

Sydney Observer

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MEDIA KIT 2025

OVERVIEW

Circulation: 35,000
Readership: 100,000
Distribution: Ku-ring-gai Council area
Frequency: Monthly, 11 issues per year
Format: A4 full colour on gloss stock
Content: Local issues & lifestyle features

As a premium publication *Sydney Observer* acts as the voice of our community, providing quality local and lifestyle content in an attractive, contemporary package.

Coverage includes: Local News, Education, Finance, Real Estate, Seniors, Beauty & Wellbeing, Home & Garden, Travel and Food & Wine.

IMPORTANT DATES - DON'T MISS IT

- Booking deadline: 12th of prior month.
- Material deadline: 15th of prior month.
- Press deadline: 20th of of prior month.
- Distribution date: 1st of every month.

Delivered to North Shore homes and businesses. Read by affluent individuals.



MEDIA KIT 2025

DISTRIBUTION

Sydney Observer is distributed to all of Sydney's Upper North Shore plus selected adjacent areas of Hornsby, North Ryde, Lane Cove and Willoughby.



Additional copies are available from council offices, selected retail outlets and local shopping centres.

KU-RING-GAI DEMOGRAPHICS*

Average age.....	42
Population.....	124,076
Tertiary educated.....	70.6%
Employed.....	95.8%
Home ownership.....	76.2%

OCCUPATION

Professionals.....	41.6%
Managers/Admins.....	22.3%
Clerical/Admins.....	12.3%

AVERAGE INCOME (\$)

Individual (weekly).....	(\$1,117)
Household (weekly).....	(\$3,038)

* abs.gov.au - 2021 Census



OUR READERS

AGE

- 14% of readers are aged between 20 and 34 years
- 22% of readers are aged between 35 and 49 years
- 39% of readers are aged 50 years and over

GENDER

- Females.....52%
- Males.....48%

74% of females aged 20 and above are our readers.

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PRESS MEDIA

INVESTMENT

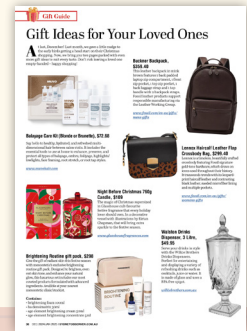
Space	(\$)
Full Page	2400
1/2 Page	1500
1/3 Page	1000
1/4 Page	900
1/6 Page	600
1/9 Page*	200

PREMIUM POSITIONS

Space	(\$)
Inside Front Cover	3000
Inside Back Cover	3000
Outside Back Cover	3600
Double Page Spread	3600

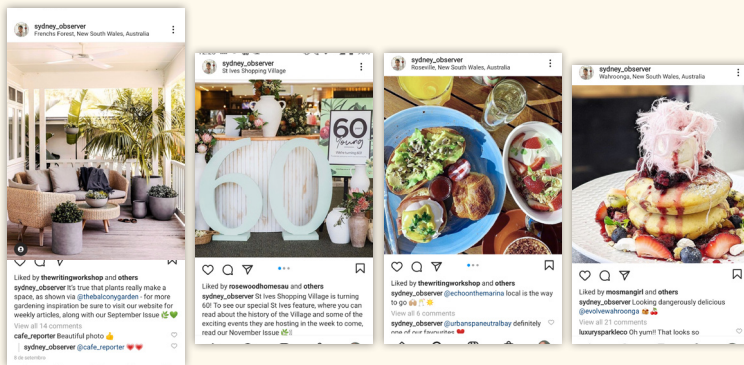
SPECIAL RATES

Talk to us about special rates for multiple bookings.



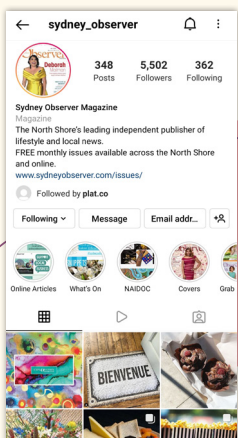
WEB AND SOCIAL MEDIA

over 5000 followers 2100 likes



Our social media presence is incredibly strong, meaning your business will be gaining great exposure with the local community.

