

# MEDIA KIT 2023 – 2024



ONLINE  
24/7 WITH  
**NO PAYWALL**



NEWS & SPORT  
WRITTEN  
**BY LOCALS**



WE WRITE WHAT  
WE WANT  
**NO AGENDA**

## The EXPRESS

# 45,000 READERS EVERY WEEK

# 4 REASONS

to advertise with us

## WE'RE YOUR VOCAL LOCAL

Locally owned and operated, we're fiercely independent. Our award winning team is focused on keeping you informed with up-to-the-moment, relevant local news, in print and online. If it matters to our readers it matters to us.

EVERY DOLLAR YOU SPEND WITH US

**STAYS IN THE  
FAR NORTH  
ECONOMY**

## WE REACH FURTHER

Pick up a copy across the Tablelands region, including the two major centres of Atherton and Mareeba but also outlying towns and local communities and cattle stations to the west and in Cape York.

DISTRIBUTED TO



**150+**  
**LOCATIONS**  
ACROSS THE REGION  
EVERY WEDNESDAY

## OUR READERS TRUST US

For 13 years, *The Express* has been a trusted source of local news for the Tablelands and far north region. With 14,000 copies being distributed every week, a print readership of over 45,000 and online reach of over 500,000, we have established ourselves as leaders in the industry.

**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

a group of dedicated and local professionals bringing local news to the Tablelands and far north.

## **CARL PORTELLA** managing director



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.

p: 0408 924 312 | e: [carl@theexpressnewspaper.com.au](mailto:carl@theexpressnewspaper.com.au)

## **NATASHA SRHOJ** paper manager



With more than 20 years newspaper experience, Natasha is the paper manager who will work closely with you to help your business expand and your events succeed. Locally born and raised, her community knowledge and passion is invaluable.

p: 0401 344 899 | e: [natasha@theexpressnewspaper.com.au](mailto:natasha@theexpressnewspaper.com.au)

## **KAT CHILD** office manager



Kat is your friendly first point of contact at The Express. She is your go to person for the newspaper's classified and business advertising and accounts, while providing invaluable support to the editorial and advertising teams.

p: 4092 3464 | e: [admin@theexpressnewspaper.com.au](mailto:admin@theexpressnewspaper.com.au)

## **DARRYL DAY** marketing



A local Tablelander, Darryl Day has more than 40 years experience in marketing and photography. He knows everything there is to know about the region and what matters to locals in their community newspaper.

p: 0427 735 367 | e: [admin@theexpressnewspaper.com.au](mailto:admin@theexpressnewspaper.com.au)

## **MADDY GAVIN** digital content creator



Maddy brings a wealth of knowledge when it comes to the online space. Growing up in the far north, she brings a keen sense of localism and strategies to put your business in front of the right audiences. She will play an integral role in your online presence and advertising.

p: 0447 543 562 | e: [digital@portasea.com.au](mailto:digital@portasea.com.au)

## **ROBYN HOLMES** editor



With more than 35 years' experience in journalism, Robyn brings a high standard of editorial content to the newspaper and believes that giving a voice to the issues that affect the community and the region is the most important role of the paper.

p: 0400 529 550 | e: [robyn@theexpressnewspaper.com.au](mailto:robyn@theexpressnewspaper.com.au)

## **ELLIE FINK** cadet journalist



With a family heritage of journalism, Ellie is following in her Trinidadian great grandmother's footsteps as your local community journalist. Ellie was awarded second place for Young Journalist of the Year by QCPA in 2023 and strives to deliver relevant, meaningful and impactful local news.

p: 0456 100 659 | e: [ellie@theexpressnewspaper.com.au](mailto:ellie@theexpressnewspaper.com.au)

## **BRIGITTE DALEY** rural reporter



Brigitte hails from a pioneering dairying family and is currently a beef cattle producer. Brigitte brings a wealth of knowledge across all agriculture industries. Brigitte is a farmer, writing for farmers.

p: 0467 788 650 | e: [brigitte@theexpressnewspaper.com.au](mailto:brigitte@theexpressnewspaper.com.au)

## **NINA AKSELSEN-GRANT** marketing



Nina has been involved in The Express newspaper from the very beginning, Nina is a community oriented person and is involved in many organisations. She loves looking after the clients and assisting in coordinating their valuable investments in advertising.

p: 0418 773 950 | e: [nina@theexpressnewspaper.com.au](mailto:nina@theexpressnewspaper.com.au)

186 Byrnes St, Mareeba  
4092 3464

[admin@theexpressnewspaper.com.au](mailto:admin@theexpressnewspaper.com.au)

