

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 50 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.**

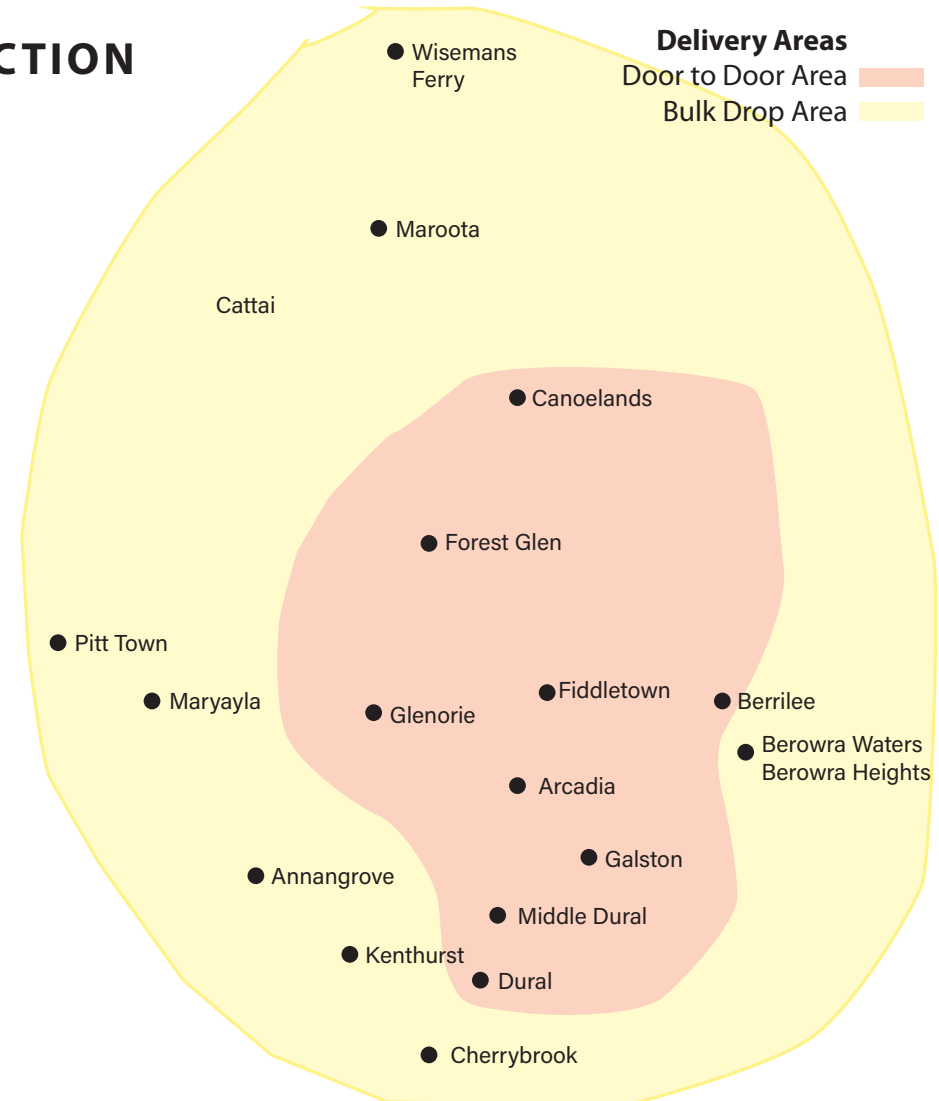


The Demographics of the Area:

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 Community News**

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

Prices include FREE Design of Ad

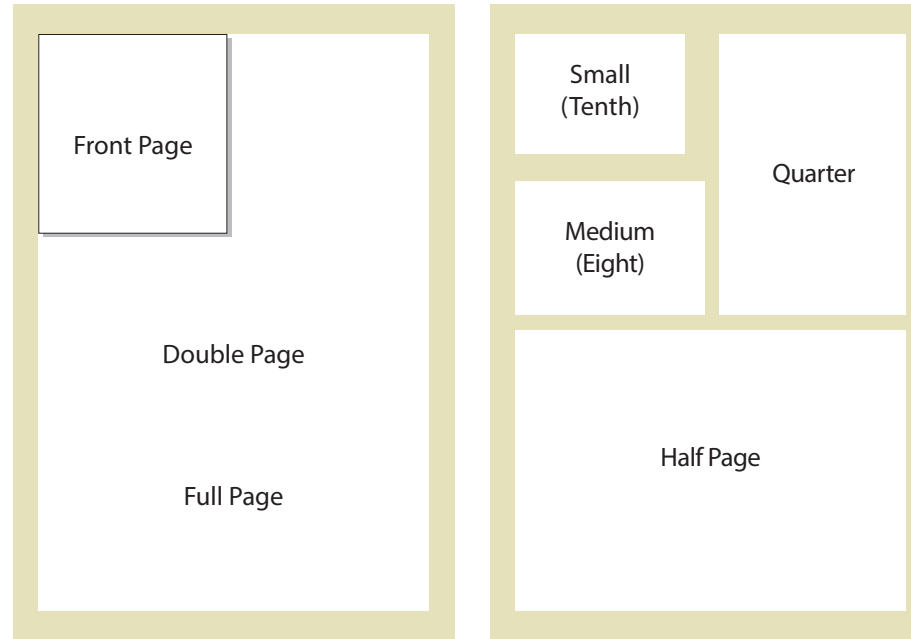
Each edition closes on the 15th of each month with distribution commencing on 30th/1st of each month

Flyer Insertion & delivery \$120 per thousand plus GST, maximum 9000 flyers.*

**conditions apply*

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

Advertising Rates



RATES (Excluding GST)			
Front Page	60 x 75 mm		\$369
Full Colour Ads			
Double Page	287 x 190 mm x 2		\$1,098
Full Page	287 x 190 mm		\$689
Back Page	287 x 190 mm		\$770
Half Page	190 x 136 mm		\$385
Quarter	92.5 x 136 mm		\$218
Medium (Eighth)	92.5 x 65 mm		\$115
Small (Tenth)	92.5 x 48 mm		\$105
Trade Listing	4 Lines plus logo		\$55
Premium Pages	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.