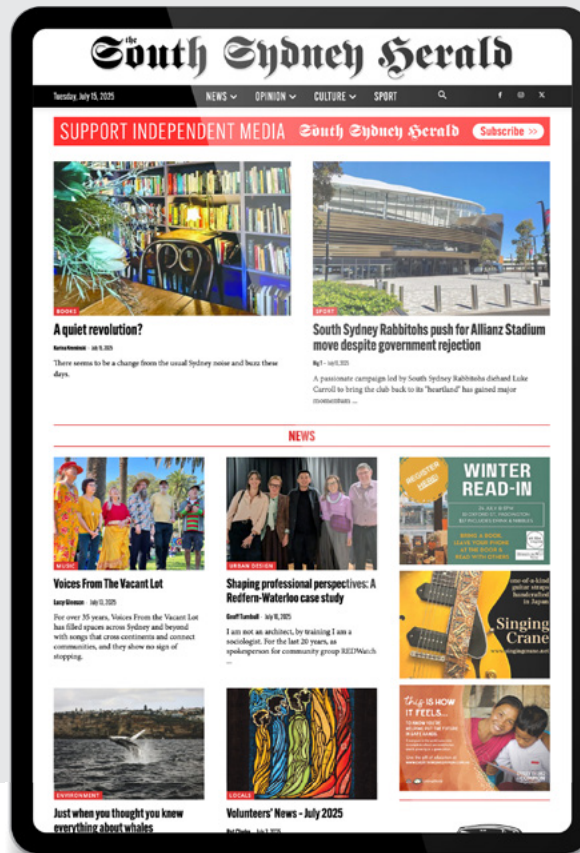
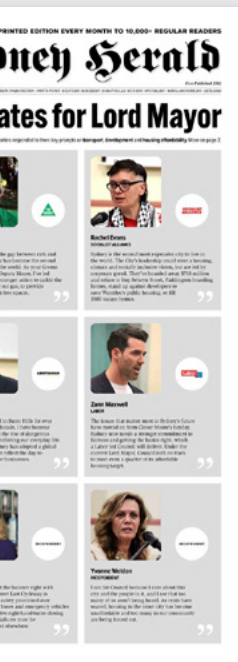


the South Sydney Herald

MEDIA KIT 2025



southsydneyherald.com.au

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 Unitiing Church. The SSH has a readership of 10,000 in the South Sydney region.

**In print
and online**

At a glance

- Distribution: 4,000 copies plus online (10,000+ 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 ▪ Eastlakes
Erskineville ▪ Eveleigh ▪ Glebe ▪ Kings Cross ▪ Maroubra
Newtown ▪ Paddington ▪ Potts Point ▪ Redfern ▪ Surry Hills
Ultimo ▪ 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

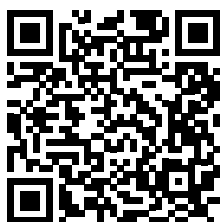
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South Sydney demographic

- 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**

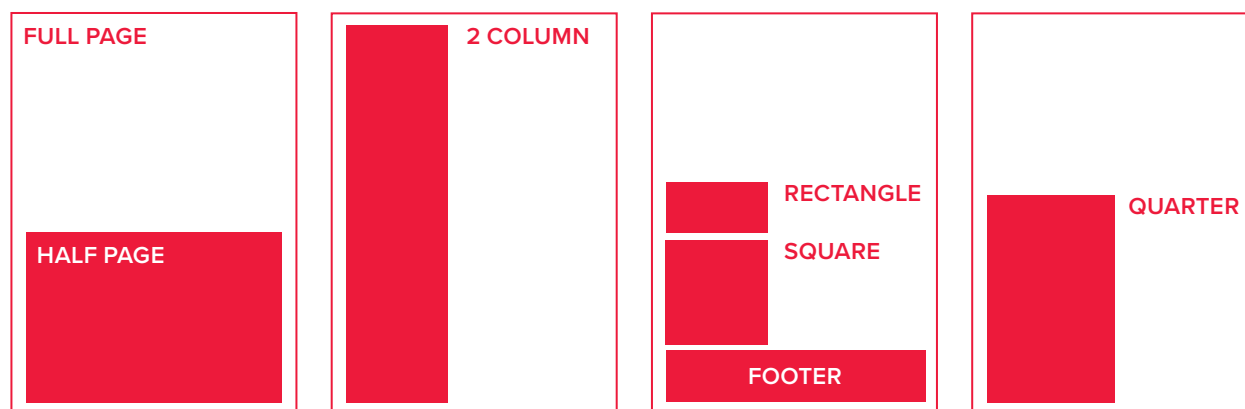
PRINT

Advertising sizes and rates

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	\$2000
HALF PAGE 256 x 170 mm	\$1000
2 COLUMN 96 x 360 mm	\$800
QUARTER PAGE 126 x 180 mm	\$500
FOOTER 256 x 56 mm	\$250
SQUARE 100 x 110 mm	\$200
RECTANGLE 100 x 55 mm	\$100

Advertising bookings email adverts@ssh.com.au

PRINT

Advertising specifications

the South Sydney Herald
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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**

ONLINE

Advertising sizes and rates

For maximum impact – book online 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

\$335

2400 x 280 px

SIDE BAR

\$225

700 x 500 px

TOP BANNER

SIDE BAR

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

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Price: \$7,000

The image displays a complex wireframe for a website, overlaid on a background photograph of a train station. The wireframe is composed of several rectangular blocks of varying sizes, each containing placeholder text. The text is a mix of English and Latin, with phrases like "Your content here", "Lenti core plitis ut ut dolor rem aliqui sam eaquiaeprae dunt quiberum ad molore qui odi ut quis voluptatem", and "Lenti core plitis ut ut dolor rem aliqui sam eaquiaeprae dunt quiberum ad molore qui odi ut quis voluptatem". The layout includes a header section, a main content area with a large image of a city skyline, a sidebar with a map of Australia, and a footer. The wireframe is overlaid on a background image of a train station with people waiting.

ADVERTISEMENT

Booking form 2025

the South Sydney Herald
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Business Name

Address

Contact Name

Phone

Email

DATES TO BOOK Please select month/s.

Jan	Apr	Jul	Oct
Feb	May	Aug	Nov
Mar	Jun	Sep	Dec

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

Full Page \$2000	Footer \$250
Half Page \$1000	Square \$200
2 Column \$800	Rectangle \$100
Quarter Page \$500	Special Feature (4 Pages) \$7,000

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

Top Banner \$335
Side Bar \$225
Top Banner + Side Bar \$500

**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