

# Galston, Glenorie & Hills Rural

# COMMUNITY NEWS

## ADVERTISING THAT WORKS • YOUR LOCAL CONNECTION

- 7,000 copies published monthly
- 3,500 delivered door to door through affluent high net worth areas
- Published and trusted for over 34 years
- Distributed in an area which receives little junk mail
- 3,500 copies bulk dropped to popular shopping destinations and businesses
- Facebook/Instagram. **Larger ads include free Facebook/Instagram boosted posts and Video.**

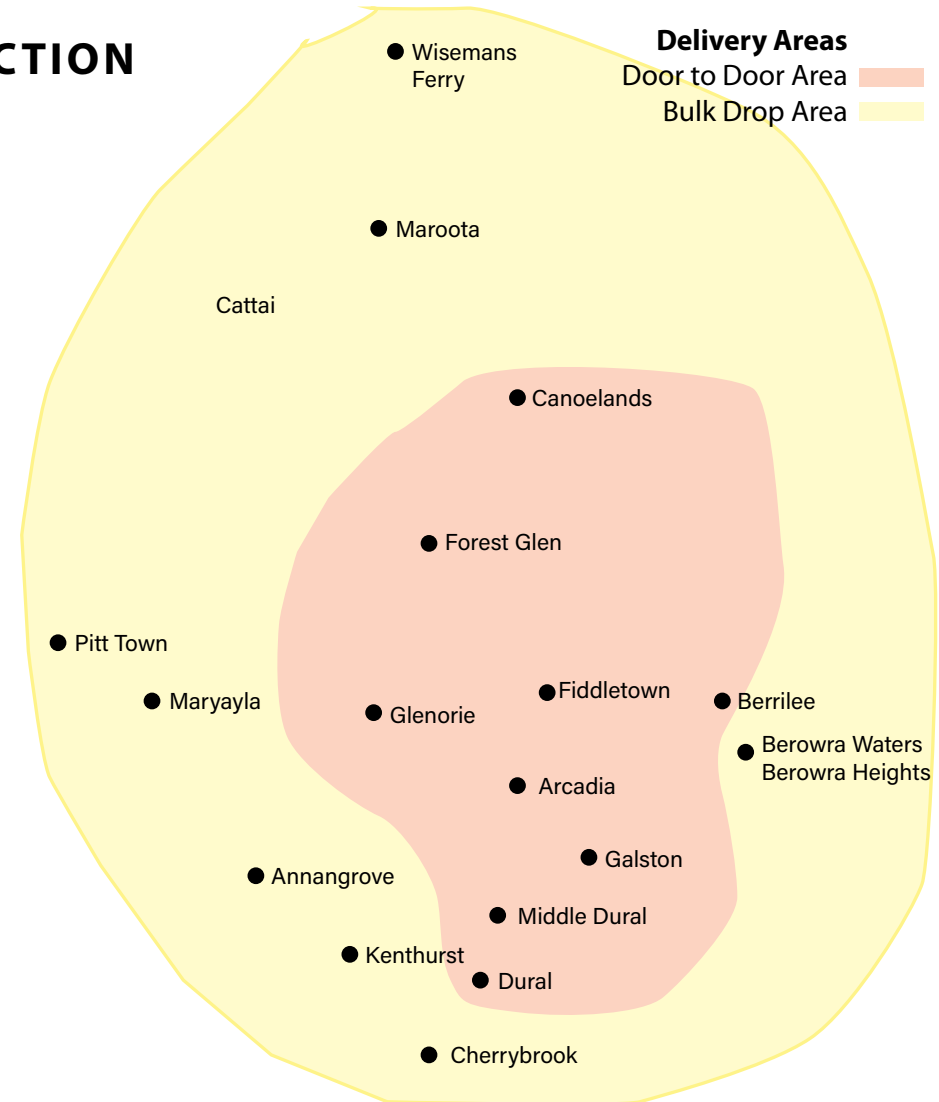


### The Demographics of the Area:

Average age 43 years; 78% born in Australia; the median individual income is \$681 per week and the median household income is \$1,998 per week; 44% of homes are owned outright, 41% are mortgaged, 15% are rented.

