

# MEDIA KIT 2023-2024



**Cairns Local News** 100% LOCALLY OWNED & INDEPENDENT

MARCH 10, 2023 COVERING CAIRNS, PORT DOUGLAS & CASSOWARY COAST REGIONS cairnslocalnews.com.au

- Cairns-Snellfield **Good feedback to highway plan by community** Page 3
- Cairns **Celebrating our 2023 women of the year winners** Page 7
- Cassowary Coast **Community Connect liftout inside** Pages 13-16

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APRIL 21, 2023 COVERING CAIRNS, PORT DOUGLAS & CASSOWARY COAST REGIONS cairnslocalnews.com.au

- Indigenous arts and culture to be showcased Page 3
- Interview: Jimmy Barnes headline act at music festival Page 5
- Bowlers getting the edge for Masters Games Page 28

**Legacy's \$1.75m campaign** ● CAIRNS RESERVE

**BRITNEY BACKS THE AMATEURS**

**Top jobs up for grabs**

**Who will fill two of the most-coveted senior management roles in FNQ?**

**100 world to show**

**Noisy flying fox roost driving residents batty**

● PORT DOUGLAS

● Nick Dalton

WAYS to safely move a roost of flying foxes at Port Douglas are being investigated by the Douglas Shire Council.

The council is applying for state government funding to act on complaints about the roost as well as develop a long-term flying fox management plan for the region.

At least six residents of the Lakes Estate have complained to the council about the spectacular flying foxes on the western side of Old Port Road.

In a council report residents raised issues about the noise of the bats, the risk of disease from bat droppings, the expense of cleaning and running air conditioners 24/7 and the damage to their lifestyles.

"I can't sleep because of the noise 24/7," said one unnamed resident. The mess I have to clean daily. I have to lock myself in my home feeling like a prisoner, still I can hear them," the resident said.

"I can't swim in my pool in fear of catching some horrendous disease. My outdoor furniture is ruined, everything is splattered with their droppings affecting my health, sending me mad," said Mayor Michael Kerr said during the meeting.

All plan to protect the community and tourists.

Many residents who are affected by flying foxes and are looking for ways to manage them.

The council plan to protect the community and tourists.

  
**ONLINE  
24/7 WITH  
NO PAYWALL**

  
**NEWS & SPORT  
WRITTEN  
BY LOCALS**

  
**WE WRITE WHAT  
WE WANT  
NO AGENDA**

**Cairns Local News**

**45,000  
READERS  
EVERY WEEK**

Combined print and online readership

# 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 Innisfail, Mission Beach, Tully and Cardwell on the Cassowary Coast.



DISTRIBUTED TO  
**150+**  
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 2023-2024 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

a group of dedicated and local professionals bringing local news and local views to Cairns and the 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@cairnslocalnews.com.au](mailto:carl@cairnslocalnews.com.au)



## NICK DALTON editor

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.

p: 0417 378 470 | e: [nick@cairnslocalnews.com.au](mailto:nick@cairnslocalnews.com.au)



## KATH MACLEAN sales manager

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

p: 0448 622 920 | e: [kath@cairnslocalnews.com.au](mailto:kath@cairnslocalnews.com.au)



## ISABELLA GUZMAN GONZALEZ journalist

Isabella is a U.Q graduate and born and raised in Columbia. Isabella joined the *Cairns Local News* team in 2021. Working with the team has helped her to grow and improve as a young graduate while doing what she loves, telling local stories.

p: 0452 287 428 | e: [isabella@cairnslocalnews.com.au](mailto:isabella@cairnslocalnews.com.au)



## ALMANDO ANTON marketing

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.

p: 0407 374 780 | e: [almando@cairnslocalnews.com.au](mailto:almando@cairnslocalnews.com.au)



## LISA HARRIS production/admin

Lisa is your friendly first point of contact at *Cairns Local News*, providing invaluable support to the sales and editorial teams. She also 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.

p: 4031 7678 | e: [admin@cairnslocalnews.com.au](mailto:admin@cairnslocalnews.com.au)



## MADDY GAVIN digital content creator

Maddy brings a wealth of knowledge when it comes to the online space, with her fast-paced marketing agency background. 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)



# ADVERTISING information

## DISPLAY Advertising

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

## CLASSIFIED Advertising

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

## CAIRNS local directory

**ONE SIZE** full colour

**PRINT** \$50.00 per week

PLUS you receive a free online listing on  
[www.cairnslocal.com.au](http://www.cairnslocal.com.au)  
(min. 13 week booking)

**ONLINE** From \$5.00/ 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

**13,500+** newspapers delivered

From Mossman and Port Douglas in the north, across the greater Cairns region, then south through Innisfail, Mission Beach, Tully and Cardwell on the Cassowary Coast.

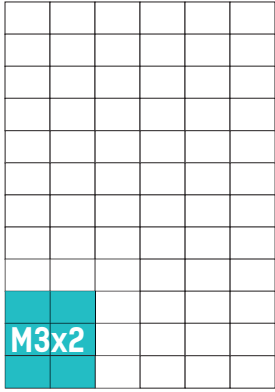
\*Except Good Friday when it is published on Thursday.

