

MEDIA KIT

2025-2026



Cairns Local News

100% LOCALLY OWNED & INDEPENDENT

MAY 03, 2024

COVERING MOSSMAN TO THE CASSOWARY COAST

cairnslocalnews.com.au



Salvos launch Ruby Ball fundraiser
Page 3



Missy Higgins returns with Second Act
Page 19



Muay Thai world champ just 16
Page 30

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APRIL 30, 2024 COVERING MOSSMAN TO THE CASSOWARY COAST cairnslocalnews.com.au



Experts scrutinise great Reef
CAIRNS CEO
The Great Barrier Reef Marine Park Authority has announced a new strategy for the world's largest natural wonder, focusing on protecting the reef's health and ensuring its future for generations to come.



CEO recruiting begins

● PARRAMATTA PARK

I Wick Dalton
ALL Cairns regional councillors will decide on a new chief executive officer after a short list is drawn up.
Councillors at Wednesday's meeting appointed Mayor Amy Eden, her deputy Brett Olds, experienced councillor Cathy Zeiger and new councillor Matthew Tinkler to a recruitment panel for a replacement for Mica Martin who resigned last week. An external consultant will also assist the panel.
Acting chief executive officer Christine Pongate said the role would be advertised within Queensland and across Australia to ensure "the widest pool of candidates".
She said if any applicants had "a close relationship" with any of the panel then the council would deal with a conflict of interest during the process.
Cr Eden said Cr Tinkler had been selected for the panel as a new councillor and Trevor Tim was a long-time council member.

Cairns Local News

45,000 READERS EVERY WEEK

Combined print and online readership



ONLINE
24/7 WITH
NO PAYWALL



NEWS & SPORT
WRITTEN
BY LOCALS



WE WRITE WHAT
WE WANT
NO AGENDA

VISIT US 268B Mulgrave Rd, Westcourt | CALL US 4031 7678
ONLINE www.cairnslocalnews.com.au | www.cairnslocal.com.au

4 Reasons to advertise with us

WE'RE YOUR VOCAL LOCAL

Locally owned and operated, we're fiercely independent. Our focus is on local news for locals, with stories that affect the people in our coverage area. We host full up-to-the-moment web and social media platforms, keeping you informed on what is important in our region.

EVERY DOLLAR YOU SPEND WITH US
**STAYS IN THE
FAR NORTH
ECONOMY**

WE REACH FURTHER

Pick up a copy from across the greater Cairns region, from Mossman and Port Douglas in the north, then south through the Cassowary Coast.



DISTRIBUTED TO
100+
LOCATIONS
ACROSS THE REGION
EVERY FRIDAY

OUR READERS TRUST US

Our commitment and determination to remain at the forefront of the industry is reflected in our current readership of over 45,000. Our current projected readership growth for 2025-2026 is approximately 35% for print and 100% for our digital platforms.

45,000+
LOCALS READ US
EVERY WEEK

BETTER BANG FOR YOUR BUCK

Advertising opportunities are tailored to the client and focus on improved sales, greater brand awareness and increased presence both in print and online. Our sales team works with you to reach and exceed your business goals, be it expanding your brand or launching a new venture.

LESS DOLLARS SPENT ON
ADVERTISING MEANS MORE
DOLLARS IN YOUR BUSINESS
**FOR WHAT
MATTERS MOST**

Our Team

Ph: 07 4031 7678
268B Mulgrave Rd,
Westcourt, 4870
www.cairnslocalnews.com.au

Cairns Local News

A group of dedicated and local professionals bringing local news and local views to Cairns and the far north.

CARL PORTELLA managing director
p: 0408 924 312 | e: carl@cairnslocalnews.com.au



Carl has a passion for all things media and champions the importance of local, independent newspapers. In 2010 Carl founded *The Express* on the Tablelands and then *Cairns Local News* in 2020. Carl ensures that the teams deliver local, relevant news across the far north.

AMELIE COURTNEY reception / sales support
p: 4031 7678 | e: admin@cairnslocalnews.com.au



Amelie, a Cairns local born and bred, is the first point of contact at Cairns Local News and Douglas Gazette. Her strong organizational skills and approachable demeanour support the sales and editorial teams, helping to ensure smooth communication and efficient operations.

NICK DALTON editor
p: 0417 378 470 | e: nick@cairnslocalnews.com.au



Nick has more than 40 years' experience in media, mostly in newspapers in New Zealand and Australia. He joined the *Cairns Local News* team in 2023 as editor and using his extensive experience he continues to give a voice to the Cairns community.

