

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.



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 for 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

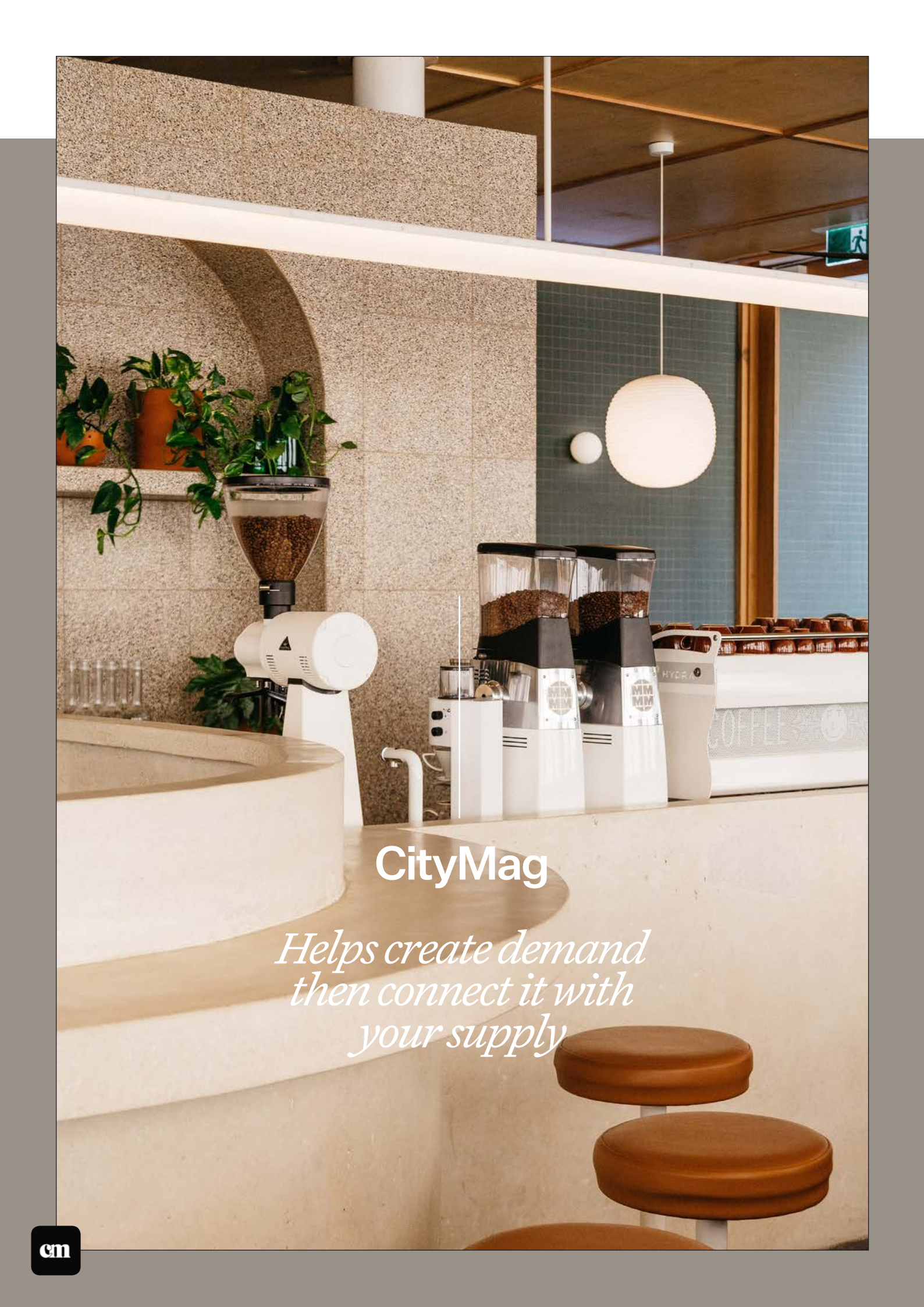
2. They get BIG IMPACT

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





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	1150w X 350h

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
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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?

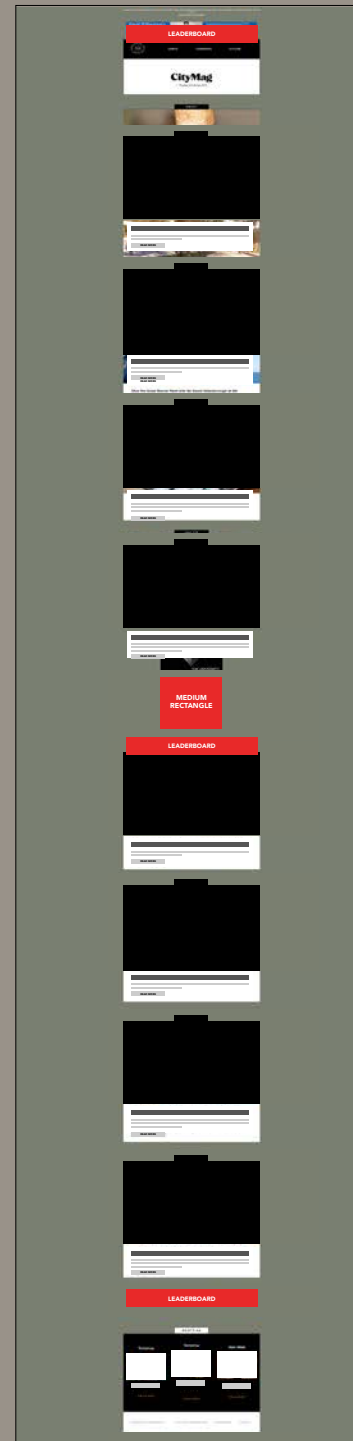
46,326 as of February 2020, up from 35,000 in 2019