45% of residents are professionals or managers, 18% administrative, 12% technicians and trades

## CONNECTION. EXPOSURE. GROWTH.



**BLOCK BOOKINGS AND  
PACKAGE DEALS AVAILABLE.**

We also produce the following publications:

**Dooral Roundup  
Hills to Hawkesbury Living**

Ask our Advertising Team for details of savings when advertising in our other publications.

*Prices include FREE Design of Ad*

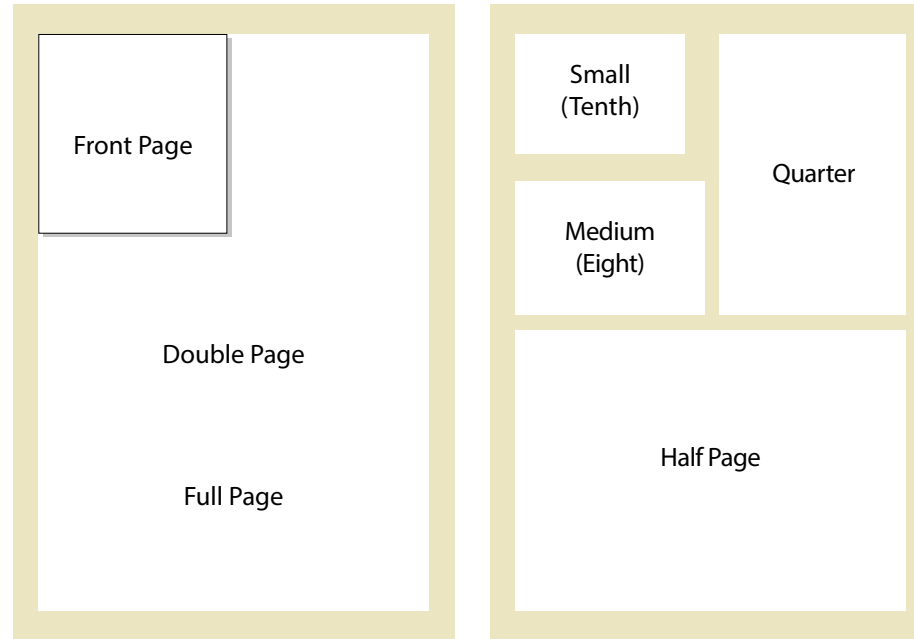
*Each edition closes on the 15th of each month with distribution commencing on 30th/1st of each month*

*Flyer Insertion & delivery \$120 per thousand plus GST, maximum 6000 flyers\*.*

*\*conditions apply*

**CALL US NOW SO WE  
CAN ASSIST YOU  
TO GENERATE MORE  
BUSINESS.**

# Advertising Rates



<b>RATES (Excluding GST)</b>			
<b>Front Page</b>	60 x 75 mm		\$336
<b>Full Colour Ads</b>			
<b>Double Page</b>	287 x 190 mm x 2		\$850
<b>Full Page</b>	287 x 190 mm		\$625
<b>Half Page</b>	190 x 136 mm		\$350
<b>Quarter</b>	92.5 x 136 mm		\$199
<b>Medium (Eighth)</b>	92.5 x 65 mm		\$105
<b>Small (Tenth)</b>	92.5 x 48 mm		\$95
<b>Trade Listing</b>	4 Lines plus logo		\$50
<b>Premium Pages</b>	Pages 2-3	12%	Pages 4-5 8%

For Advertising Call:

**Belisa Papandrea**

**0487 111 868**

advertising@galstoncommunity.com.au

**Don't Forget we Deliver  
DOOR TO DOOR  
you get 95% coverage,  
that means nearly  
EVERYONE gets a copy  
of our paper.**

**How to Create an Effective Advertisement**

We would offer the following guidelines for creating Ads which will increase the likelihood of a response:

- 1) Create and use an effective **headline**. You only have 3 secs to grab the readers attention.
- 2) The **benefit** to the reader, what problem do they have which you are going to resolve?
- 3) The **offer**, ie free trial, 50% of first appointment, money back guarantee?
- 4) The **proof**, some scientific or other statement about why this works.