[www.theexpressnewspaper.com.au](http://www.theexpressnewspaper.com.au)

[www.expressbusiness.com.au](http://www.expressbusiness.com.au)

ABN 70 141 250 213

# ADVERTISING

## DISPLAY advertising

<b>CASUAL</b>	<b>\$28.50</b> per module
<b>MONTHLY</b>	<b>\$27.00</b> per module
<b>FORTNIGHTLY</b>	<b>\$25.00</b> per module
<b>WEEKLY</b>	<b>\$24.00</b> per module

## CLASSIFIED advertising

<b>CASUAL</b>	<b>\$9.00</b> per col/cm
<b>MONTHLY</b>	<b>\$8.50</b> per col/cm
<b>FORTNIGHTLY</b>	<b>\$8.00</b> per col/cm
<b>WEEKLY</b>	<b>\$7.50</b> per col/cm
<b>LINAGE</b>	<b>\$5.00</b> per line (min. 3 lines)
<b>COLOUR</b>	<b>\$20.00</b> per ad

## EXPRESS directory

### ONE SIZE full colour

**PRINT** **\$50.00** per week

PLUS you receive a free online listing on  
[www.expressbusiness.com.au](http://www.expressbusiness.com.au)

**ONLINE** From **\$5.00/** week

## INSERTS

**PER 1000** **\$105.00** (min. 4000)

## PUBLICATION day

**WEDNESDAY**

## DEADLINES

(prior to publication)

### CLASSIFIEDS & directory

**FINAL proofing** **3pm** Friday

### DISPLAY advertising

<b>BOOKINGS</b>	<b>1pm</b> Thursday
<b>MATERIAL supplied</b>	<b>9am</b> Friday
<b>FINAL proofing</b>	<b>3pm</b> Friday

## DIMENSIONS

### TOTAL page dimensions

**380mm** (height) x **266mm** (width)

<b>DISPLAY</b>	<b>6</b> column
<b>CLASSIFIEDS</b>	<b>8</b> column

## PAGE loading

<b>PAGE 1</b>	<b>100%</b>
<b>PAGES 2-11</b>	<b>25%</b>
<b>OTHER</b>	<b>25%</b>

## DISTRIBUTION

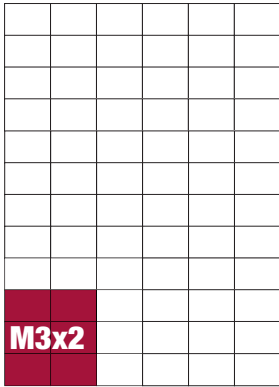
**14,000+** newspapers delivered across the region

Mareeba, Atherton, Dimbulah, Kuranda, Walkamin, Tolga, Atherton, Kairi, Malanda, Millaa Millaa, Yungaburra, Ravenshoe, Herberton, Koah, Speewah, Mutchilba, Almaden, Chillagoe, Bibbohra, Mt Molloy, Julatten, Mt Carbine, Cooktown, Lakeland, Laura, Normonton, Mt Surprise, Mt Garnet, Croydon, Forsayth, Einasleigh, Karumba, Georgetown, Cape York Peninsula, Cairns, Mossman, Port Douglas, Innisfail, Clifton Beach and many more in between.

186 Byrnes St, Mareeba  
4092 3464  
[admin@theexpressnewspaper.com.au](mailto:admin@theexpressnewspaper.com.au)  
[www.theexpressnewspaper.com.au](http://www.theexpressnewspaper.com.au)  
[www.expressbusiness.com.au](http://www.expressbusiness.com.au)  
ABN 70 141 250 213

