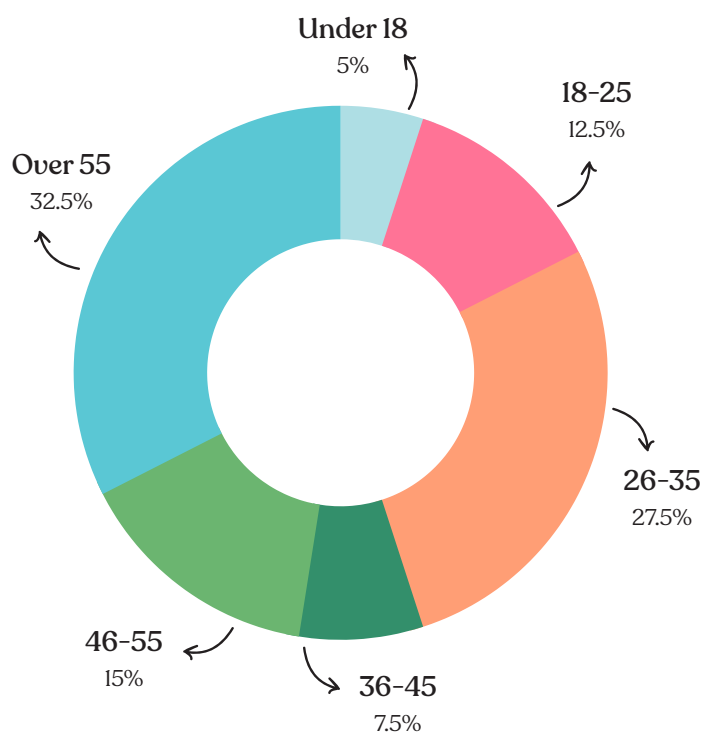


# Esperance Tide

2022 MEDIA KIT



# About us



## DISTRIBUTION

The *Tide* is a free, monthly magazine distributed across Esperance. It is stocked in most local supermarkets and all newsagencies, as well as more than 30 retail stores, cafes and tourism operators. The *Tide* has a monthly circulation of 4000, with an additional 500 copies being read online.

## DEMOGRAPHIC

As a free and inclusive publication that strives to appeal to readers from all walks of life, the *Tide* reaches a broad demographic across both its print and digital channels. The *Tide's* biggest readership is aged 18 – 35, closely followed by readers aged 55 and over. Our readership is loyal - some 48% of *Tide* readers religiously pick up a copy of the magazine every month.

## A TRUSTED SOURCE

In a 2021 survey, we asked readers how they learn what's happening in Esperance. The *Tide* proved to be a trusted source, with 83% of respondents saying that they turn to the *Tide* to find out what's on. Facebook was another popular source for gathering local information, with 65% of *Tide* readers using the social media platform to discover what's happening in town, while 40% dial in to a local radio station. Only 21% of *Tide* readers read the local newspaper.

## WE ARE ONLINE

On average, *esperancetide.com* attracts 9000 individual users per quarter, and this number continues to grow. While most of our audience is based in Western Australia (85.9%), our website has received traffic from nearly every country in the world since its launch in 2017.

## SOCIAL MEDIA

Since its inception in 2016, the *Tide's* social media following has grown steadily, resulting in a nuanced, authentic audience of Esperance locals, visitors and media. On Instagram, *@esperancetide* has close to 7000 followers and the *#esperancetide* hashtag has been used in excess of 14,500 times. The *Esperance Tide* Facebook page has 2300 likes.

## E-NEWSLETTER

Did you know email marketing drives more conversions than any other marketing channel? With 600 mailing list subscribers and growing, we've ramped up our weekly e-Newsletter to include paid advert spaces. Get in touch for more information.

# Advertising

ONE-OFF ADS (width x height)	1 MONTH	6 MONTHS	12 MONTHS
Front page (185 x 60.75 mm)	POA	-	-
1/8 page block (90 x 60.75 mm)	\$160 +gst	\$144+gst/month (save 10%)	\$128+gst/month (save 20%)
1/8 page sleeper (185 x 28.37 mm)	\$160 +gst	\$144+gst/month (save 10%)	\$128+gst/month (save 20%)
1/4 page block (90 x 125.5 mm)	\$300 +gst	\$270+gst/month (save 10%)	\$240+gst/month (save 20%)
1/4 page sleeper (185 x 60.75 mm)	\$300 +gst	\$270+gst/month (save 10%)	\$240+gst/month (save 20%)
1/2 page block (90 x 255 mm)	\$500 +gst	\$450+gst/month (save 10%)	\$400+gst/month (save 20%)
1/2 page sleeper (185 x 125.5 mm)	\$500 +gst	\$450+gst/month (save 10%)	\$400+gst/month (save 20%)
Full page (185 x 255 mm)	\$960 +gst	\$864+gst/month (save 10%)	\$816+gst/month (save 15%)

## ADVERTORIAL

**\$1000+gst/article**

**Includes:**

- Double page spread
- Photography
- Available online & in-print
- Promoted across all social media

## WEBSITE ADS

**\$150+gst/month for 3 months**

**Includes:**

- Sidebar location on esperancetide.com
- Reach of over 2000 individual users per month
- Linked to your website or social media page
- Free ad build service

