

Fortnightly CBD PUBLICATION

Voice of Melbourne

MICN

MELBOURNE CITY NEWSPAPER



CAB Audited

MEDIA KIT 2012



WHY CHOOSE MELBOURNE CITY NEWSPAPER?

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Melbourne City Newspaper is an ideal platform for advertisers to penetrate niche markets with targeted content and design. A free inner city fortnightly publication, MCN directly targets the audience and has a loyal readership in excess of 200,000.

MCN readers are a captive and sophisticated audience who revel in quality editorial combined with a stylish layout.

- City-wide readership of 200,000 +
- Free inner-city publication
- Commitment to genuinely engaging content
- Cost effective mass media representative
- Highly competitive rates
- Professional design
- **A captive audience for your ads or business every fortnight**

For Editorial enquiries, please contact:

Editor: Dione Joseph

Editorial/Advertorial Coordinator: Karl Shami

dione@mc-news.com.au

karl@mc-news.com.au



MCN is a smart, savvy and stylish newspaper that caters to Melbourne's central elite professionals. MCN offers genuinely engaging content that covers all facets of Melbourne living. From Arts and Culture, to Health and Education, MCN delivers the highest quality content written by local journalists.

Melbourne City Newspaper has:

- Readership of 200,000+
- Circulation of 44,000

The Melbourne City Newspaper is:

- Hand distributed every fortnight at popular corner locations, including Elizabeth and Collins, Swanston and Burke, King and Latrobe.
- Hand distributed at train station exits including Flinders, Parliament, Richmond and Toorak.
- Available at pick-up-stands in every centrally located 7-elevens
- Available at all IGA supermarkets in the city
- Available in city hot spots such as Federation square, RMIT, Queen Market, Roof top Cinema
- Delivered to commercial and residential locations



- **Business & Technology**
Show Melbourne that you're at the brink in technological advancement and business innovation. If you've got something the professional and tech savvy people of Melbourne need to know— this is where it needs to be.
Ask about our visual ads, feature & technology articles.
- **MoverShaker Business Profile**
A MoverShaker profile is an MCN exclusive advertorial style used to highlight the key players in Melbourne. Build your personal brand, increase your company's public exposure, and put a human face on your business. Improve consumer public relations and capitalise on increased investor and shareholder confidence.
- **Social Issues**
Show the public that they're more than dollars to you. Advertorial placement or a social commentary ad will highlight your brand as a moral leader in the industry and community.
- **Events**
Take advantage Melbourne's energy and enthusiasm. Make sure everyone is talking about your event with our visual ads, hype building advertorials and promotional inserts. Put it on your must do!
- **Education**
Make sure your institution is Melbourne's No.1 choice – develop your relationship with Melbourne's up and coming scholars and grow your intake.
Ask about our visual ads, advertorials and MoverShaker Profiles.
- **Film & Theatre**
Tap into Melbourne's love of performance with our high quality visual ads and sponsored reviews. An all Melbourne base means every reader is another potential ticket.
- **Health & Lifestyle**
Enjoy the brighter side of life with MCN's commitment to healthy living and features on upcoming products, exercise programs and nutritious food.
- **Local Arts & Culture**
Step into the cultural spotlight with our visual ads and reviews and showcase your creativity by standing out in Melbourne's diverse arts scene.
- **Food & Wine**
Put your brand at the forefront of Melbourne's Food and Wine industry with ads targeting engaged, able consumers.
Sponsored reviews, picture ads and custom promotional material are great options.
- **Fashion**
Be known. Be seen. Let high fashion images and articles put your designs on the streets, the red carpets and in the hands of our 200,000 readers.
Ask about our visual ads and fashion advertorials.
- **Real Estate**
Your business' premium properties have the advantage of being in our exclusive real estate double spread. Don't miss the opportunity to access Melbourne's urban investor and professional market.

