



HAWKESBURY DISTRICT

INDEPENDENT

MEDIA KIT • • hdinews.com.au

magazine

LOCAL LIFE • SPORT • LIFE & STYLE • HEALTH & BEAUTY • ENTERTAINMENT



The Hawkesbury Independent is a monthly publication with **OVER 90 BULK DROP POINTS** throughout the **Hawkesbury, Penrith & the Hills**.

Bulk drop points are replenished for the whole month as well as delivering to thousands of local homes and an **interactive website** with **advertising hyperlinked** to client websites.

All clients are given access to **Facebook, Twitter** and **Instagram** posts as part of your advertising package **FREE** (ask your rep)

WE ARE YOUR LOCAL MAGAZINE!

IT'S YOUR COMMUNITY

Our editorial focus covers the issues that matter most to people living in the district.

Local Life • News • History Achievements • Politics Business • Education Sport - with plenty of regular contributors, our sporting pages are comprehensive & very well read • Rural Issues Life & Style • Seniors Health & Beauty Relationships • Motoring Home & Garden Travel • Entertainment.



Creating positivity by celebrating community, the Hawkesbury Independent is the most sought after magazine in the district.

**CONTACT YOUR SALES REP TODAY!
SPECIAL PACKAGES AVAILABLE**

Phone 4588 5055 | Fax: 9625 4649
Digital edition // www.hdinews.com.au



[print advertising]

10% loading applies to prices for prime position eg pages 3, 5, 7, 9, 11, 13 & 15.

A 10% fee will be added to our advertised prices for any agency bookings.

Regular advertising prices apply to bookings of 3 months or more.

All packages include Facebook and Instagram posts. All ads are hyperlinked where possible in our digital version to client websites.

[online advertising]



Talk to your sales rep about online advertising at hdinews.com.au



WE CAN CATER TO YOUR BUDGET, JUST CALL US!



A copy of our advertising terms & conditions are available on our website www.hdnews.com.au

[print advertising specs]

[copy deadline]

Advertising & editorial deadlines are available from your sales representative.

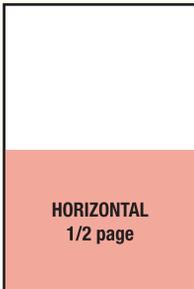
We are a newsprint magazine, with a full gloss cover, saddle stitched and trimmed.



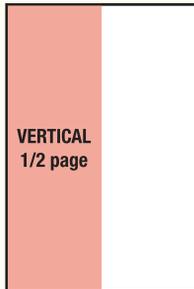
FULL PAGE

FULL PAGE
(width x height)
BLEED 280mm x 390mm
TRIM 270mm x 380mm
LIVE 250mm x 360mm

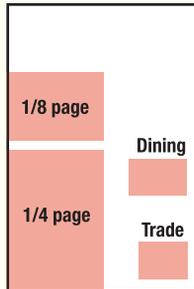
Bleed is 5mm and live area within trim is 10mm.
If supplying without bleed, use live area specifications.



HORIZONTAL
1/2 page



VERTICAL
1/2 page



1/8 page

Dining

1/4 page

Trade

HORIZONTAL
1/2 PAGE
250mm x 175mm
(width x height)

VERTICAL
1/2 PAGE
123mm x 355mm
(width x height)

1/4 PAGE
123mm x 175mm
(width x height)

1/8 PAGE
123mm x 87mm
(width x height)

DINING
80mm x 56mm
(width x height)

TRADE
60mm x 60mm
(width x height)

[the preferred format of advertising files is high resolution PDF]

ANY QUESTIONS REGARDING MATERIAL SUPPLY, PLEASE EMAIL production@hdinews.com.au

[material supply]

Materials may be submitted to production@hdinews.com.au

[software]

The following software programs are supported: Adobe InDesign, Photoshop & Illustrator. Please ensure all images are included & fonts embedded or outlined. **All other applications (Quark, Publisher, Word, Excel etc) are NOT accepted.**

[fonts]

Supply all printer and screen fonts, including fonts embedded in art files. Pseudo-type commands should not be used (i.e. if italics are desired, then the italic version of the font should be used, not the italic style).

[images & file formats]

Where possible, please supply all images at 300dpi at 100%. Please save all images as CMYK in either JPEG, TIFF, PDF or EPS format. High resolution PDF files are preferred.

Ink weight should not exceed 230% for newsprint and 300% for gloss.

It is the responsibility of the client to supply artwork as per specifications.



Phone 4588 5055 // Fax: 9625 4649 // e: info@hdinews.com.au

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