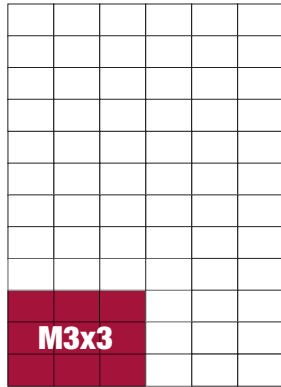
# RATE CARD

2023-2024



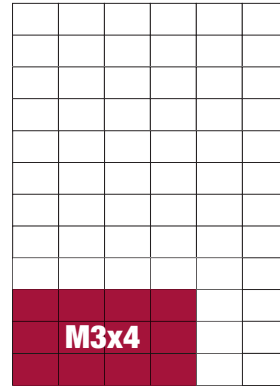
92mm h x 86mm w

**\$171** casual  
**\$162** monthly  
**\$150** fortnightly  
**\$144** weekly



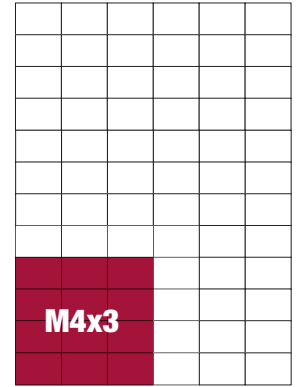
92mm h x 131mm w

**\$256.50** casual  
**\$243** monthly  
**\$225** fortnightly  
**\$216** weekly



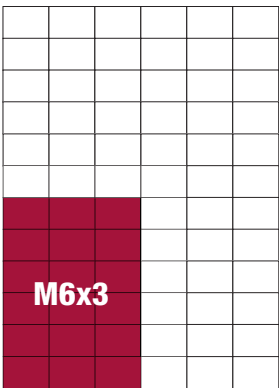
92mm h x 176mm w

**\$342** casual  
**\$324** monthly  
**\$300** fortnightly  
**\$288** weekly



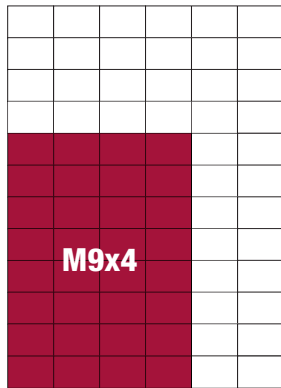
124mm h x 131mm w

**\$342** casual  
**\$324** monthly  
**\$300** fortnightly  
**\$288** weekly



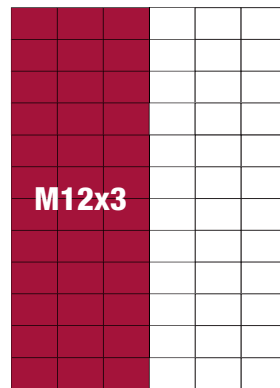
188mm h x 131mm w

**\$513** casual  
**\$486** monthly  
**\$450** fortnightly  
**\$432** weekly



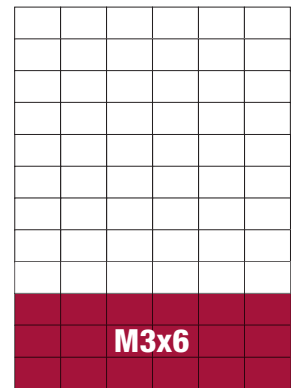
284mm h x 176mm w

**\$1026** casual  
**\$972** monthly  
**\$900** fortnightly  
**\$864** weekly



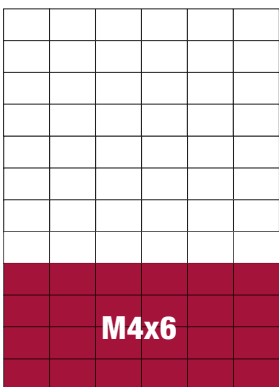
380mm h x 131mm w

**\$1026** casual  
**\$972** monthly  
**\$900** fortnightly  
**\$864** weekly



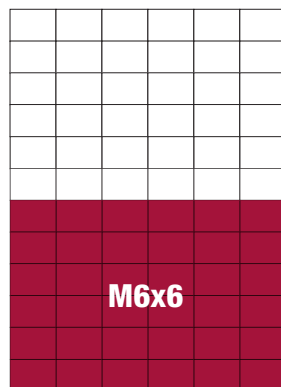
92mm h x 266mm w

**\$513** casual  
**\$486** monthly  
**\$450** fortnightly  
**\$432** weekly



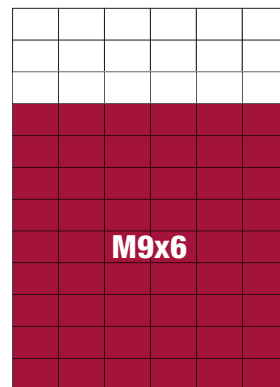
124mm h x 266mm w

**\$684** casual  
**\$648** monthly  
**\$600** fortnightly  
**\$576** weekly



188mm h x 266mm w

**\$1026** casual  
**\$972** monthly  
**\$900** fortnightly  
**\$864** weekly



284mm h x 266mm w

**\$1539** casual  
**\$1458** monthly  
**\$1350** fortnightly  
**\$1296** weekly



380mm h x 266mm w

**\$2052** casual  
**\$1944** monthly  
**\$1800** fortnightly  
**\$1728** weekly

