

## CityMag

Established in 2013 as a way to empower the New Adelaide, *CityMag* has built a capacity in our audience to be leaders and lovers of this city. We believe the stories a society tells itself become its reality and therefore it must be our mission to make Adelaide's story a great one.



A woman with long dreadlocks and a black headband is operating a professional video camera mounted on a tripod. She is wearing a black jacket and has a serious expression. The background shows a city street with a yellow vehicle and buildings.

CityMag

*Sees and supports  
what's good in  
Adelaide*



# We've been helping the good things grow for seven years now

Adelaide is a lot different today compared to seven years ago. Over 200 new small bars and eateries have opened since we started publishing, but – interestingly – only the ones we've written about still operate today.

There were people in our city who were against the small bar licence, against the oval, the footbridge, and against extending the tram line. There were those who would never believe an Pulteney Street company could make movies for Hollywood or that dresses designed on North

Terrace would be sold and worn on streets around the world. But we covered it all in our first issue and we continue to cover and support good businesses today.

Adelaide is full of people who don't want to see us develop, or see new ideas get up, and a new narrative take over from the old.

Those people are not *CityMag* readers though. Our readers and advertisers only want to see the good things in Adelaide grow.

**Josh Fanning**—*founder*

We've grown too!



## *CityMag*

The voice of city users between 25–40 years of age, *CityMag* touches its audience in digital and print formats. In 2019 we went from an average of 35,000 online readers a month to 50,000 readers and many of our best

performing stories we published first in print.

In 2020 – *CityMag* moves from four editions-a-year to six! We have added a full time journalist to the city beat and elevated our senior journalist Johnny von Einem to editor of print and digital. It's all good news here.

- CityMag's average monthly readership grew 42% in 2019!
- 70% of readers aged 25–45\*
- 53.5% of our readers are female
- 72% of our print readers pick up CityMag from a Food & Beverage venue in the CBD of Adelaide
- 45% of our readers live within 5KM of postcode 5000 (the CBD of Adelaide)

# CityMag readers are urban and active young professionals

## ACCESS THEM DAILY

Every day 315,469\* people travel to postcode 5000 for work, for shopping, for food, and drink, and culture, and all the amenities our capital city has to offer. These people – city people – are *CityMag's* audience.

Our advertisers are keen to know more about them too. So last year we engaged Hudson Howells to find out more.

## HOW MANY?

55,000+ readers per month online  
40,000+ readers per issue in print

## DEMOGRAPHIC?

70% of readers are aged 25-45  
53.5% of our readers are female

## ANY INSIGHTS?

A whopping 72% of our print readers pick up the mag from a food & beverage venue. Hudson Howells research in 2019 puts the annual income of 44% of our readers at \$100K or more and 45% of our readers live in the city or within 5km of the CBD.



Urban professionals, culture lovers, experience hunters and rad older people who love city life!



# Large format, stunning design and beautiful photography

## PRINT

*CityMag* is a full colour publication with heat-set print treatment to stop colour fade and ink bleed issues. The result is stunning images rendered bright and sharp in a super large format with high impact.

Oh, and it's FREE!

Pictured here is our Spring '19 edition with an editorial spread on young family homes, good drinks to order in fancy places and an advert our sister company – Masthead Studio – created for our client: Saturno Group (Booze Brothers). We can do the same for you.

How print works for our clients:

### 1. It gives them CONTROL

You have the option to control where your advertisement goes and what content it sits opposite

### 2. They get BIG IMPACT

A world away from a small banner, print advertising cannot be ignored as readers thumb through the magazine from left to right and hit every page

### 3. They become part of a MOVEMENT

Adelaide is changing and there are new opportunities and new markets constantly emerging. We put our advertising partners in touch with the tastemakers and thought leaders in our state





A photograph of a modern coffee shop interior. In the foreground, a curved, light-colored concrete counter is visible. Behind the counter, several coffee grinders are lined up. The first grinder on the left is white with a clear hopper filled with coffee beans. To its right are two more grinders, one with a clear hopper and one with a black hopper. Further right is a white machine with a clear hopper, labeled 'HYDRA'. In the background, a wall made of light-colored stone tiles is visible. A green plant in an orange pot is mounted on the wall. A large, white, spherical pendant light hangs from the ceiling. The ceiling is made of wood panels. In the bottom right corner, there are three brown, cushioned stools.

