



AdNews

Media Kit **2024**



FROM THE EDITOR

AdNews is the voice and conscience of the media and advertising industry and its biggest supporter since 1928.

We reach every player, from the intern to the seasoned CEO, with a website, a print magazine, a newsletter direct to email boxes and fast updates via social media.

We dig into every corner, events small and large, opinions left and right, and everything in between.

We report, analyse, forecast, predict, reflect and chronicle change, both the highs and lows.

We score pitches, track appointments, seek out the heroes and the stars, young and old, and highlight emotion embedded in campaigns.

We answer the why, dig deep into the numbers, identify trends and explain what this means for marketers, agencies and the whole industry.

And we reward excellence with the *AdNews* Agency of the Year Awards, the ultimate in recognition for creativity, media strategy planning and leadership.

AdNews is the industry.

Chris Pash
The Editor, *AdNews*





WHO WE ARE

Every day there seems to be another trade voice screaming out about the best this and the most that. Then there's the proliferation of 'activations' and carnival events coming to town with big promises and outlandish claims.

AdNews eschews the hype and the tactics in favour of bringing our loyal, trusting readers the best journalism, nationally, to support their decision making and their careers.

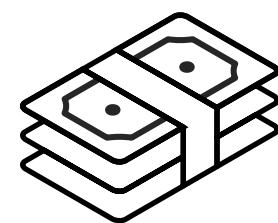
We're about smart reading for committed industry executives to fuel their business conversations, elevate their standing and thought value in an ever more competitive marketing landscape.

Our audience, the savviest media strategists, planners, creatives and brand owners know it pays to advertise. The big end of town, Top500 national brands and their award-winning agencies, count on *AdNews*' near 100 years of experience with household names and world class campaigns. They respect media strategy and clever creative over booze-ups and cash grabs. And they're harder to reach because they're at work, generating a \$22b advertising market.

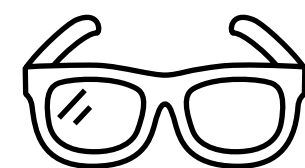
If your serious about making your business theirs, *AdNews* is your natural partner in real business journalism.

With budgets challenged and ever-growing choice, *AdNews*' premium position in their minds makes trade media with us fundamental to success.

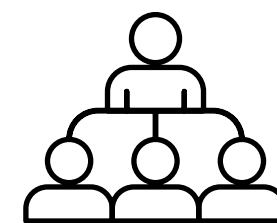
The rest, as they say, is 'icing on the cake'.

**85%**

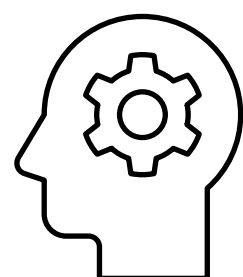
have a \$100k+
annual income

**18%***

of our audience is
Senior Management

**27%***

of our audience is
Head of team

**72%***

of AdNews audience is involved
in media planning and buying

**52%**

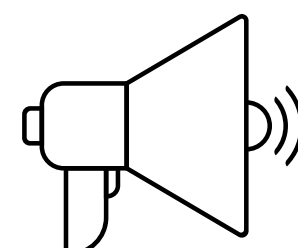
Female

**48%**

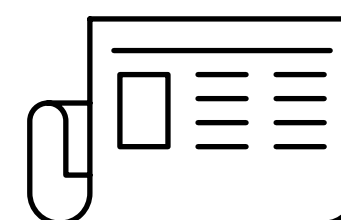
male

**28%***

of AdNews audience
are client side

**26%***

work for an
advertising agency

**87%**

agree the independent journalism
has never been more important.

OUR AUDIENCE, YOUR CUSTOMER

Smart executives, the decision makers, have moved on from the puff and fake news with vested Interests to News, Analysis and Ideas they can trust.

AdNews cuts through the clutter and the hype, a search engine of authority, we are on the pulse of this industry's most vital issues for progress.

We know the devil is in the detail, unafraid to ask the harder questions and challenge the status quo.

We are not for everyone.

That's why this industry's most influential count on *AdNews'* view and transparency.

