

MEDIA KIT 2025 – 2026



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

NATASHA SRHOJ paper manager



With more than 20 years newspaper experience, Natasha is the paper manger 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

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

KONNOR FURBER Cadet Journalist



Mareeba born and bred Konnor is keen to tell the stories of people in his home town and the issues that affect the community as he sets about training to become a fully-fledged journalist.

p: 4092 3464 | e: konnor@theexpressnewspaper.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

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

ANDREE STEPHENS JOURNALIST



Andree brings more than 30 years' experience to the team, having worked in news reporting for a variety of Australian newspapers and has held communications roles in recent years.

p: 0447 543 562 | e: andree@theexpressnewspaper.com.au

BETH SYKES administration



Beth 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 much more, while providing invaluable support to the editorial and advertising teams.

p: 4092 3464 | e: admin@theexpressnewspaper.com.au

186 Byrnes St, Mareeba
4092 3464
admin@theexpressnewspaper.com.au
www.theexpressnewspaper.com.au
www.expressbusiness.com.au
ABN 70 141 250 213

ADVERTISING

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	\$10.50 per col/cm
MONTHLY	\$9.50 per col/cm
FORTNIGHTLY	\$8.50 per col/cm
WEEKLY	\$8.50 per col/cm
LINAGE	\$5.75 per line (min. 3 lines)
COLOUR	\$20.00 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

ONLINE From **\$5.00/** week

INSERTS

PER 1000 **\$115.00** (min. 4000)

PUBLICATION day

WEDNESDAY

DEADLINES

(prior to publication)

CLASSIFIEDS & directory

FINAL proofing **3pm** Friday

DISPLAY advertising

BOOKINGS	1pm Thursday
MATERIAL supplied	9am Friday
FINAL proofing	3pm Friday

DIMENSIONS

TOTAL page dimensions

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

DISPLAY	6 column
CLASSIFIEDS	8 column

PAGE loading

PAGE 1	100%
PAGES 3-5-7-9-11	25%
OTHER	25%

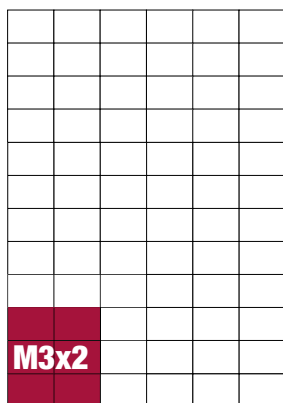
DISTRIBUTION

12,000+ 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.

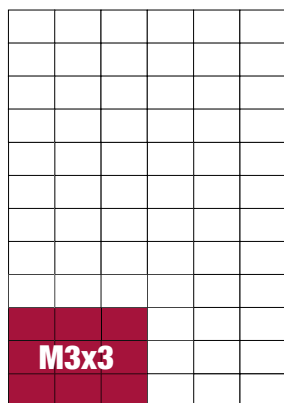
186 Byrnes St, Mareeba
4092 3464
admin@theexpressnewspaper.com.au
www.theexpressnewspaper.com.au
www.expressbusiness.com.au
ABN 70 141 250 213

RATE CARD



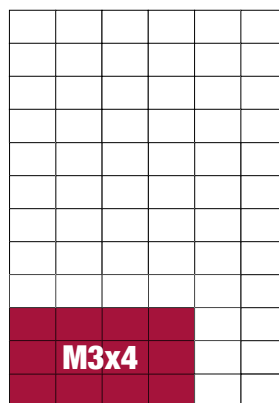
92mm h x 86mm w

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



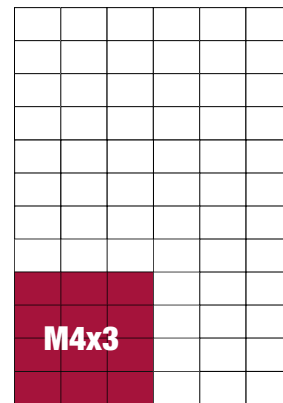
92mm h x 131mm w

\$265.5 casual
\$252 monthly
\$234 fortnightly
\$225 weekly



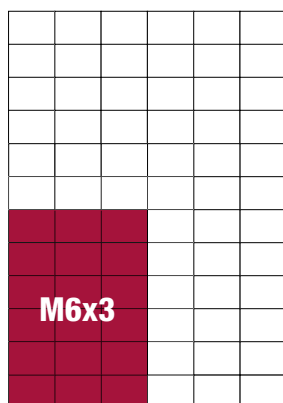
92mm h x 176mm w

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



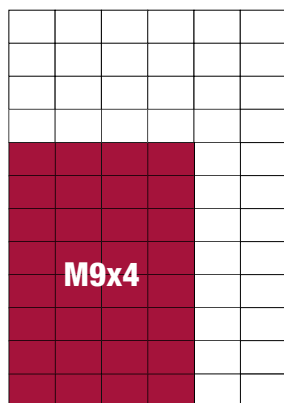
124mm h x 131mm w

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



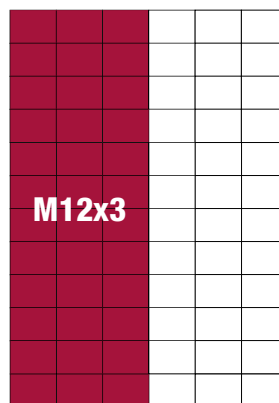
188mm h x 131mm w

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



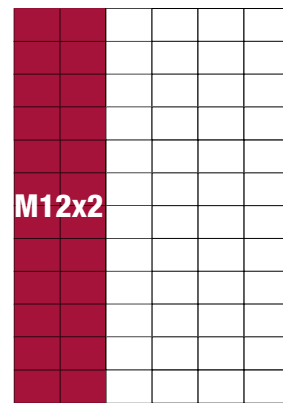
284mm h x 176mm w

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



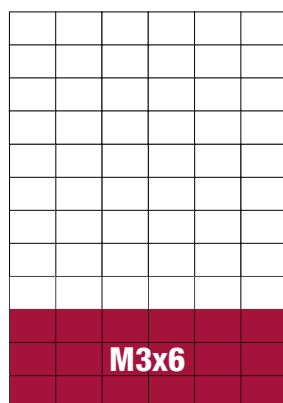
380mm h x 131mm w

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



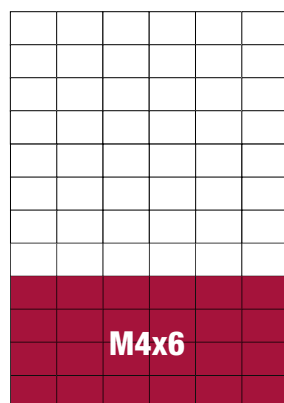
380mm h x 86mm w

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



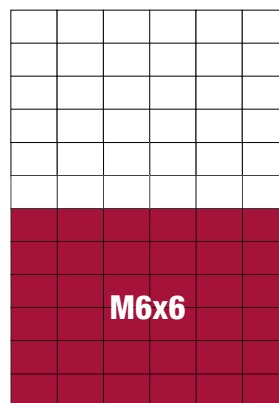
92mm h x 266mm w

\$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

DISTRIBUTION



14,000+ newspapers delivered across the region

Mareeba, Atherton, Dimbulah, Kuranda, Walkamin, Tolga, Kairi, Malanda, Millaa Millaa, Yungaburra, Ravenshoe, Herberton, Koah, Speewah, Mutchilba, Almaden, Chillagoe, Bibbohra, Mt Molloy.