

MEDIA KIT

2026-2027

The OBSERVER Cassowary Coast

JUNE 10, 2026

Locally Owned and Locally Operated

www.observernews.com.au

● News
Family calls for historic sheds to be restored
Page 3

● News
Pasifika Celebrations return 20 June
Page 5

● Sport
The fittest man on the Cassowary Coast
Page 23

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Early start

Tully mill begins crush ahead of schedule

\$2m to improve farms
NICK DALTON
TWO million dollars have been allocated to better protect Cassowary Coast cattle, cane and banana farms from the extremes of weather events, such as cyclones.

The OBSERVER Cassowary Coast

20,000+ 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

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ONLINE www.observernews.com.au



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WE WANT
NO AGENDA**

Combined print and online readership

ONLINE www.observernews.com.au

4 Reasons

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268B Mulgrave Road,
Westcourt QLD 4870
www.observernews.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 Cassowary Coast region, from Babinda in the north, through to Cardwell in the south.



DISTRIBUTED TO

35+
LOCATIONS
ACROSS THE REGION
EVERY WEDNESDAY

OUR READERS TRUST US

Our commitment and determination to remain at the forefront of the industry is reflected in our current readership of over 20,000. Our current projected readership growth for 2026-2027 is approximately 35% for print and 100% for our digital platforms.

20,000+
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

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The OBSERVER Cassowary Coast

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

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. Using his extensive experience he continues to give a voice to the Cassowary Coast community after taking on editorship of *The Observer* in 2025.

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.

MARIA GIRGENTI contributing journalist

p: 0419 631 226 | e: maria@observernews.com.au



Maria is a local on the Cassowary Coast and loves to cover sport and community events, while doing what she loves, telling local stories.

KATH MACLEAN sales executive

p: 0448 622 920 | e: kath@observernews.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.

DAVID GARDINER contributing journalist



David loves to cover the serious news and works hard to ensure his facts are true and correct and reflect the stories that the community needs for information about their region.

AMY BREEN sales executive

p: 0476 277 544 | e: amy@cairnslocalnews.com.au



Amy brings a fresh perspective to helping Cassowary Coast businesses thrive. With experience in marketing, graphic design and guest services, she creates engaging, affordable advertising strategies. A long-time Mission Beach resident, Amy loves fishing, snorkeling and travel, and is passionate about supporting local businesses.

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 Observer* and *Cairns Local News* are produced to the highest standard each and every week.

AMELIE COURTNEY reception / sales support

p: 4031 7678 | e: admin@observernews.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.

information

DISPLAY Advertising

CASUAL	\$30.00 per module
MONTHLY	\$26.50 per module
FORTNIGHTLY	\$21.00 per module
WEEKLY	\$17.00 per module

CLASSIFIED Advertising

DISPLAY	\$10.00 per col/cm
LINAGE	\$5.50 per line (min. 3 lines)

COLOUR \$20.00 per ad

OBSERVER business directory

ONE SIZE full colour

PRINT From \$50.00/ week

INSERTS

PER 1000 \$160.00

PUBLICATION day

***WEDNESDAY**

DEADLINES (prior to publication)

CLASSIFIEDS & directory

FINAL proofing 4pm Monday

DISPLAY

BOOKINGS 1pm Friday

MATERIAL supplied 12pm Monday

FINAL proofing 4pm Monday

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

5,000+ newspapers delivered

Delivered across the Cassowary Coast, from Babinda in the North to Cardwell in the South. Including Mirriwinni, Innisfail, Mourilyan, Mission Beach, Tully, Kurrimine Beach, Mena Creek, Silkwood, El Arish and more..

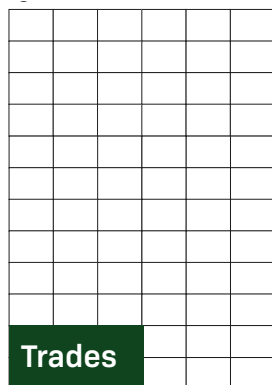
*Local people,
Local stories*

Rate Card

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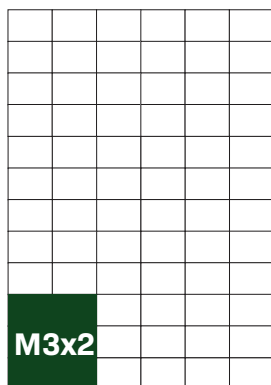
2026-2027