Real News, carefully curated, vetted and sourced.
Saving their time and fulfilling their needs.

EDITORIAL PILLARS



COMMERCIAL CREATIVITY

We're about the work and people of the agencies. The creative and strategic thinkers who get results for brands in the consumer market.



MEDIA SPEND AND STRATEGY

AdNews follows the money and with it the plight of Australian and global media. We look to the best consumer campaign strategies that are getting results and paying returns.



BRANDS AND CONSUMERS

The work of this industry ends up on the bottom lines of brands and consumer perceptions. We report on brands and consumer relationship with the commercial world at a time when the consumer has never had more power.



PEOPLE AND CULTURE

AdNews leads the charge for diversity, equality, improving conditions and industry culture. Setting new comparative standards through fearless reporting on best practice and the 'could do better'.



PORTFOLIO STATISTICS

MAGAZINE

5,000 Distribution

25,000 Readership

Special editions and tribute issues annually.

NEWSLETTER

15,000+ Subscribers

Sent six days a week

SOCIAL MEDIA/DIGITAL

95,000+ Combined followers

Across Facebook, Instagram, LinkedIn and Twitter

WEBSITE

126,823 Sessions

Average Jul-Dec 2023

492,199 Events

Average Jul-Dec 2023

EVENTS AND PROGRAMS

AdNews conference events have achieved a positive differentiation in the market, delivering a high level meeting of minds, together in constructive discussion on leadership relevant issues. They are seen as strategic, affirmative, high level get togethers that respect an executive's time, intelligence and expertise. The result in each case is premium attendance, where leaders feel comfortable sharing in an agenda setting, issue busting discussion.

