

SYDNEY OBSERVER

LOCAL | NEWS | LIFESTYLE

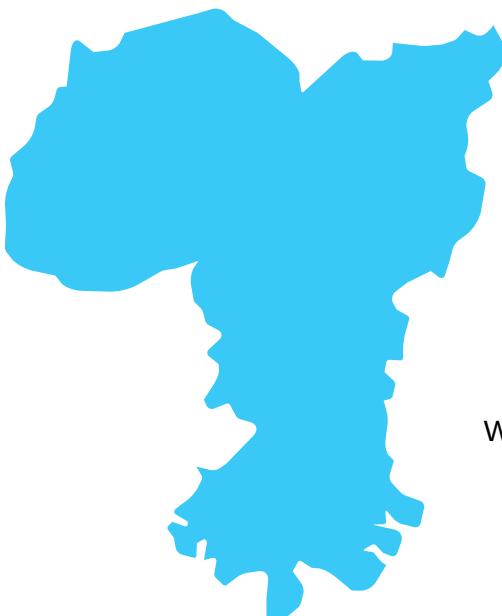
ABOUT

Sydney Observer is the voice of the Upper North Shore community, providing quality local and lifestyle content in a premium package.

Coverage includes: Local news, What's On, Features, Experiences (culture, health & longevity, design & living, food & wine, travel), Property and specials throughout the year.

REACH

35K Circulation **100K** Readership **7K+** Followers



READERSHIP/CIRCULATION



AGE DEMOGRAPHIC

20-34 years	14%
35-49 years	22%
50+ years	39%

Hornsby, Thornleigh, Waitara, North Wahroonga, North Turramurra, Wahroonga, St Ives Chase, Warrawee, Turramurra, South Turramurra, North Ryde, Pymble, St Ives, Gordon, West Pymble, Killara, East Killara, East Lindfield, Lindfield, Roseville Chase, Roseville, Chatswood, Willoughby, Lane Cove, Artarmon, Crows Nest



Booking deadline 15th of the month

Distribution Ku-ring-gai and surrounds

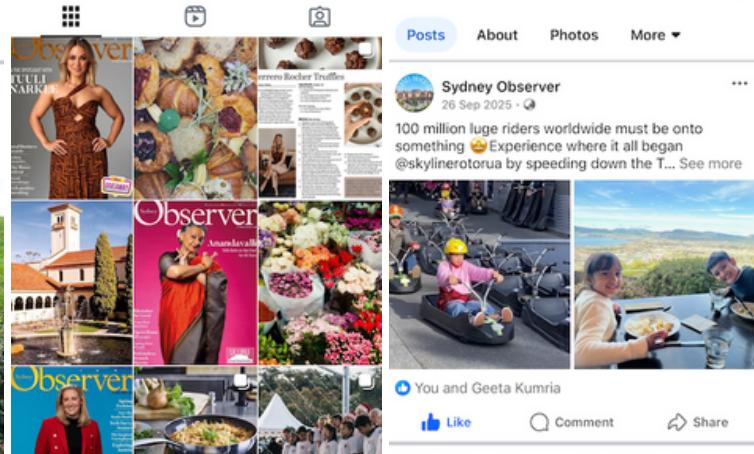
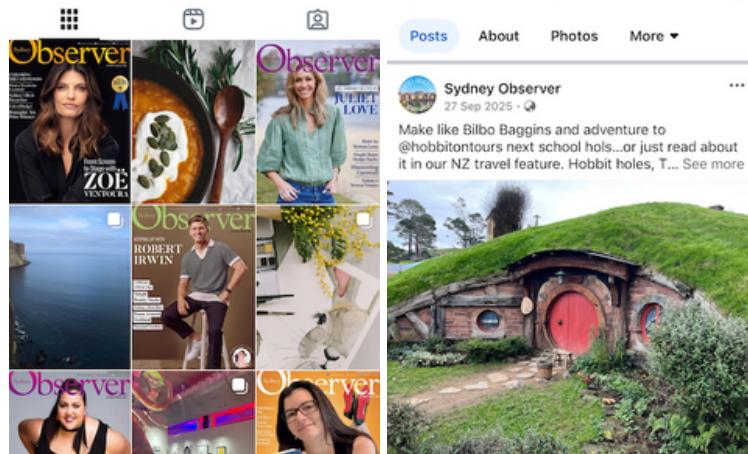
Frequency Monthly, 11 issues/year

Format A4 full colour on gloss stock

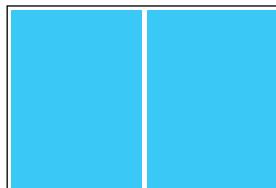
PARTNERSHIP OPPORTUNITIES

We have a strong social media presence across Instagram and Facebook. Your business will gain broad exposure within the local community across multiple platforms. We also offer unique paid editorial opportunities to increase reach.

Our paid editorial/digital exposure package offers clients an article of their choice to be published within Sydney Observer, along with socials posts on Instagram and Facebook. Contact us at advertising@kamdhah.com.



PRINT SIZES & RATES



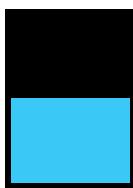
\$3600

DOUBLE PAGE SPREAD (DPS)
Trim area: 420mm (w) x 297mm (h)
Bleed area: 5mm all sides
(No crop marks)



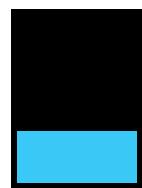
\$2400

FULL PAGE
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(No crop marks)



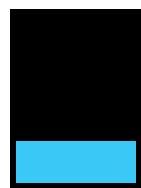
\$1500

1/2 HORIZONTAL
191 (w) x 128 (h)



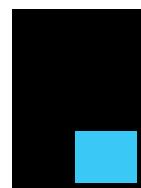
\$1000

1/3 HORIZONTAL
191 (w) x 86 (h)



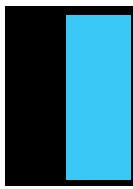
\$900

1/4 HORIZONTAL
191 (w) x 63.3 (h)



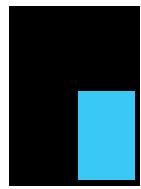
\$600

1/6 HORIZONTAL
92.8 (w) x 86 (h)



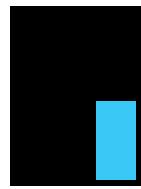
\$1500

1/2 VERTICAL
92.8 (w) x 258 (h)



\$900

1/4 VERTICAL
92.8 (w) x 128 (h)



\$600

1/6 VERTICAL
61 (w) x 128 (h)

NOTE: Premium positions (Back Cover, Inside Front, Inside Back) incur different rates. Contact us for details. All prices ex-GST.

CONTACT: advertising@kamdhah.com or 02 9884 8699