CityMag

*Helps create demand  
then connect it with  
your supply*



# Reach and frequency can be achieved with transparency online

## WEBSITE

Over the past two years we have become experts at combining print and digital activity to create real world outcomes for our clients. Advertising on the website is **booked weekly**, gives you **100% share of voice** in your booked position across the entire site and **guarantees 10,000 people will be reached**. Some questions other advertisers have had about our online readers are:

## HOW LONG ARE THEY ON SITE?

The top 10 most-read stories on the site each week have an average dwell time of 2:40 and 3:00 minutes.

## WHAT DEVICE ARE THEY USING?

Mobile is biggest – 49.3%  
Followed by desktop – 40.3%

## HOW DO THEY FIND CITYMAG?

Organic search is delivering us great Google rankings and results with 30% of our total traffic finding us when searching for information. Email is our next biggest driver of traffic – delivering 23.9% of total traffic and print gives us 23% “direct” traffic.



## AD UNITS IN PIXELS

|                      |             |
|----------------------|-------------|
| Leaderboard (top)    | 728w X 90h  |
| Leaderboard (bottom) | 728w X 90h  |
| Mobile leaderboard   | 320w X 50h  |
| Medium Rectangle     | 300w X 250h |
| Half Page Vertical   | 300w X 600h |
| Motherboard          | XXXw X XXXh |

## AD UNIT COSTS PER WEEK

|                      |             |
|----------------------|-------------|
| Leaderboard (top)    | \$280 + GST |
| Leaderboard (bottom) | \$225 + GST |
| Medium Rectangle     | \$350 + GST |
| Half Page Vertical   | \$770 + GST |

## AD UNIT COSTS PER MONTH

|             |               |
|-------------|---------------|
| Motherboard | \$1,200 + GST |
|-------------|---------------|

# Our weekly digital edition is growing its reach week-on-week

## NEWSLETTER

Over the past 12 months we've seen exponential growth in subscriptions to the *CityMag* weekly newsletter. Sent out every Thursday at 3pm, our newsletter is an economical way for advertisers to reach a concentrated audience just before the weekend. Every week, around 120 people sign up to receive CityMag in their inbox.

## HOW MANY SUBSCRIBERS?

46,326 as of February 2020, up from  
35,000 in 2019

## HOW MANY PEOPLE OPEN IT?

11,960 open the email each week on average.

## WHAT ARTICLES ARE PEOPLE READING?

Without a doubt, breaking news about Adelaide's newest restaurant is the story everyone wants to read about. However, we've also noted great interest in our reporting on Adelaide's powerful people and great interest in our guides to better living.



## AD UNITS IN PIXELS

|                    |             |
|--------------------|-------------|
| Leaderboard        | 728w X 90h  |
| Mobile leaderboard | 320w X 50h  |
| Medium Rectangle   | 300w X 250h |
| Half Page Vertical | 300w X 600h |

## AD UNIT COSTS PER WEEK

|                    |             |
|--------------------|-------------|
| Leaderboard x 2    | \$750 + GST |
| Medium Rectangle   | \$500 + GST |
| Half Page Vertical | \$700 + GST |



# Want something more interactive? CityMag does the best native content



Sponsored content clients include:

BoConcept  
 Booze Brothers  
 City of Norwood Payneham & St Peters  
 City of Port Adelaide Enfield  
 JamFactory  
 King William Road Traders Association  
 Living By Design  
 Lucia's Australia  
 Cherri Bellini  
 OTR  
 Imprints Booksellers  
 Regent Arcade  
 R. McMahon

And many more...



## SPONSORED CONTENT

CityMag creates custom editorial with our journalists and photographers to celebrate your story in a tone and style that will resonate most with our audience.

We can edit, write, photograph, illustrate, and design your custom campaign to maximum effect.

Benefits of native content campaigns include:

- Boosting your Google ranking
- Content lives on our site forever
- Creates beautiful content to use on your own social and digital platforms
- Sponsored content in print is also published online – FREE of charge

## RATES

|                     |               |
|---------------------|---------------|
| Digital only        | \$1,200 + GST |
| Print – single page | \$2,900 + GST |
| Print – double page | \$3,579 + GST |

# This year we're upping our print frequency from four editions – to six per year!

FEB-MAR  
2020

**The Festival Edition:** In February and March, Adelaide is completely overrun with things to do. This edition is all about guiding our 40,000 print readers through thousands of choices and giving them advice they can trust and follow.