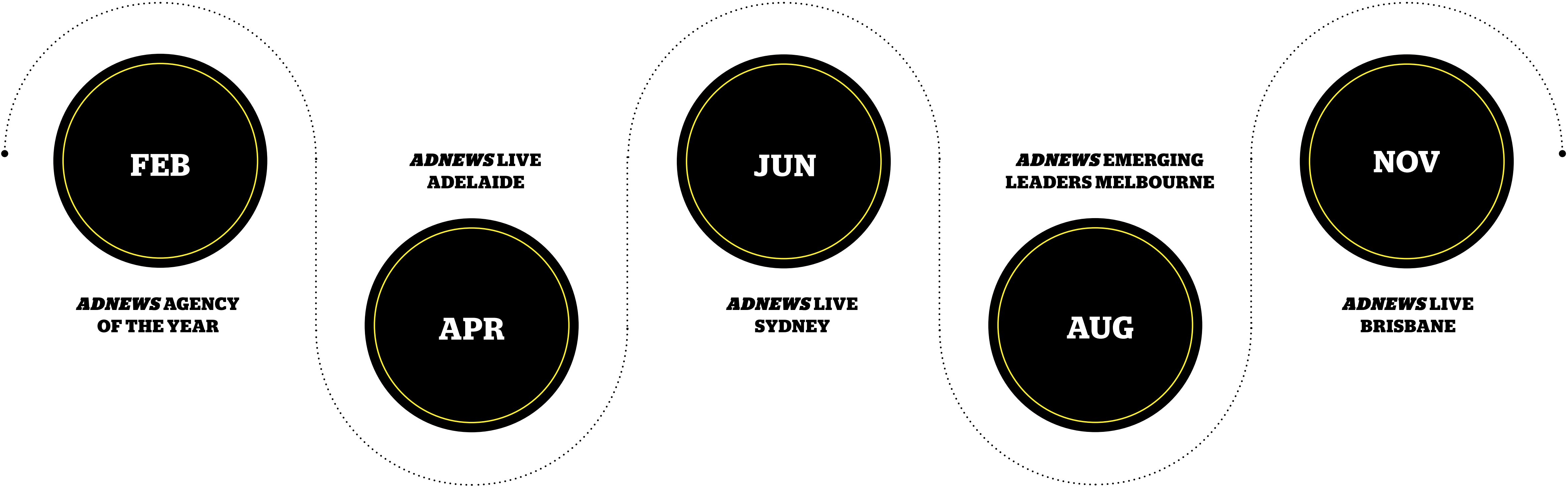
 AdNews Agency of the Year Awards

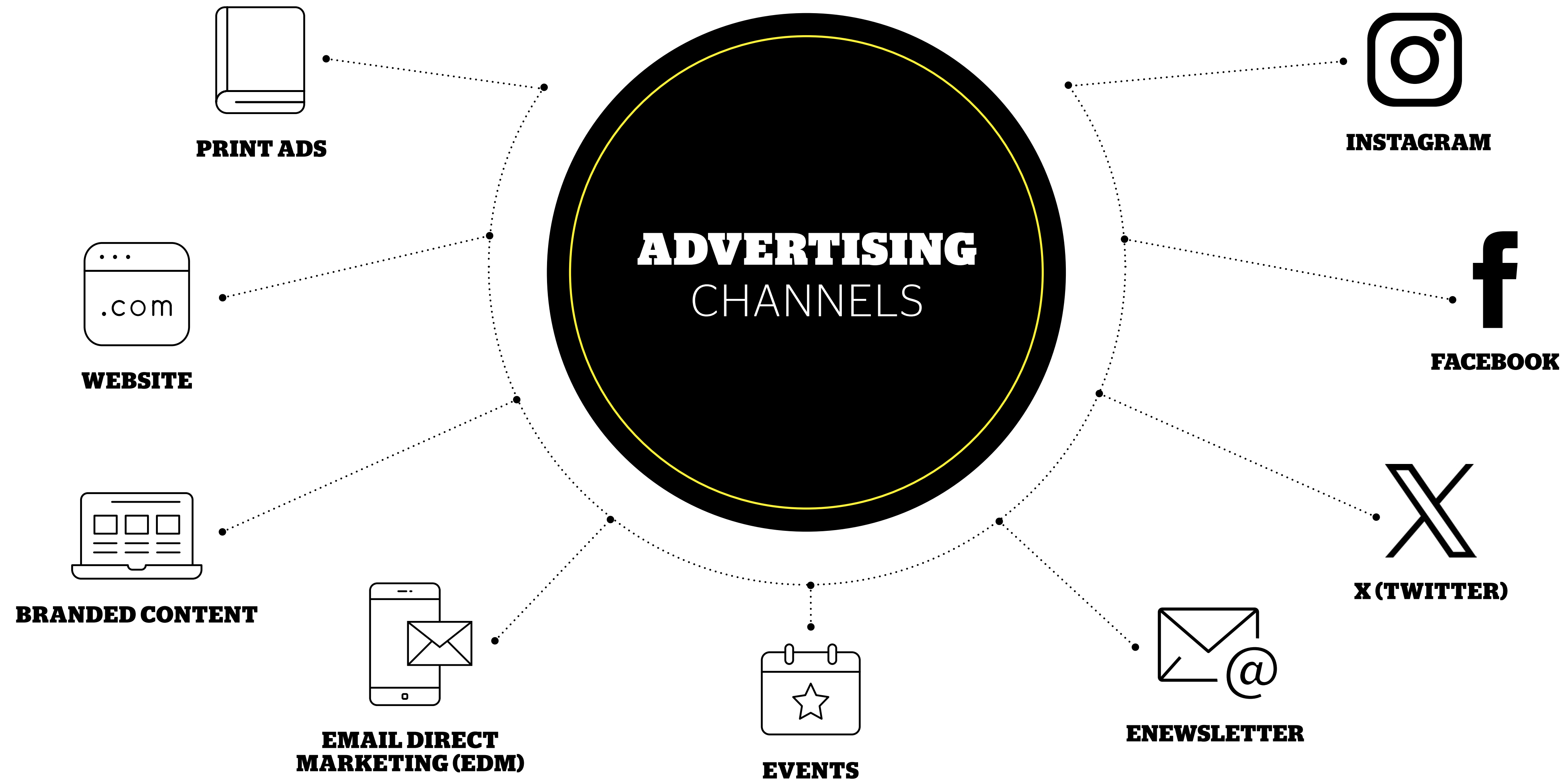
AdNews (L!VE)

 emerging leader.