MoverShaker Profile

Your MoverShaker profile is a quarter-page specialist advertorial. It includes an interview and professional photograph with content written by MCN and approved by the client. MCN will strive to include any specific information that the client requests.

Price: \$500

Size: 16cm x 3cols

Inserts and Promotional material

MCN can facilitate a high impact advertising campaign by distributing your business' promotional material inside; promo-gifts, brochures, flyers and leaflets can all be distributed with MCN.

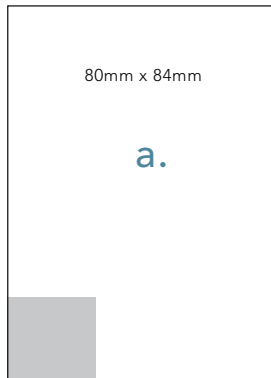
Price: \$70 per thousand promotional units.*

Additional costs may be incurred for handling and labour.

Conditions apply

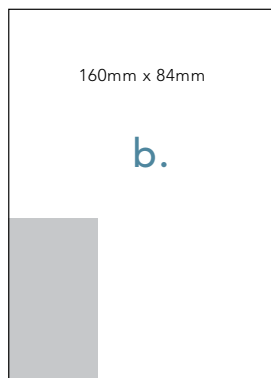
2011/12 WEEKLY ADVERTISING PRICE LIST

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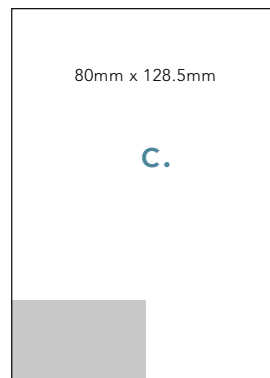
8cm x 2col