## BLEED ADVERTS

**POA**

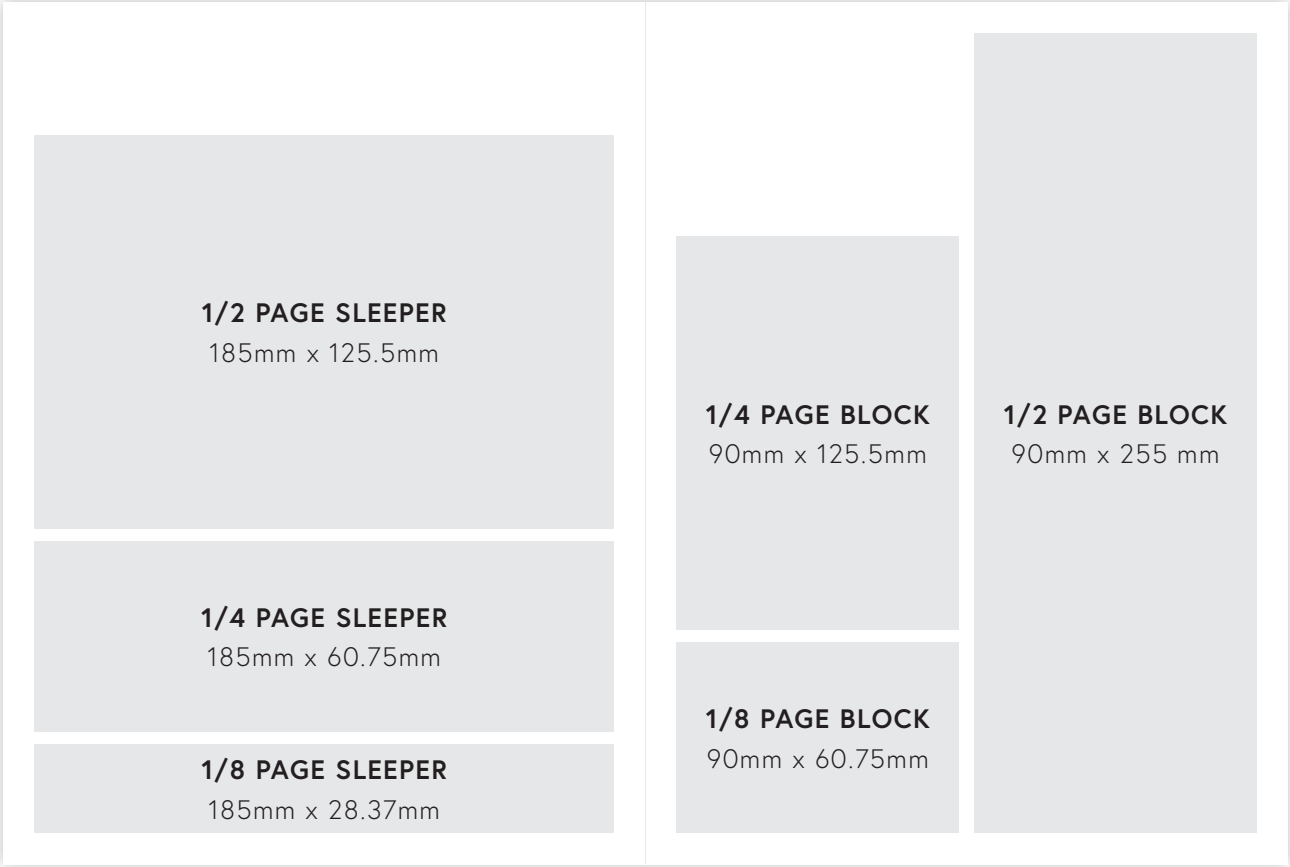
We are now offering bleeds on all adverts except for the 1/8 page size. This just means the artwork and background colors can extend into the bleed area to create a slightly larger advert. Please get in touch if you would like to use the bleed and we can give you the required dimensions.

## SPONSORSHIP

**POA**

Don't see a need for traditional advertising? Consider the benefits of sponsoring a section of the Tide, like the weather or one of our regular columns. It's a sure way to build brand awareness and demonstrate your business' support and engagement in the community.

# Advertisement Sizing





# Classifieds

Esperance Tide now features classifieds, a low-cost advertising option for community groups and members. Births, deaths and marriages, job listings, trades and services, buy, swap and sell, public notices and more.

1 COLUMN	2 COLUMNS
1 Column - max 10 words = \$8+gst 1 Column - max 25 words = \$15+gst 1 Column - max 50 words = \$30+gst 1 Column - max 75 words = \$45+gst 1 Column - max 100 words = \$60+gst	2 Column - max 50 words = \$30+gst 2 Column - max 100 words = \$60+gst 2 Column - max 150 words = \$80+gst 2 Column - max 200 words = \$100+gst
ADD YOUR BUSINESS LOGO	Black & white logo = \$15+gst Colour logo = \$25+gst

**Ready to book your advert?**

Please email **hello@esperancetide.com** and someone will be in touch.

# Artwork Specifications

## DEADLINES

Deadline dates are within a week prior to publication date.

Booking deadline: Friday 5pm  
Artwork deadline: Monday 5pm

Please contact us if you would like to be signed up to our advertising mailing list, and you'll get an email notification each month with the upcoming deadline dates.

## ADVERTISING RATES

Prices valid as of August 2021.

## PAYMENT METHOD

Once booked, an invoice will be sent to your email. Payment can be made in monthly instalments or upfront front all agreed publication dates. This can be done via credit card or direct debit. We do not accept cash payments or cheques at this time.

## FILE TYPES WE ACCEPT

- PDF (High Quality Setting)
- JPEG (300dpi)
- TIFF (300dpi)

## COLOUR

We are a colour publication. Please supply artwork as CMYK, if artwork is supplied as RGB, we will have to convert artwork and colours may turn out different to expected.

## FREE DESIGN SERVICE

Need a professional graphic designer to help create your ad? Each booked ad comes with a free ad design service by our in-house graphic designer. Please get in touch for more information.

*Please note, all artwork created with this free service is owned by Esperance Tide and cannot be used for other purposes without permission.*