EVENT CALENDAR





PRINT RATES

Regular Position	
Size	Casual
Centre DPS	\$15,750
Double page spread (DPS)	\$14,039
Full page colour (FPC)	\$7,571
Half	\$5,250
Third	\$3,990
Strip (1/4 or 1/8)	\$2,888

Special Positions	
Inside front cover spread	\$18,249
Four Page cover roll-fold	\$36,498
Opposite contents	\$9,085
Inside back cover	\$8,896
Outside back cover	\$9,842

PRINT SPECS

Specifications			
Size	Bleed	Trim	Type
Double page spread (DPS)	450W×307H	440W×297H	415W×252H
Full page colour (FPC)	225W×307H	220W×297H	190W×252H

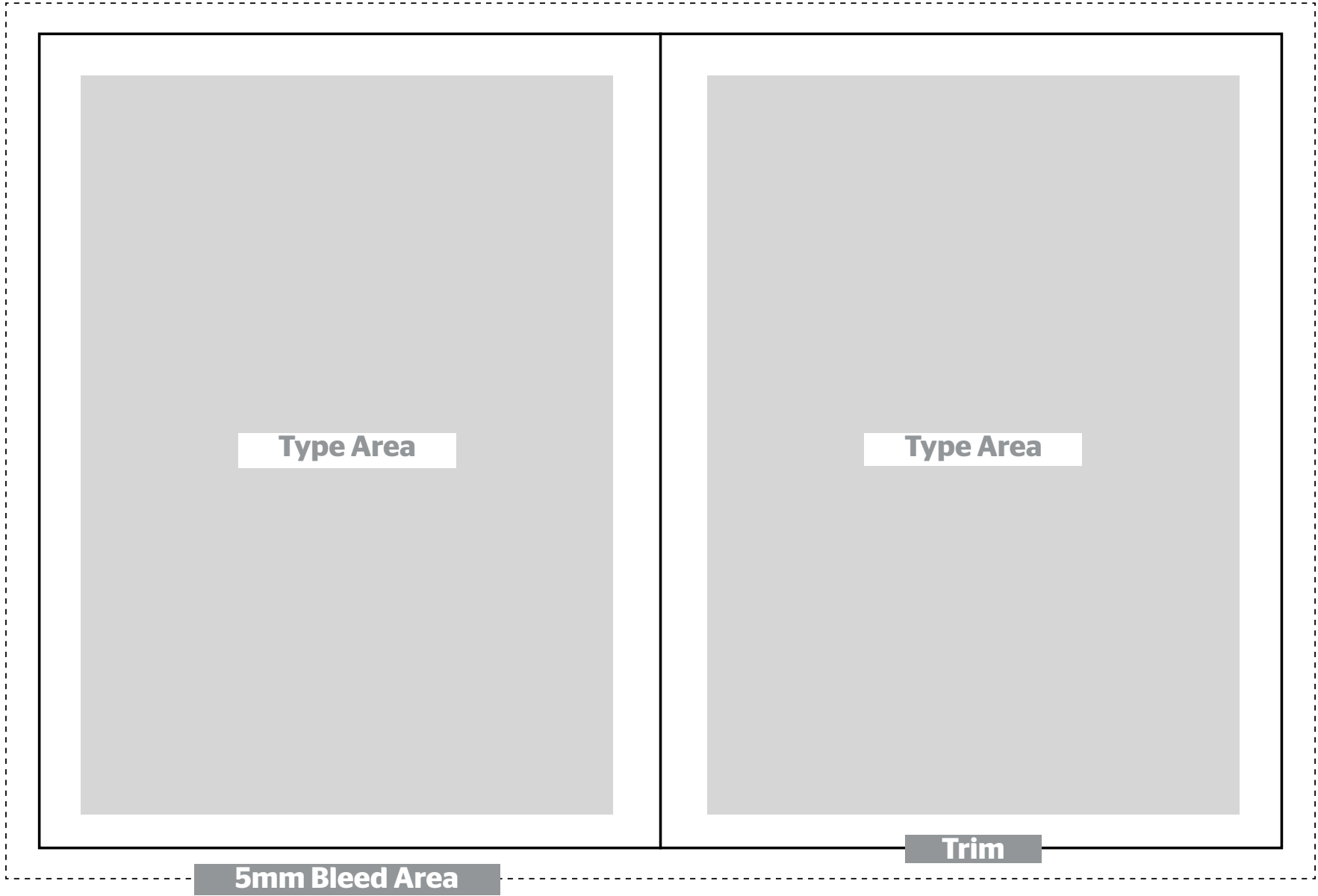
Specifications Broken Space	
Size	
Half Horizontal (Floating)	190W×126H (no bleed required)
Half Vertical (Floating)	92W×252H (no bleed required)
Third Horizontal (Floating)	90W×84H (no bleed required)
Third Vertical (Floating)	63W×252H (no bleed required)
Quarter Strip Horizontal (Floating)	190W×65H (no bleed required)
Eighth Strip Horizontal (Floating)	190Wx32H (no bleed required)