KATH MACLEAN sales executive
p: 0448 622 920 | e: kath@cairnslocalnews.com.au



Kath has over 35 years in communication and marketing, including national and international business management experience, and is also a small business owner. She uses that wealth of experience and local knowledge to work closely with you to develop the best marketing solution for your needs.

HUGH BOHANE journalist
p: 0426 710651 | e: hugh@cairnslocalnews.com.au



Hugh has extensive experience reporting from conflict zones and global hotspots, as well as in Australia, with more than 15 years across television, print and digital media. Hugh thrives on reporting community-based stories that matter, believing that good local journalism can still make a difference.

ALMANDO ANTON sales executive
p: 0407 374 780 | e: almando@cairnslocalnews.com.au



Almando brings over 25 years experience in the advertising and marketing industry. He joined the *Cairns Local News* team in 2022, after making a tree change to the tropics with his family. He offers impartial advice and is committed to delivering products that are right for you.

LISA HARRIS production
p: 4031 7678 | e: lisa@cairnslocalnews.com.au



Lisa has a background in art, design and training, and uses her experience in graphic design and her keen attention to detail to ensure the paper is produced to the highest standard each and every week.

DAVID GALEANO sales executive
p: 0425 851 231 | e: david@cairnslocalnews.com.au



David likes to take the time to understand his clients business, and working with them to develop marketing plans that really work for them in both the newspaper and digital platforms of the paper. He is incredibly proud of the marketing success he has achieved for his many clients in sales over the past 30 years.

Advertising information

DISPLAY Advertising

CASUAL	\$29.50 per module
MONTHLY	\$28.00 per module
FORTNIGHTLY	\$26.00 per module
WEEKLY	\$25.00 per module

CLASSIFIED Advertising

CASUAL	\$10.00 per col/cm
MONTHLY	\$9.00 per col/cm
FORTNIGHTLY	\$8.50 per col/cm
WEEKLY	\$8.00 per col/cm
LINAGE	\$5.50 per line (min. 3 lines)
COLOUR	\$20.00 per ad

CAIRNS local directory

ONE SIZE full colour

PRINT From \$50.00/ week

PLUS you receive a free online listing on
www.cairnslocal.com.au
(min. 13 week booking)

ONLINE From \$7.00/ week

INSERTS

PER 1000 \$120.00
(min. 4000)

*Local people,
local stories*

PUBLICATION day

***FRIDAY**

DEADLINES (prior to publication)

CLASSIFIEDS & directory

FINAL proofing 4pm Wednesday

DISPLAY

BOOKINGS 1pm Tuesday

MATERIAL supplied 12pm Wednesday

FINAL proofing 4pm Wednesday

DIMENSIONS

TOTAL page dimensions

380mm (height) x 266mm (width)

DISPLAY 6 column

CLASSIFIEDS 8 column

PAGE loading

PAGE 1 100%

PAGES 2-11 25%

OTHER 25%

DISTRIBUTION

10,500+ newspapers delivered

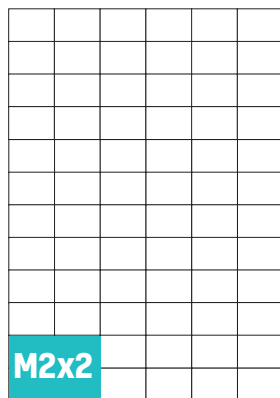
From Mossman and Port Douglas in the north, across the greater Cairns region, then south through the Cassowary Coast.

*Except Good Friday when it is published on Thursday.