8x2 = \$ 380



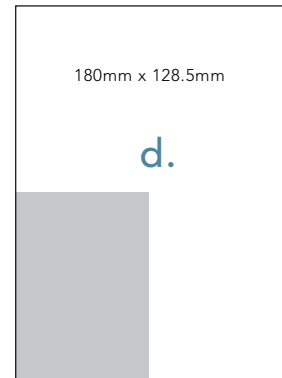
16cm x 2col

16x2 = \$ 730



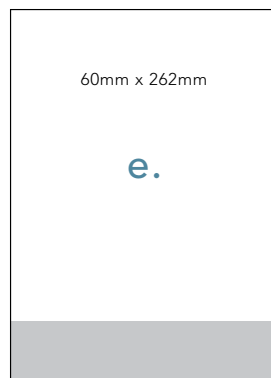
8cm x 3col

8x3 = \$ 535



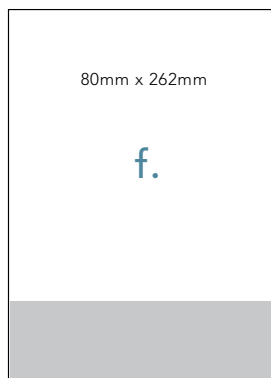
18cm x 3col

18x3 = \$ 1100



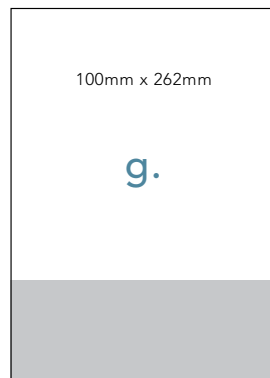
6cm x 6col

6x6 = \$ 787



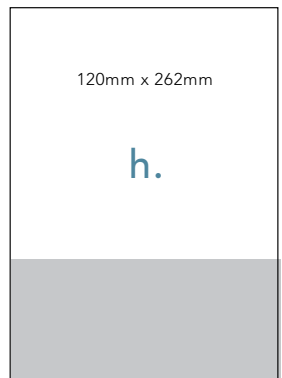
8cm x 6col

8x6 = \$ 888



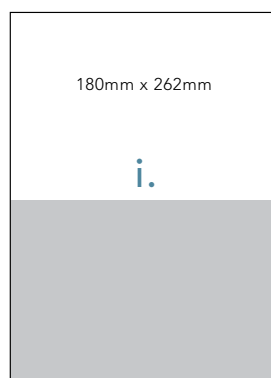
10cmx6col

10x6 = \$ 1100



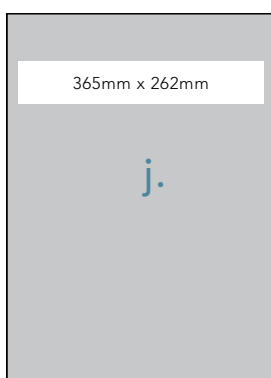
12cm x 6col

12x6 = \$ 1215



18cm x 6col

Half Page
\$ 1788



36.5cm x 6col

Full Page
\$ 3145

Please note

- All prices are GST inclusive.
- Discounts for multiple & long-term bookings
- Loadings: Front page 100%, Back page 70%, 3rd Page 50% and Positional request 30%
- Artwork can be designed on request @ \$44 per hour. Min. charge \$44.

*Conditions apply. Prices may be changed without prior notification.

Contact: Steven Ho
Stella Yam

Email: steven@mc-news.com.au
Email: stella@mc-news.com.au

ADVERTISING DEADLINES & PUBLICATION DATES 6

PAPER OUT (Mid Night)	CUT OFF DATE	DISTRIBUTION (CBD Stations)	PICK UP SPOTS (All CBD 7-Eleven Stores)
9th FEB 2012 23rd FEB 2012	3rd FEB 2012 17th FEB 2012	10th FEB 2012 24th FEB 2012	10th FEB 2012 24th FEB 2012
8th MAR 2012 22nd MAR 2012	2nd MAR 2012 16th MAR 2012	9th MAR 2012 23rd MAR 2012	9th MAR 2012 23rd MAR 2012
5th APR 2012 19th APR 2012	30th MAR 2012 13th APR 2012	6th APR 2012 20th APR 2012	5th APR 2012 16th APR 2012
3rd MAY 2012 17th MAY 2012 31st MAY 2012	27th APR 2012 11th MAY 2012 25th MAY 2012	4th MAY 2012 18th MAY 2012 1st JUN 2012	4th MAY 2012 18th MAY 2012 1st JUN 2012
7th JUN 2012 21st JUN 2012	1st JUN 2012 15th JUN 2012	8th JUN 2012 22nd JUN 2012	8th JUN 2012 22nd JUN 2012
5th JUL 2012 19th JUL 2012	30th JUN 2012 13th JUL 2012	6th JUL 2012 20th JUL 2012	6th JUL 2012 20th JUL 2012
2nd AUG 2012 16th AUG 2012 30th AUG 2012	28th JUL 2012 10th AUG 2012 24th AUG 2012	3rd AUG 2012 17th AUG 2012 31st AUG 2012	3rd AUG 2012 17th AUG 2012 31st AUG 2012
13th SEP 2012 27th SEP 2012	7th SEP 2012 21 SEP 2012	14th SEP 2012 28th SEP 2012	14th SEP 2012 28th SEP 2012
11th OCT 2012 25th OCT 2012	5th OCT 2012 19th OCT 2012	12th OCT 2012 26th OCT 2012	12th OCT 2012 26th OCT 2012
8th NOV 2012 22nd NOV 2012	2nd NOV 2012 16th NOV 2012	9th NOV 2012 23rd NOV 2012	9th NOV 2012 23rd NOV 2012
6th DEC 2012 20th DEC 2012	30th NOV 2012 14th DEC 2012	7th DEC 2012 21st DEC 2012	7th DEC 2012 21st DEC 2012

Please note

- The booking deadline refers to advertising which needs to be created by the MCN graphics department. All advertising elements (logos, images, copy etc.) need to be submitted by the due date to guarantee publication.
- Please ensure you submit all materials according to the specifications outlined on page 5.
- The PDF deadline refers to complete advertising received from either the client or their representatives, which requires no alteration prior to print.