DELIVERY: Deliver material to AdNews, 17-21 Bellevue Street, Surry Hills NSW 2010.

PRODUCTION ENQUIRIES: Contact Michelle Liebenberg on (02) 9213 8301 or at michelleliebenberg@yaffa.com.au

Material requirements

- Files should be supplied as PDF in CMYK format, with all images at 300dpi. Non-PDF formats (including Excel, Word and Publisher) will be rejected.
- PDF files should be supplied electronically via email or a file transfer service such as Wettransfer or Hightail
- Special PMS colours can be printed with prior arrangement, an additional charge of \$800 per colour will apply.



WEBSITE RATES

Premium Weekly	
Ad Size	Casual
Premium Page Takeover	\$18,477
Super Billboard	\$6,123
Billboard	\$3,267
Extended Leaderboard	\$3,267
Leaderboard	\$2,541
Top Strapline	\$2,178
Large MREC	\$3,630
Top MREC	\$3,025
MREC	\$2,541
Skins	\$4,864
TEADS Video	\$2,565
TEADS Scroller	\$3,388

Section / Run of Site	
Ad size	Casual
Super Billboard	\$2,420
Billboard	\$2,178
Extended Leaderboard	\$1,694
Leaderboard	\$1,210
Skins	\$2,420
Rails	\$1,488
Strapline	\$1,210
Large MREC	\$2,178
MREC	\$1,488

• GST - add 10% to all advertising rates

File requirements

- Maximum file size 39K;
- Include click-through URL;
- Files can be Flash 7 (SWF), static or animated GIFs, HTML5;
- A backup GIF must also be supplied for Flash files;
- The website will target browsers that work with the ad through our ad server – unsupported browsers will be served the alternative GIF file supplied;
- Animation must not contain strobing effects;
- Looping should be continuous;
- Creative should not disable fields or functionality of the site;
- The creative should not disable browser back buttons or force any plugins to be downloaded;
- Material deadline 5 days prior;
- Send digital files to michelleliebenberg@yaffa.com.au

Gutter ad file requirements

2 x JPG/GIFs OR 2 x SWF tags - must be third party hosted by client (If under 39KB, creative can be hosted through Doubleclick for Publishers)