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

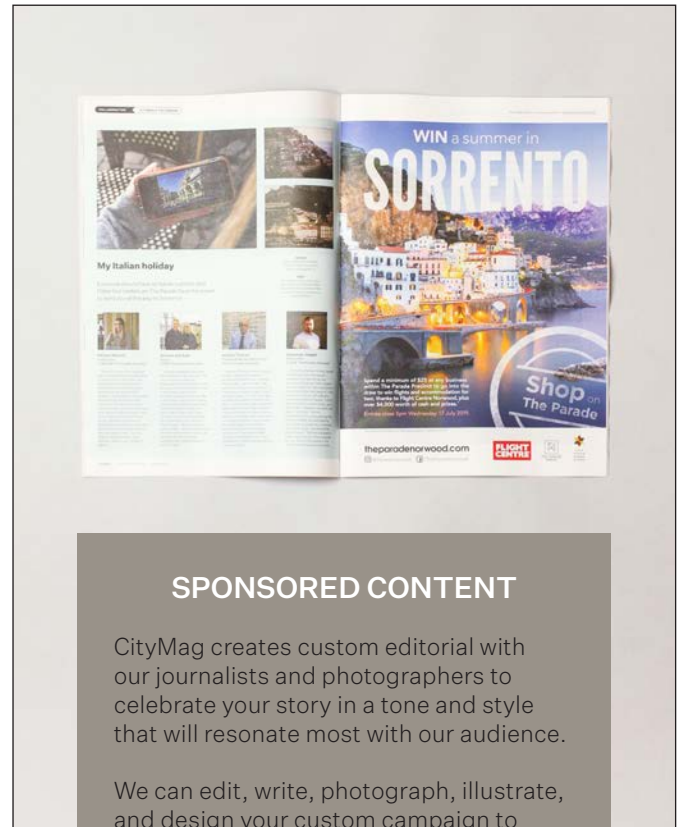
Want something more interactive? CityMag does the best native content



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.

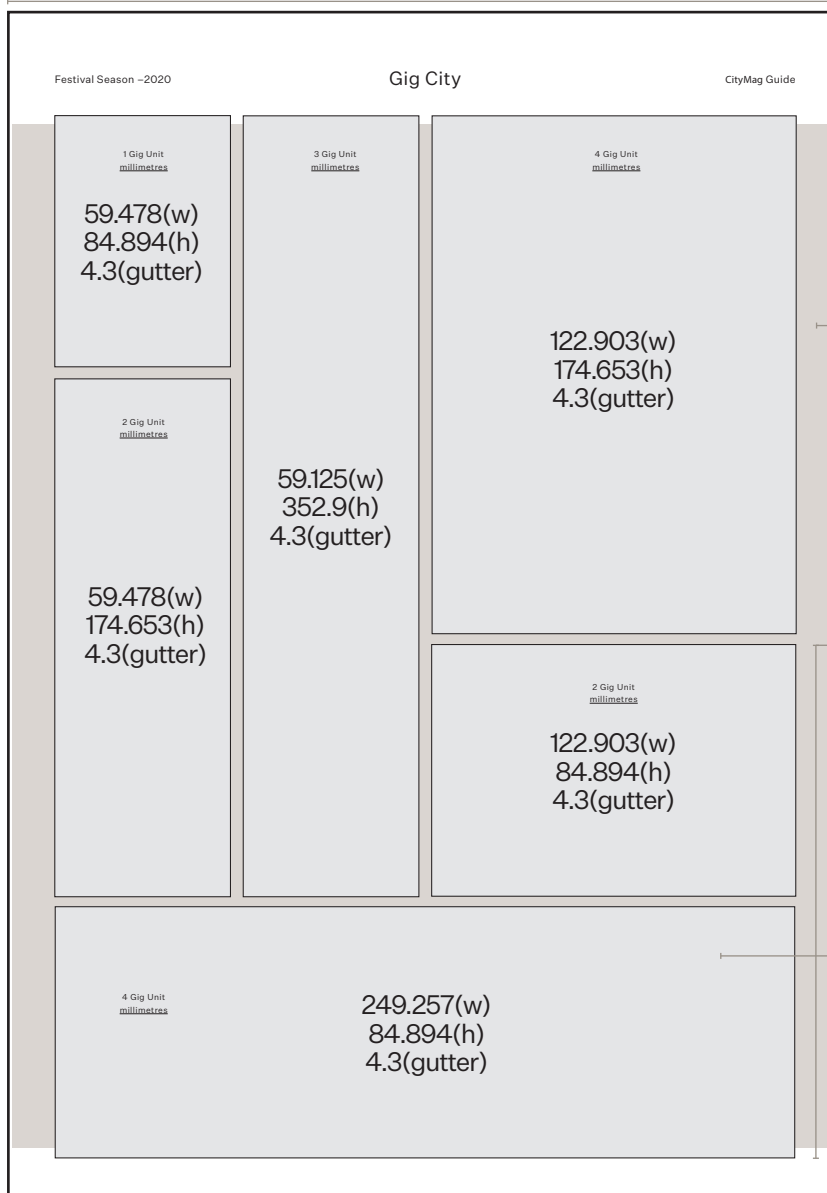
Booking due: 21 Sep. 2020
Material due: 23 Sep. 2020
On-street date: 02 Oct. 2020

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

Joshua Fanning

PUBLISHER — CITYMAG

e. jfanning@solsticemedia.com.au
m. 0401 873 788
ph. 8224 1676

Kellie Melville

PARTNERSHIPS — SOLSTICE MEDIA

e. kmelville@solsticemedia.com.au
ph. 8224 1622

- 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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