* Pricing includes GST



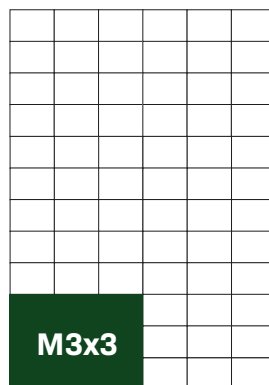
48mm h x 115mm w

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



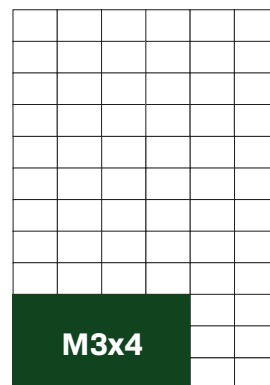
92mm h x 86mm w

\$200 casual
\$160 monthly
\$140 fortnightly
\$110 weekly



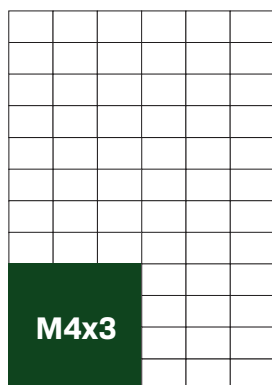
92mm h x 131mm w

\$300 casual
\$250 monthly
\$225 fortnightly
\$165 weekly



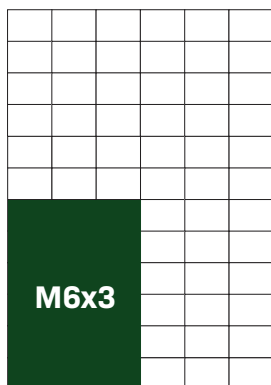
92mm h x 176mm w

\$450 casual
\$400 monthly
\$300 fortnightly
\$250 weekly



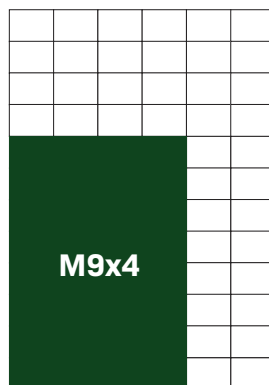
124mm h x 131mm w

\$450 casual
\$400 monthly
\$300 fortnightly
\$250 weekly



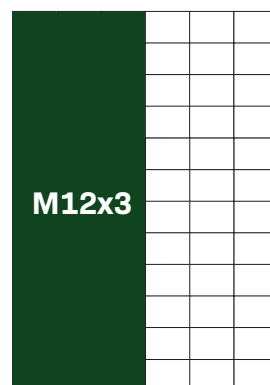
188mm h x 131mm w

\$500 casual
\$450 monthly
\$350 fortnightly
\$300 weekly



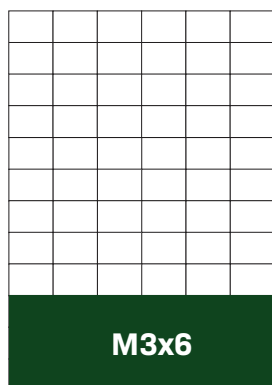
284mm h x 176mm w

\$990 casual
\$900 monthly
\$700 fortnightly
\$550 weekly



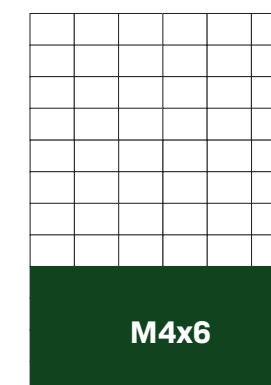
380mm h x 131mm w

\$990 casual
\$900 monthly
\$700 fortnightly
\$550 weekly



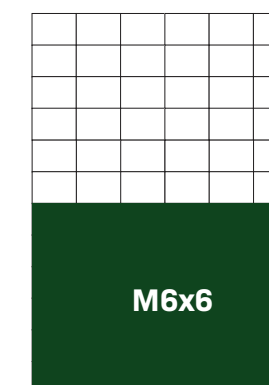
92mm h x 266mm w

\$500 casual
\$450 monthly
\$350 fortnightly
\$300 weekly



124mm h x 266mm w

\$650 casual
\$600 monthly
\$450 fortnightly
\$350 weekly



188mm h x 266mm w

\$990 casual
\$900 monthly
\$700 fortnightly
\$550 weekly



380mm h x 266mm w

\$1300 casual
\$1100 monthly
\$950 fortnightly
\$850 weekly