Advertising Conditions

Advertising accepted for publication in MC NEWS PUBLICATION is subject to the conditions set out in their rate cards, space orders and the rules applicable to advertising. Every advertisement is subject to MC NEWS'S approval and MC NEWS may, at its discretion, refuse to accept an advertisement for publication if it believes the advertisement may infringe the rights of any person or may not comply with all laws and regulations of the States and Territories. MC NEWS accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear according to instructions. The position of placing of an advertisement within the accepted classification is at the discretion of MC NEWS except where specially instructed and agreed upon by MC NEWS. The word 'advertisement' will be used on copy which in the opinion of MC NEWS resembles editorial matter. MC NEWS accepts no responsibility for any error when instructions or copy has or have been taken over the telephone unless MC NEWS receives written confirmation of the instruction or copy before the nominal copy deadline. It is the responsibility of the advertiser or agent to notify MC NEWS of any error immediately it sees. Unless so notified, MC NEWS accepts no responsibility for any recurring error. Rates are based on the understanding that the monetary level ordered in used within the period of the order. Maximum period of any order is 12 months. Should an advertiser fail to use the total monetary level ordered the rate will be amended to that applicable to amount of space used. Misplacement, rejection or omission of an advertisement does not invalidate a monetary level ordered. Where a

monetary level has been ordered for a period of time and not renewed casual rates will be charged. MC NEWS reserves the right to cancel or suspend any monetary level ordered at its absolute discretion. Advertising rates quoted are subject to any increase or decrease which may occur during the period of the order. All advertising space will be charged to nearest based on space ordered or size of material lodged, whichever is greater. Commercial credit facilities may be available subject to MC NEWS approval and conditional upon the lodgement of a written application.

The above terms and conditions are subject to change at the discretion of MC NEWS.

Warranty and Indemnity

Advertisers and advertising agencies upon and by lodging material with MC NEWS for publication or authorizing or approving of the publication of any material INDEMNIFY MC NEWS, its directors, employees and agents against all claims, demands, proceedings, costs (including solicitor and own client costs), expenses, damages, awards, judgements and liability, wholly or partially arising directly or indirectly in connection with the publication of the material, and without limiting the generality of the foregoing, indemnity each of them in relation to defamation, libel, slander or title, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices or fair trading legislation, violation of rights of privacy or confidential information or licences or royalty rights or other intellectual property rights, AND WARRANT that the material complies

with all the relevant laws and regulations and that its publication will not give rise to any claims against or liabilities in MC News, its directors, employees or agents, and, without limiting the generality of the foregoing, that nothing in the material lodged is in breach of the Trade Practices Act 1974 or the Copyright Act 1968 or the Fair Trading Act 1985 or the defamation, consumer protection and sale of goods legislation of the States and Territories or infringes the rights of any person.

Promotions, Competitions, Lotteries

To conduct any game of chance in which the total prize pool has a value in excess of \$5000 the promoter must obtain a permit from the Victorian Casino and Gaming Authority. The number of this permit and date of the issue must be contained in all advertisements which make reference to the game of chance. Advertisements which do not meet these conditions will be withheld from publication.

Privacy Statement

MC News collects your personal information to assist it in providing the goods or services you have registered and to improve our products and services. We may also share your information with other persons or entities who assist us in providing our services. MC News would like to share your information with overseas related companies. If you would like access to your personal information, please contact our privacy department.

Postal Address: PO Box 582,

Melbourne City Newspaper

Collins Street West, VIC 8007

Toll Free: 1300 80 40 33, Fax: (03) 9642 5046

Advertising Enquiries: marketing@mc-news.com.au

General Enquiries: info@mc-news.com.au

ABN: 59923259139

MCN
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