Guide to gutters

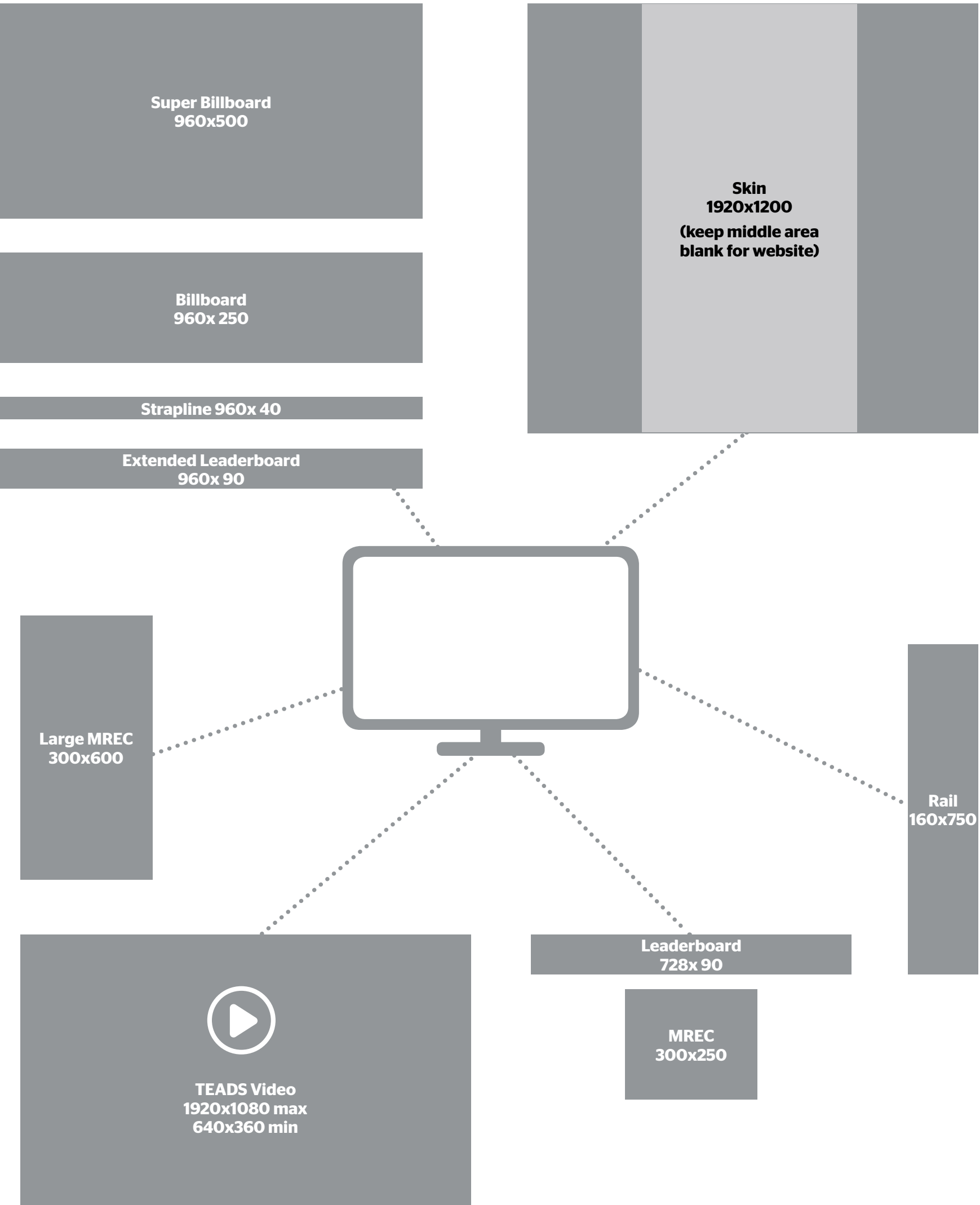
- Gutters are to support the LARGE ISLAND/ISLAND campaign messaging;
- Gutter imagery is aligned to top of page and sit out slightly away from the page edges;
- Gutter imagery is set in top position (does not scroll with page);
- Gutters can click through to the client website;
- Property brand cannot be obscured or encroached upon (any logos, images or text should be positioned at least 150px from the top of the page);
- Gutters must not display any external URLs on the creative.

TEADS specs (pixels)

- Video File: Maximum size 500 mb
- Format: MOV, MPEG4, AVI, WMA etc
- Resolution: Min 640*360, max 1920*1080
- Length: Max 30 sec (additional fee for longer)
- Aspect ratio: 16:9 (4:3 not supported)
- URL Redirection: (Click command) or VAST redirect

Production enquiries

Michelle Liebenberg on (02) 9213 8301 or at michellelie



ENEWSLETTER RATES

Daily eNewsletter Advertising Rates

Size	Casual
e-News Video	\$6,123
Top Banner	\$3,364
Top MREC/2nd Banner	\$2,759
Top Story Banner	\$3,364
Middle MREC/Banner	\$1,634

• SURCHARGE APPLIES FOR CANCELLATIONS; GST - ADD 10% TO ALL ADVERTISING RATES.

eNewsletter average open rate: 30.63% (Jan-March quarterly average 2023),
eNewsletter average click rate: 20.25% (Jan-March quarterly average 2023)

ENews average Jan-Mar 2023

Branded content

AdNews quality checks all Branded Content submissions ensuring relevance and value for our discerning audience nationally. This means quality attention to your branded communications, with transparency and disclosure ensuring informed response.