Booking due: 23 Jan. 2020  
Material due: 27 Jan. 2020  
On-street date: 07 Feb. 2020

APR-MAY  
2020

**The Jobs Edition:** After an incredible reaction from readers to our inaugural “jobs” edition, we’re following it up again this year. SA is at the bottom, but we want to change that with our guide to better employment in 2020.

Booking due: 3 Apr. 2020  
Material due: 9 Apr. 2020  
On-street date: Late Apr. 2020

JUN-JUL  
2020

**The City Gourmet Edition:** Ahead of Solstice Media’s Food Month in July, *CityMag* leads the way with our annual Restaurant Power Ranking and a deep dive into the best-of-the-best meals one can chomp down on in winter.

Booking due: 25 May 2020  
Material due: 27 May 2020  
On-street date: 05 Jun. 2020

AUG-SEP  
2020

**The Going Global Edition:** Ahead of OzAsia and the Adelaide Film Festival, we jump out into the region to take a peek around at all the great people, businesses, and governments we should be working with in our region.

Booking due: 27 Jul. 2020  
Material due: 29 Jul. 2020  
On-street date: 07 Aug. 2020

OCT-NOV  
2020

**The People & Fashion Edition:** The demise of Adelaide’s Fashion Festival leaves a big gap in the market for a savvy media company to explore notions of design, production and pageantry. Look out! October’s looking luxe.

Booking due: 21 Sep. 2020  
Material due: 23 Sep. 2020  
On-street date: 02 Oct. 2020

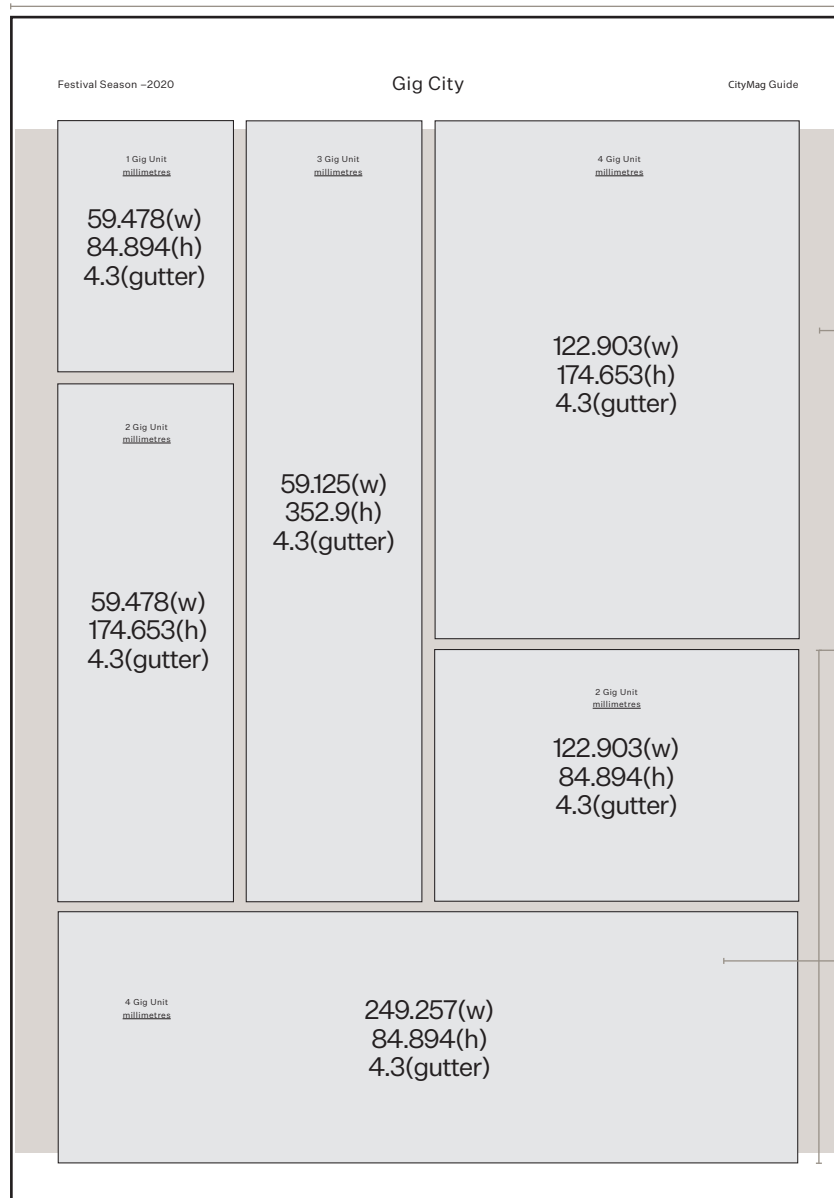
DEC-JAN  
2020

**The Christmas & Summer Edition:** The biggest story of 2020 so far is, ‘13 Bakeries worth driving to.’ 30,000 readers alone will be wanting an updated version and lots of other advice about holidays and gifting this year.