RATE CARD

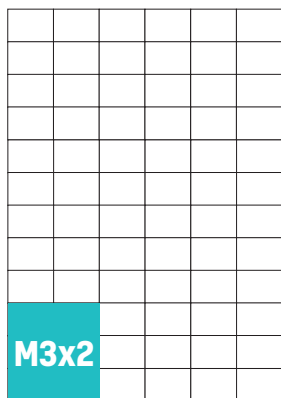
2025-2026

Cairns
Local News



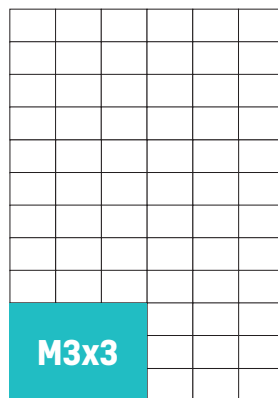
60mm h x 86mm w

\$118 casual
\$112 monthly
\$104 fortnightly
\$100 weekly



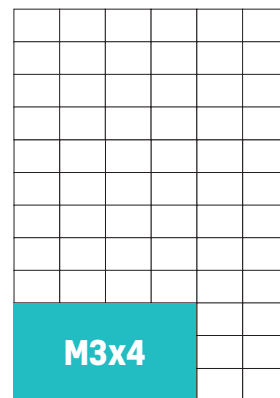
92mm h x 86mm w

\$177 casual
\$168 monthly
\$156 fortnightly
\$150 weekly



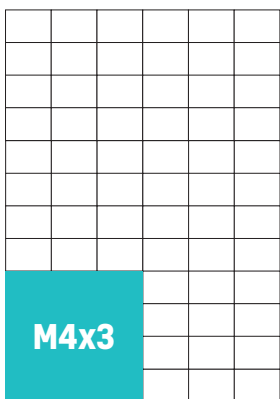
92mm h x 131mm w

\$265.50 casual
\$252 monthly
\$234 fortnightly
\$225 weekly



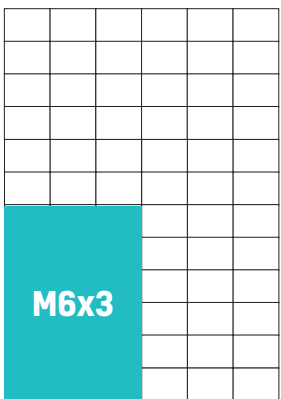
92mm h x 176mm w

\$354 casual
\$336 monthly
\$312 fortnightly
\$300 weekly



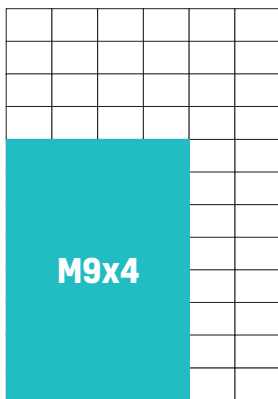
124mm h x 131mm w

\$354 casual
\$336 monthly
\$312 fortnightly
\$300 weekly



188mm h x 131mm w

\$531 casual
\$504 monthly
\$468 fortnightly
\$450 weekly



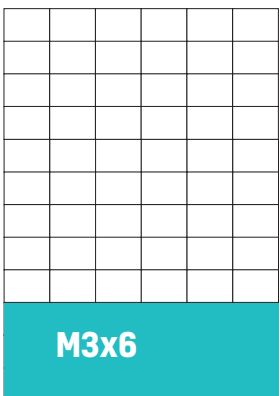
284mm h x 176mm w

\$1062 casual
\$1008 monthly
\$936 fortnightly
\$900 weekly



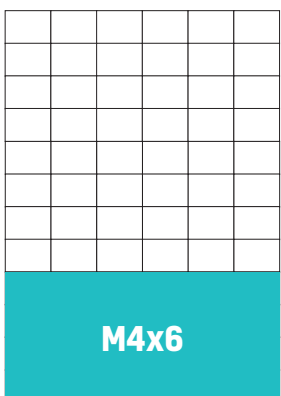
380mm h x 131mm w

\$1062 casual
\$1008 monthly
\$936 fortnightly
\$900 weekly



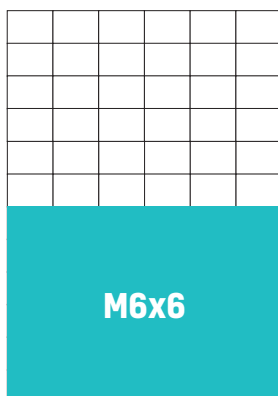
92mm h x 266mm w

\$531 casual
\$504 monthly
\$468 fortnightly
\$450 weekly



124mm h x 266mm w

\$708 casual
\$672 monthly
\$624 fortnightly
\$600 weekly



188mm h x 266mm w

\$1062 casual
\$1008 monthly
\$936 fortnightly
\$900 weekly



380mm h x 266mm w

\$2124 casual
\$2016 monthly
\$1872 fortnightly
\$1800 weekly

We've got good news for local small businesses

We understand not all small local business can afford flashy large ads over an extended period of time to advertise their business. We've come up with affordable packages that still allow you to reach our audience, both print and online.

Local Directory

\$50 p/w
for 50 weeks

PLUS

free listing online
www.cairnslocal.com.au

Property Guide

**LIST
SALE
SOLD**

**CAMPAIGN
PRICING
AVAILABLE**

Contact one of
our friendly team
today for additional
information

Feature pages

- Health and Beauty
- Douglas Gazette
- Wining and Dining
- Northern Beaches

**STARTING
FROM
\$150**

Classifieds

GET your public notice, vacancy or wanted ad
in front of your local audience!

Contact the team today to receive your free proof and quote.