

# Galston, Glenorie & Hills Rural

# COMMUNITY NEWS

## ADVERTISING THAT WORKS

### • YOUR LOCAL CONNECTION

- 7,000 printed copies published monthly
- 3,500 delivered door to door to affluent high net worth areas
- Published and trusted for over 50 years
- Distributed to an area which receives little junk mail
- 3,500 copies bulk dropped to popular shopping destinations and businesses
- Large social media following across 5 channels (30,000+ reach)

### 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.

## WHY ADVERTISE WITH US ONLINE?

- Access to a targeted audience – that is geographically relevant to your business
- Targeted ads - detailed reports
- Increased brand awareness and recognition.
- A long proven history of successful online campaigns.
- Trusted News Source with Google News bringing in a diverse range of readers
- High Google Page Ranking and high quality backlinks to your website.
- Competitive pricing
- Social Media Campaigns across our 3 community news social media pages (Hills to Hawkesbury Community News: Galston, Glenorie & Hills Rural News & Dooral Roundup)
- Options to advertise in our eNewsletters with over 6,000 subscribers.



## PRINTED MAGAZINE

Size (mm)	Per Issue
Front Page (60x75mm)	\$409
Front Page 3/4 Strip (125x 90mm)	\$850
Front Page Strip (190x 90mm)	\$1200
Full Page (190x287mm)	\$765
Back Page (210 x 297 plus bleed)	\$850
Half Page (190x136mm)	\$428
Quarter Page (92.5 x 136)	\$242
Quarter Page Horizontal (180x63)	\$242
Eight Page (92.5x65mm)	\$127
Tenth Page (92.5x48)	\$117
Local Business Directory (92.5x48)	\$117
LBD Double Size (90w x 105w)	\$230
Trades & Services (60x40)	\$ 61
Double Page Spread	\$1224
Four Page Pull Out Brochure	\$2625*
Premium Page Loading 2-3	12%
Premium Page Loading 4-5	8%

Advertise on our Website	Monthly	3 Months	6 Months	Yearly
Website Top Header Banner Ad	\$500	\$1,230	\$2,400	\$4,200
MREC (250x250px) side ad	\$250	\$615	\$1,200	\$2,100
Small Ad (250px x 125px)	\$125	\$308	\$600	\$1,050
Social Media Post + Boost	\$120			

## ONLINE ADVERTISING PACKAGES

### Business Directory Listing - Low Cost Entry - \$99 per year

List your business on our website. Up to 6 images, unlimited text, links to your website/social media pages, Google Maps location if required, plus ability to attach a brochure, menu or similar

### Health/Lifestyle/Finance/Real Estate Contributor - \$250 per story

Write a column as an 'expert' in your field. The story will appear on our Lifestyle pages with appropriate links to your website/social media pages. Stories will be optimised for SEO so you get the advantage of our excellent Google Page Ranking. You can add up to 6 images, plus you would be set up as an Author. Stories remain on our website for 3 years unless you request to have them removed.

### Hills Online Dining Guide - \$250 per year

Aimed to help businesses increase their online visibility, whilst attracting new customers & retaining loyal ones... our "Online Dining Directory" is the perfect tool to attract your local audience. Clients can search by location or the desired cuisine (ie: Asian, Greek, Lebanese, Cafes, etc). Sections for your menu, opening hours, special offers & events. Upload photos & videos to entice customers. Finding & booking a table has never been so simple with everything in the one place!

### Email Direct Marketing - Small Ad \$65 - Large Ad \$90

We send a weekly news overview to our readership every Friday. With over 6000+ subscribers, this is a great way to promote your business. We have an open rate of 56% and our click through rate can be as high as 68% depending upon the content of the stories. This is a great way to get your brand or product in front of this audience.

### School Holiday Activity Promotions

Our online demographics show our highest readership are women between the ages of 35-55 years. This is an ideal range for promoting School Holiday Activities. We can help you design your campaign.

### Job Ads & Classified Ads - \$125 until sold/filled

Up to 6 images, unlimited text, links to your website/social media pages, Google Maps location if required. Option to include a contact form if you prefer your details not be made public (small additional charge for this) With the problems of scamming associated with facebook marketplace and gumtree, this is becoming a popular alternative.

