

the South Sydney Herald

MEDIA KIT 2023

PRINTED EDITION EVERY MONTH TO 10,000+ REGULAR READERS

South Sydney Herald

Life in England



The headline goes with the content...
The headline goes with the content...
The headline goes with the content...

Inside these songs



Book, magazine and print...
Book, magazine and print...
Book, magazine and print...

Book, magazine and print...
Book, magazine and print...
Book, magazine and print...

READ 55% ONLINE SOUTHSYDNEYHERALD.COM.AU FREE PRINTED EDITION EVERY MONTH TO 10,000+ REGULAR READERS

South Sydney Herald

Meet your new councillors



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Remembering Terry (1970-2021)



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First Peoples

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The screenshot shows the South Sydney Herald website interface. At the top, it says 'South Sydney Herald' with navigation links for NEWS, OPINION, CULTURE, and SPORT. Below the masthead, there are several promotional banners: 'SUPPORT INDEPENDENT MEDIA South Sydney Herald', 'ACCESS SYDNEY BUDGET-FRIENDLY TRANSPORT MADE EASY FOR SENIORS!', and 'WANT TO KNOW MORE?'. The main content area features a large graphic for 'ELECTION 2022' with a purple background and a ladder. Below this, there are two main article teasers: 'Australian photographers dazzle at Wildlife Photographer of the Year' and 'Federal Election 2022 - electorate of Sydney'. The bottom of the screenshot shows a 'NEWS' section with several article thumbnails and titles like 'Volunteers' News - April 2022', 'Call out for ideas for new Aboriginal knowledge and cultural centre in Baulkham Hills', and 'Stake Generations Reparations Scheme closes soon - help to apply'.

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Federal Election 2022



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Inaugural First Nations women's hip-hop showcase

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Workshop Space Hub lands in Waterloo



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Climate change is not gender neutral

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Climate change is not gender neutral



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Perma Frost

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One of Sydney's only independent community newspapers

the South Sydney Herald
MEDIA KIT

The *South Sydney Herald* (SSH) is an independent community newspaper published monthly by the South Sydney Uniting Church. The SSH has a circulation of 10,000 in the South Sydney region.

**In print
and online**

At a glance

- Distribution: 10,000 copies (30,000+ readers)
- Frequency: Monthly
- Established: 2002
- Delivered directly to homes and businesses
- Free: No cost to readers • Highly respected throughout Sydney
- One of Sydney's last independent newspapers
- Not for profit

Distribution suburbs

Alexandria ▪ Beaconsfield ▪ Chippendale ▪ Darlington ▪ Erskineville
Eveleigh ▪ Glebe ▪ Kings Cross ▪ Newtown ▪ Redfern ▪ Surry Hills
Waterloo ▪ Woolloomooloo ▪ Zetland

Advertising that connects

Competitively priced for print and online advertising for maximum exposure and benefit to the community. Generous discounts for contract and cross-platform advertising.

Reach your target audience today email adverts@ssh.com.au

One of Sydney's only independent community newspapers

the South Sydney Herald
MEDIA KIT

South Sydney demographic

- 74,000 residents
- 38% are Generation X (65% more than SydMet)
- 52% are managers/professionals (40% more than SydMet)
- Incomes similar to rest of Sydney LGA
- 38% tertiary educated (30% more than Syd Met)
- 80% of households have two or less people (50% more than SydMet)
- Most rent, with only 30% owning (50% of SydMet)
- 85% live in medium-high density housing (300% of SydMet)

Our Mission Statement

“Celebrating the lives of the diverse people of South Sydney, inviting discussion on issues of concern and interest, adding encouragement to possibilities for community.”



Scan the QR code to view testimonials from leaders which show the value of the *South Sydney Herald* to the community we serve.

Advertising Terms & Conditions

All advertising must comply with the *Trade Practices Act* and must not be misleading, false or deceptive. No responsibility is accepted by the publisher, proprietor or editor for the accuracy of any information contained in any advertisement appearing in the *South Sydney Herald*. The publisher, proprietor and editor will not be liable for any damage or loss caused by late publication, error or failure of an advertisement to appear.