For businesses that would like to advertise in a multi-platform capacity, *Sydney Observer* has special offers and a digital exposure package. The package offers our clients an online article of their choice to be published and promoted on *Sydney Observer's* website, along with a social media post.



SOCIAL MEDIA

Space	(\$)
Instagram single post.....	69
Facebook and Instagram single post.....	150

DIGITAL EXPOSURE SPECIAL PACK

Online article + Instagram and Facebook post.....	350
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Talk to our team to discuss about more special offers or content production for your business.

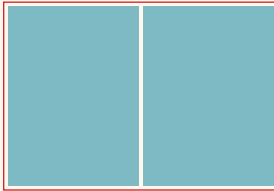
*Directory page only.

NOTE: All prices exclude agency commission of 10%. All prices are per advert and exclude GST.

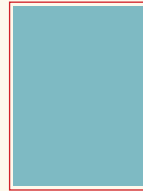
MEDIA KIT 2025

ADVERTISING SPECS

Trim size of the magazine is A4 (210mm x 297mm)
All artwork to be sent to: advertising@kamdha.com



DOUBLE PAGE SPREAD (DPS)
Trim area: 420mm (w) x 297mm (h)
Bleed area: 5mm all sides
(NO CROP MARKS)



FULL PAGE
Trim area: 210mm (w) x 297mm (h)
Bleed area: 5mm all sides
(NO CROP MARKS)



1/2 PAGE HORIZONTAL (mm)
190 (w) x 128.2(h)
(NO CROP MARKS, NO BLEED)



1/3 PAGE HORIZONTAL (mm)
190 (w) x 85 (h)
(NO CROP MARKS, NO BLEED)



1/4 PAGE HORIZONTAL (mm)
190 (w) x 63 (h)
(NO CROP MARKS, NO BLEED)



1/6 PAGE HORIZONTAL (mm)
92.8 (w) x 86 (h)
(NO CROP MARKS, NO BLEED)



1/2 PAGE VERTICAL (mm)
93 (w) x 267(h)
(NO CROP MARKS, NO BLEED)



1/4 PAGE VERTICAL (mm)
93 (w) x 128.2 (h)
(NO CROP MARKS, NO BLEED)



1/6 PAGE VERTICAL (mm)
60.5 (w) x 128.2 (h)
(NO CROP MARKS, NO BLEED)



1/9 PAGE VERTICAL (mm)
60.5 (w) x 86 (h)
(NO CROP MARKS, NO BLEED)

PRESS READY ADS

- **PDFs** - export in Press Quality.
- **Fonts** - embedded or outlined.
- **Images** - embedded and all colours as CMYK breakdowns.
- **NO spot colours accepted.**
- **Image resolution** - 300 dpi or more.
- Ads created in **Word, Publisher, PowerPoint** or any other word processing program can **NOT be accepted.**
- Please supply DPSs as one single page, with 5mm bleeding and **NO crop marks** (publish PDF as spread).

ATTENTION! DO NOT TO FORGET

- **Internal margins** - for FP ads, consider at least a 5mm internal margins (top, bottom, inside and outside). Allow 3mm (top, bottom, inside and outside) safe text area for all ads.
- **No marks** - no bleeding or crop marks.

IMPORTANT DATES

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DESIGN SERVICES

- Concept and layout (ads and advertorials) and image design work.
- Brochures.
- PPTs.
- Print and digital media.

MORE DETAILS

- Cost: \$120/hr+GST.
- Design services must be requested at least 4 days prior to press deadline. Images should be supplied as JPGs, PNGs or Tiffs.
- Images must have minimum of 300 dpi resolution.
- Text must be supplied in Word.