**VISIT US** Suite 3, Level 1, 12-14 Lake St, Cairns | **CALL US** 4031 7678

**ONLINE** [www.cairnslocalnews.com.au](http://www.cairnslocalnews.com.au) | [www.cairnslocal.com.au](http://www.cairnslocal.com.au)

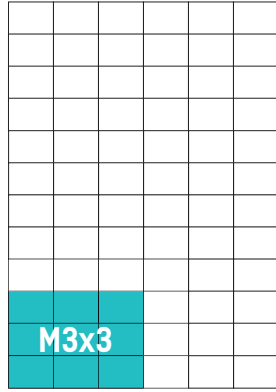
# RATE CARD

2023-2024



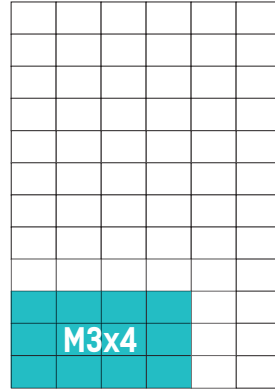
92mm h x 86mm w

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



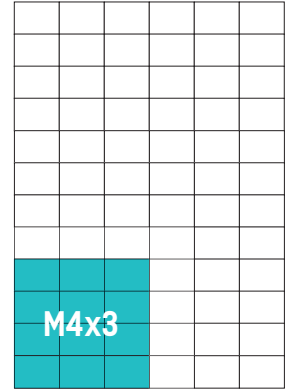
92mm h x 131mm w

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



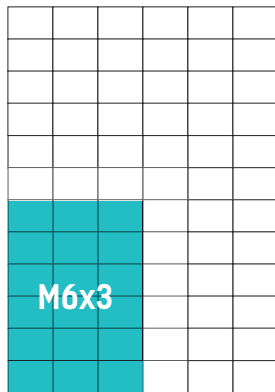
92mm h x 176mm w

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



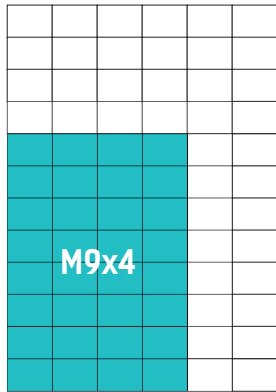
124mm h x 131mm w

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



188mm h x 131mm w

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



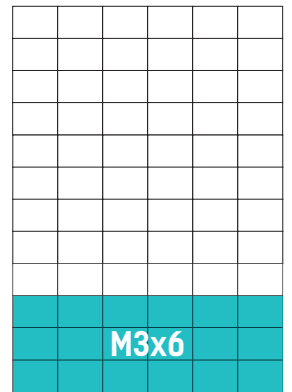
284mm h x 176mm w

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



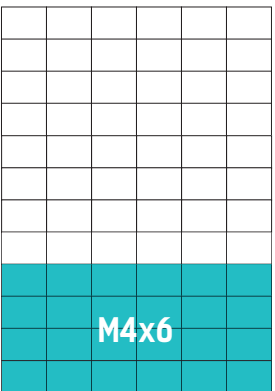
380mm h x 131mm w

**\$1026** casual  
**\$972** monthly  
**\$900** fortnightly  
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92mm h x 266mm w

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



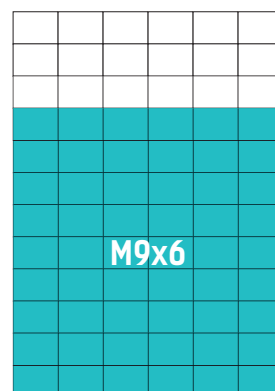
124mm h x 266mm w

**\$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

# DISTRIBUTION

**13,500+** newspapers delivered

From Mossman and Port Douglas in the north, across the greater Cairns region, then south through Innisfail, Mission Beach, Tully and Cardwell on the Cassowary Coast.



# 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

**Concrete Work** Sheds, Patios, Pathways and more. We dig out, form up, place and finish concrete Servicing all Cairns suburbs. Prompt free quotes Phone Dave on 0408 982 830

**CODE SAFE - CAR SAFE!**  
Don't be the next car theft victim!  
GET AN ENGINE IMMOBILISER INSTALLED & ENJOY A PEACEFUL SLEEP!

CAIRNS: 15 McCormack St Ph: 0424 1033  
SMITHFIELD: 4C McMillan Dve Ph: 0428 3770  
**autObarrn**  
Top gear, low prices. OPEN 7 DAYS

CODE SAFE  
FOLLOW US ON SOCIALS

## Real estate

**LIST SALE SOLD**

**OUTSTANDING INVESTMENT OPPORTUNITY**

4 bedrooms, 3 bathrooms, Land Area: 1,012 sqm

List #1465: <https://www.wattp.com/property/1465/>

This is a rare property that has been ready for its best: the original features. Located only 2 blocks from the CBD this Cairns high yielding rental property is very well priced to sell. Arrange an inspection today.

**\$265,000** For inspection call Louise on 0448 751 963

**8 WEEK CAMPAIGN**

**6 PAID + 2 FREE**  
FROM \$67 PER WEEK (M3X2)  
+ 2 FREE EDITORIALS

**6 WEEK CAMPAIGN**

**4 PAID + 2 FREE**  
FROM \$72 PER WEEK (M3X2)  
+ 1 FREE EDITORIAL

**4 WEEK CAMPAIGN**

**3 PAID + 1 FREE**  
FROM \$81 PER WEEK (M3X2)

## 'Spotlight on'

- Cassowary Coast
- Gordonvale
- Douglas

**STARTING FROM \$100**

**Spotlight on Cassowary Coast**  
Fisherman's appetite for trout

**Spotlight on Gordonvale**  
Solstice fair marks sugar crush

**CAREERS**  
Great Food & Great Coffee!

**10 JUNE**

**Thinking of selling?**

## Classifieds

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

**FOR SALE**

Profitable Local Southside Florist for sale - includes regular wholesale orders. Floral Fridges and all stock \* training offered if required. Owner looking to retire. Price Negotiable. Serious enquiries only to 0448 622 920

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