Advertising bookings email adverts@ssh.com.au

PRINT

Advertising sizes and rates

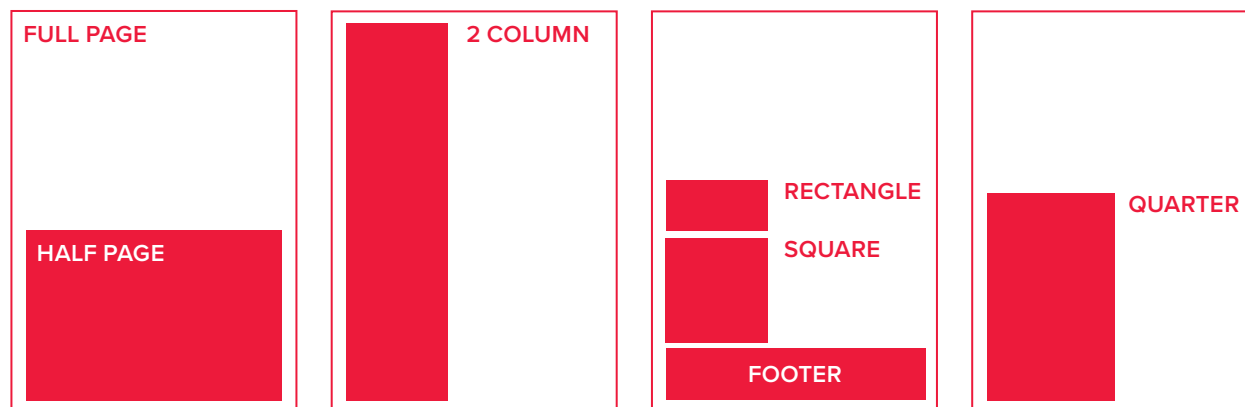
the South Sydney Herald

MEDIA KIT

For your advertisement to have the greatest impact, choose the most generous size you can afford. See sizes below.

For organisations who do not have access to design services, we provide this service to you at a very reasonable rate.

Contract advertising bookings of three to 12 months attract a 5 to 15 per cent discount – price on application.



AD SIZE	RATE
FULL PAGE 256 x 374 mm	\$1890
HALF PAGE 256 x 170 mm	\$945
2 COLUMN 96 x 360 mm	\$756
QUARTER PAGE 126 x 180 mm	\$473
FOOTER 256 x 56 mm	\$236
SQUARE 100 x 110 mm	\$189
RECTANGLE 100 x 55 mm	\$95

Advertising bookings email adverts@ssh.com.au

PRINT

Advertising specifications

When preparing and sending your ad files please adhere to the following guidelines.

Please email **adverts@ssh.com.au** if you need any further clarification.

- PDF is the preferred format. CMYK optimised for print, 300 DPI with fonts embedded (or converted to outlines.) Maximum ink-weight 240%.
- We also accept high-resolution image files in JPEG formats (CMYK, 300 DPI, Maximum ink-weight 240%).
- Create files at the exact dimensions at which they are to be reproduced (see previous page for ad sizes).
- No crops. No bleed. Make sure there is no white space around your ad.
- Be aware that newsprint is off-white/grey and will naturally reduce contrast in your ad when printed.
- For large files over 8MB, please send using an FTP service (like YouSendIt.com or DropBox) or contact us for alternate delivery of your artwork.
- Files must be named with business name and size (eg. **your-business-name-full-page.pdf**)
DO NOT name ad **ssh-ad.pdf**

Advertising bookings email **adverts@ssh.com.au**

WEB

Advertising sizes and rates

For maximum impact – book web advertising **combined** with a print advertisement – and receive a **25% discount on the cost of your online booking.**

Optimised to reach readers

The *South Sydney Herald* website is optimised to deliver news directly to smartphones and tablets, making advertising online an attractive option to market products and services to people wherever they are.

Talk to us about discounted online advertising when you book a print advertisement.



AD SIZE

RATE

TOP BANNER

\$315

2400 x 280 px

SIDE BAR

\$210

700 x 500 px



Advertising bookings email adverts@ssh.com.au

SPECIAL FEATURES

Advertising

Ad Features offer the most engaging presence, allowing readers to be immersed in your message and brand as part of the paper.

Spread over four pages in the centre of the paper, you get premium positioning.

Price: \$7,280

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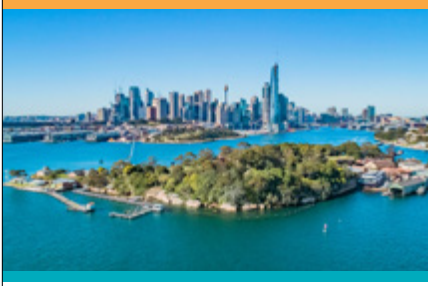
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ADVERTISEMENT

Booking form 2023

Business Name

Address

Contact Name

Phone

Email

DATES TO BOOK

Please select month/s.

Feb	May	Aug	Nov
Mar	Jun	Sep	Dec
Apr	Jul	Oct	

PRINT

Cost (excl. GST) – please select ad size.

Full Page \$1890	Footer \$236
Half Page \$945	Square \$189
2 Column \$756	Rectangle \$95
Quarter Page \$473	Special Feature (4 Pages) \$7,280

WEB

Cost (excl. GST) – please select ad size.

Top Banner \$315
Side Bar \$210
Top Banner + Side Bar \$475

25% discount on web ad if you also book a Quarter Page or larger ad in print.

Artwork design \$150 (added to cost)

Front page loading 100%

Back page loading 50%

I confirm that I have been supplied with and have read the Terms & Conditions of advertising in the *South Sydney Herald*.
I agree to these Terms & Conditions on **page 3** and request this booking.

Signed:

Date:

Print

Online

SUB-TOTAL

GST

TOTAL

www.southsydneyherald.com.au

ABN 98 967 799 049

PO Box 3288 REDFERN NSW 2016

adverts@ssh.com.au