Booking due: 23 Nov. 2020  
Material due: 25 Nov. 2020  
On-street date: 04 Dec. 2020



# Advertising rates and specifications for CityMag print edition



## DOUBLE PAGE

w 556mm X h 390mm  
5mm bleed on all sides  
Typesafe area:  
w 530mm X h 380mm

**ONCE: \$3,868 + GST**  
**YEAR: \$2,868 + GST**

## FULL PAGE

w 278mm X h 390mm  
5mm bleed on all sides  
Typesafe area:  
w 268mm X h 380mm

**ONCE: \$2,579 + GST**  
**YEAR: \$2,166 + GST**

## HALF PAGE

w 249mm X h 164mm  
NO BLEED AT ALL  
Typesafe area:  
w 239mm X h 154mm

**ONCE: \$1,800 + GST**  
**YEAR: \$1,260 + GST**

## PART PAGE

Various dimensions  
NO BLEED AT ALL

**1 UNIT: \$250 + GST**  
**2 UNIT: \$400 + GST**  
**3 UNIT: \$595 + GST**  
**4 UNIT: \$680 + GST**

# Technical information

## PRINT

Supply adverts by material due date and standby for the all-clear from our art department. Make sure to check logos for RGB and that any black text or solid black backgrounds are not “registration” but supplied as 100% K, where: C = 0, M = 0, Y = 0 and K = 100

COLOUR: CMYK  
BLACKS: 100% K  
FILE TYPE: 300dpi PDF  
BLEED: 5mm all sides  
MARKS: NO bleed, crop or print marks

## WEBSITE

Site accepted formats include:  
PNG, GIF, HTML / HTML 5, Third party vendor tags  
Supply in RGB colour space  
Embedded video must be set to autoplay/mute  
No flash  
Keep your file sizes low

COLOUR: RGB  
FILE TYPE: Most supported  
FLASH NO  
SIZE Under 300KB

## NEWSLETTER

CityMag sends a newsletter to more than 45,000 subscribers every Thursday at 3pm. Advertising must be supplied by COB Wednesday. Our email newsletter only supports static ads in PNG or JPG formats.

COLOUR: RGB  
FILE TYPE: PNG or JPG  
SIZE: 80-150kb  
DUE: 5pm Wed.

## RICH MEDIA

Flash “**Clicktag**” advertisements are accepted. Click through links must open in a new tab or window. Supply a backup .gif with all flash ads. Supply on site click tags in one .txt file  
**HTML 5** advertisements are accepted but all assets must be hosted externally. Clickthrough link must be properly implemented in the code and ads are recommended to run 15-30 seconds or less.

TEST: Before sending your ads to us  
CLICKTAG: Supply with .gif backup  
HTML 5: Supply individual zip files per creative size



# We appreciate your interest in our platform. If you'd like a custom package – get in touch!

## CONTACT

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- We can discuss what the advertising campaign might look like
- Work out when best to launch the campaign and how
- Book the best possible ad spaces with our insight and your preferences when looking at CityMag
- Share our knowledge about previous successful marketing campaigns we've hosted and promoted
- Explore extra ways we can add value to your campaign through social media exposure

## SOLSTICE MEDIA ALSO PUBLISH THESE TITLES:



### INDAILY

Adelaide's independent, daily, digital news site with an average of 400,000 monthly readers speaks to the politically-engaged and business oriented people in our city. Food, arts and culture stories also drive significant numbers for this daily digital news site.

#### QUICK STATS

Average age – 35-54 years  
Average income – \$100K+ combined household  
Demographic – Slight male skew



### SALIFE

South Australia's best-selling magazine, published on the first Thursday of each month, SALIFE celebrated 15 years in print in 2019.

Hugely influential with an affluent target market, SALIFE is a powerful platform for many of SA's leading brands.

#### QUICK STATS

Average age – 30+  
Average income – \$150K+ combined household  
Demographic – Female skew

# Thank you



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