Google Search Console

Your August performance on Google Search



<https://galstoncommunity.com.au/>

4.49K  
Clicks (web)

217K  
Impressions (web)

416  
Pages with first impressions (estimated)

\* conditions apply

### See our Facebook Statistics

Facebook Post Reach  
71,790

Facebook Engagement  
97,676



# Galston, Glenorie & Hills Rural

# COMMUNITY NEWS

**BLOCK BOOKINGS AND  
PACKAGE DEALS AVAILABLE.**

We also produce the following publications:

**Dooral Roundup  
Hills to Hawkesbury News**

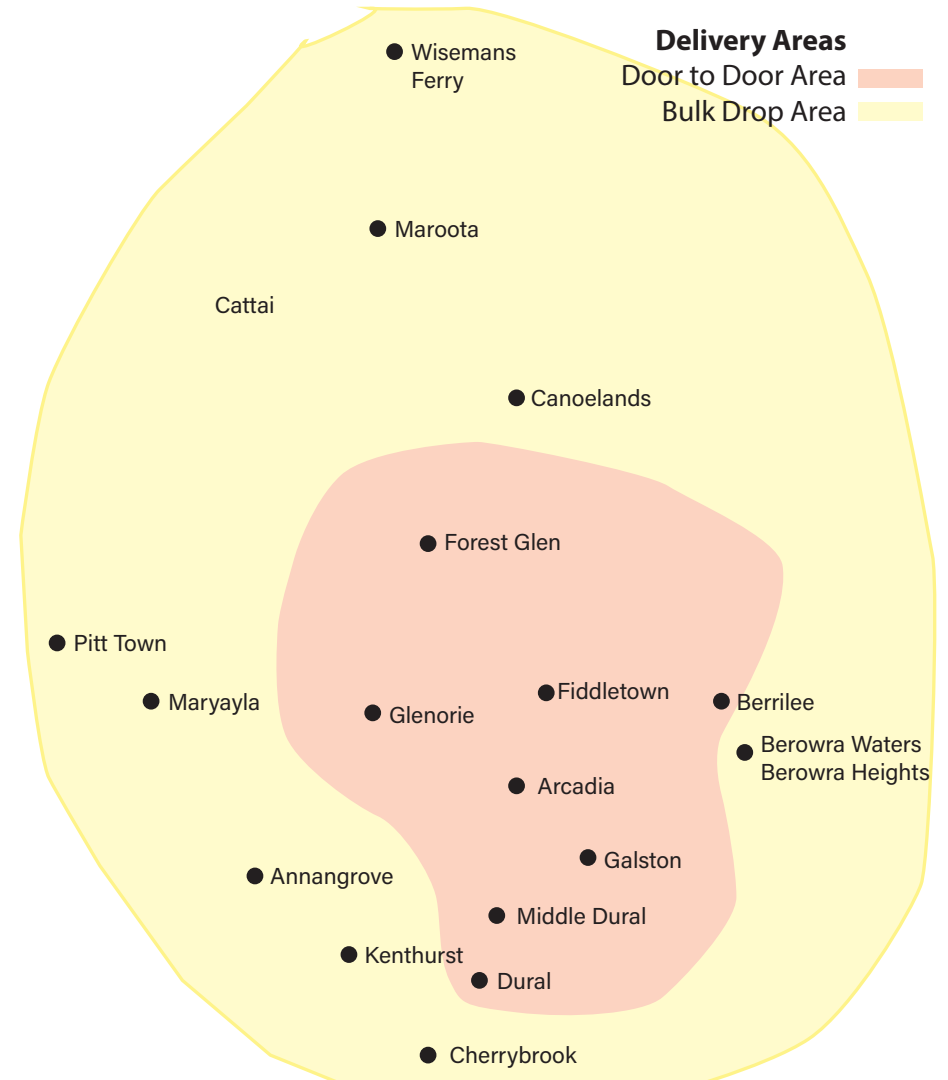
Ask our Advertising Team for details of savings when advertising in our other publications.

*Each edition closes on the **15th of each month**  
with distribution commencing  
on 29th of each month*

*Prices include FREE Design of Ad*

*Flyer Insertion & delivery  
\$130 per thousand plus GST,  
maximum 8000 flyers\*.*

*\*conditions apply*



**Advertising • Karen Taylor • 0487 111 868 • [advertising@galstoncommunity.com.au](mailto:advertising@galstoncommunity.com.au)**