Branded Content			
Size	Newsletter + Newspaper	Homepage Extra Day/s	Social Media Post
Full Page (Print and online)	\$17,194	\$500	From \$1500
Double Page (Print and online)	\$30,407	\$500	From \$1,500
Digital - Written to brief	\$4,235	\$500	From \$1,500
Digital - Assets supplied	\$3,630	Includes digital version	Includes posting
Shorthand - Rich Branded Content from	\$8,280	Includes digital version	Includes posting

Production enquiries

Contact us about branded content series, concept ideation, copywriting and original works in Shorthand format or regular Editorial style and formats through to print activations, VIP mailouts and content integrations to support your upcoming marketplace communications. Call Paul Carroll on 0408 251 359 for more information on the power of Adnews Branded Content within your trade media plans.



File requirements

- Maximum file size 39K;
- Include click-through URL;
- Static or animated GIF files only;
- Email newsletter does not support Rich Media or Flash (SWF) material files;
- Please be aware that not all email browsers support GIFs;
- Animation must not contain strobing effects;
- Looping should be continuous;
- Material deadline 5 days prior;
- Send digital files to michelleliebenberg@yaffa.com.au

Production enquiries

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or at michelleliebenberg@yaffa.com.au

Top Banner
580x120

MREC
300x250

Middle Banner
580x120

SOLUS EDMS

Advertising Rates

Solus Blast (eDM) \$9,680
Distribution available by company type and state; details available on application

Targeting By State

State	% Of Total	
NSW/ACT	55	\$5,445
VIC/TAS	22	\$3,630
QLD	7	\$800
SA/NT	2.5	\$450
WA	2.5	\$450

Targeting By Organisation

Company Type	% Of Total	
Advertising/Media Agency	34	\$5,566
Marketer/Manufacturer	27	\$4,840
Media	23	\$2,500
Other	16	Included

File requirements

- Max design width of 600 pixels. Note: consider those recipients who open/click/transact across mobile devices;
- Material must be supplied complete in HTML code format, which has been specifically designed for email (i.e. not a webpage);
- For the blast to work properly, all the logos/images need to be hosted on a public facing server client-side, with full location included in the html code. AdNews will not edit the supplied HTML;
- Client must supply the email blast ‘Subject Line’ and list of email addresses for testing and approvals;
- Material deadline 5 days prior;
- Send digital files to michelleliebenberg@yaffa.com.au

EDM Open Rate: 38.76%
(Six month average July-October 2023)

EDM Click Rate: 11.84%
(Six month average July-October 2023)

INSERTS

AdNews Insert Charges

Advertising Rate	Distribution	Quantity	Cost
Single sheet			
National	100%	6450	\$2,490
NSW	60%	3700	\$1,494
VIC	30%	2000	\$747
4 Pages			
National	100%	6450	\$3,490
NSW	60%	3700	\$2,094
VIC	30%	2000	\$1,047
8 Pages			
National	100%	6450	\$5,480
NSW	60%	3700	\$3,288
VIC	30%	2000	\$1,644

Additional charges

Add handling charge of \$30 per thousand.
Add 10% GST to total

Production enquiries

Michelle Liebenberg on (02) 9213 8301 or at michelleliebenberg@yaffa.com.au

Important notes

1. Acceptance of booking depends on weight of insert – samples of insert to be supplied to publisher for approval at earliest opportunity
2. Inserts stitched between forms are plus 25%
3. Inserts must be flat and not protrude beyond the magazine
4. Inserts must not be a letter nor carry discount reply paid facilities
5. Maximum allowable thickness of magazine with inserts is 20mm



CONTACT

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