

MEDIA KIT

2026-2027

Cairns Local News

100% LOCALLY OWNED & INDEPENDENT

JUNE 12, 2026

COVERING MOSSMAN TO THE CASSOWARY COAST

cairnslocalnews.com.au



Time Out

70s, 80s and 90s music at The Reef Hotel Casino

Page 16



Special feature

Marinos mark shopping centre's 21st

Pages 15-26



Sport

Rangers historic soccer match tomorrow

Page 31

Origin 'ultimate test'

Done and dusted

...Leyland brother 1966 journey



Cairns Local News

50,000 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

4 Reasons

Cairns Local News

Ph: 07 4031 7678

268B Mulgrave Rd,

Westcourt, 4870

www.cairnslocalnews.com.au

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 to Gordonvale.



DISTRIBUTED TO

60+ 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 50,000. Our current projected readership growth for 2026-2027 is approximately 35% for print and 100% for our digital platforms.

50,000+ 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

Cairns Local News
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, *Cairns Local News* in 2020 and *The Observer* in 2025. 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 *The Observer*. 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.

LEESA MCNAMARA sales executive
p: 0403 246 178 | e: leesa@cairnslocalnews.com.au



Leesa is a passionate and creative professional with experience over 25 years across multiple industries, including client relationships, product sales, and media. Her goal is to present businesses in their best light, helping them engage their target audience and achieve meaningful growth.

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.

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.

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 *Cairns Local News* and *The Observer* are 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. He is incredibly proud of the marketing success he has achieved for his many clients in sales over the past 30 years.

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

DISPLAY	\$10.00 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

INSERTS

PER 1000 \$160.00

*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

11,000+ newspapers delivered

From Mossman and Port Douglas
in the north, and all across
the greater Cairns region.

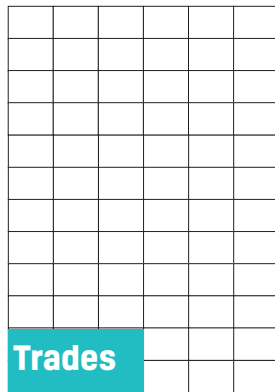
*Except Good Friday when it is published on Thursday.

Rate Card

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

2026-2027

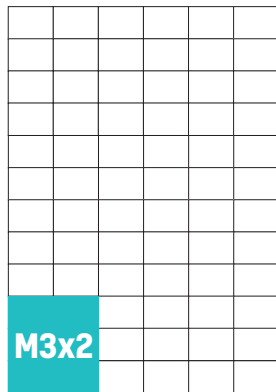
* Pricing includes GST



Trades

48mm h x 115mm w

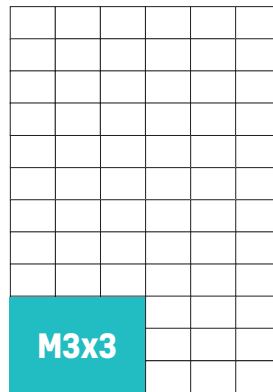
\$90 casual
\$70 monthly
\$60 fortnightly
\$50 weekly



M3x2

92mm h x 86mm w

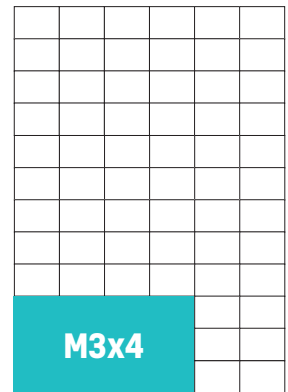
\$177 casual
\$168 monthly
\$156 fortnightly
\$150 weekly



M3x3

92mm h x 131mm w

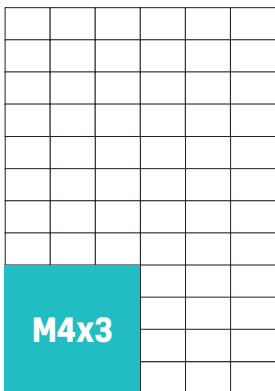
\$265.50 casual
\$252 monthly
\$234 fortnightly
\$225 weekly



M3x4

92mm h x 176mm w

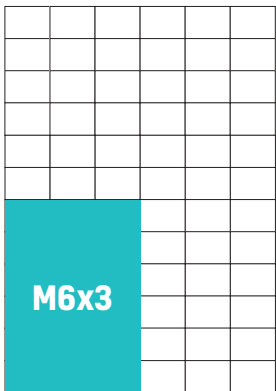
\$354 casual
\$336 monthly
\$312 fortnightly
\$300 weekly



M4x3

124mm h x 131mm w

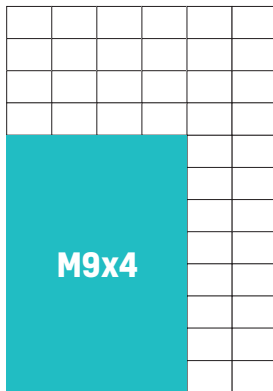
\$354 casual
\$336 monthly
\$312 fortnightly
\$300 weekly



M6x3

188mm h x 131mm w

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



M9x4

284mm h x 176mm w

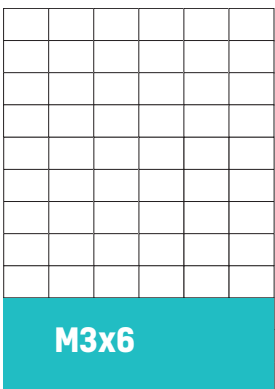
\$1062 casual
\$1008 monthly
\$936 fortnightly
\$900 weekly



M12x3

380mm h x 131mm w

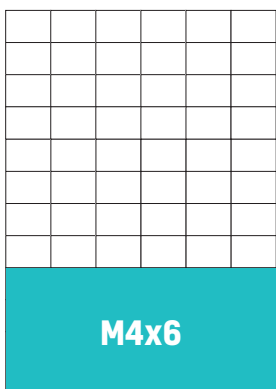
\$1062 casual
\$1008 monthly
\$936 fortnightly
\$900 weekly



M3x6

92mm h x 266mm w

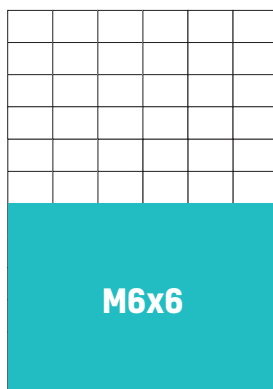
\$531 casual
\$504 monthly
\$468 fortnightly
\$450 weekly



M4x6

124mm h x 266mm w

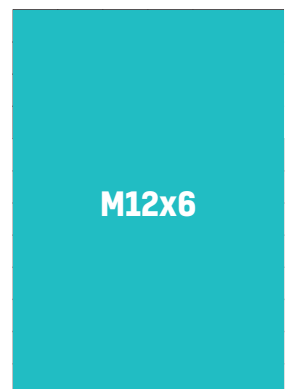
\$708 casual
\$672 monthly
\$624 fortnightly
\$600 weekly



M6x6

188mm h x 266mm w

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



M12x6

380mm h x 266mm w

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