(contact Docklands News for information)



LET US  
DESIGN  
YOUR  
ADVERT

Have your advert designed for you by one of our qualified graphic designers for \$150

OR

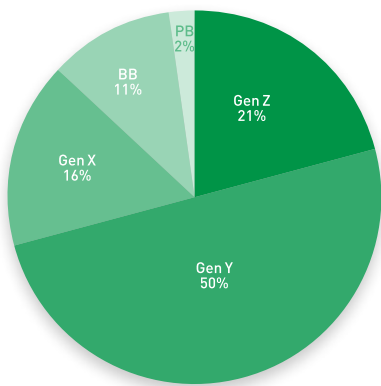
Provide a high resolution CMYK PDF with no bleed or crop marks by deadline.



# DOCKLANDS NEWS

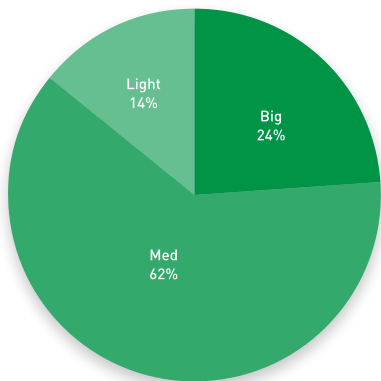
# Know Your Audience

## POSTCODE 3008



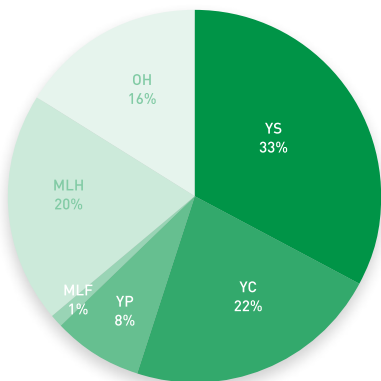
### GENERATION

GENERATION	NUMBERS	PERCENTAGE
Gen Z	2,161	21%
Gen Y	5,243	50%
Gen X	1,654	16%
Baby Boomers	1,136	11%
Pre Boomers	249	2%



### DISCRETIONARY SPENDING

SPENDERS	NUMBERS	PERCENTAGE
Big Spenders	2,138	24%
Medium Spenders	5,545	62%
Light Spenders	1,281	14%



### HOUSEHOLD LIFECYCLE

HOUSEHOLD TYPE	NUMBERS	PERCENTAGE
Young Singles	3,564	33%
Young Couples	2,364	22%
Young Parents	869	8%
Mid Life Families	141	1%
Mid Life Households	2,204	20%
Older Households	1,762	16%

DATA SUPPLIED BY:



ROY MORGAN  
RESEARCH INSTITUTE