

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 a 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.

Johnny von Einem—*editor*

We've grown too!



CityMag

The voice of city users between 25-45 years of age, *CityMag* touches its audience in digital and print formats. *CityMag* has continued to report on the city every day since the COVID-19 pandemic struck, and to the credit of Adelaide's innovative and entrepreneurial business owners, green shoots are already beginning to emerge.

In 2020, *CityMag* too continues to grow. The digital newsletter is now delivered to our 48,000 subscribers **twice** a week on Tuesday and Thursday afternoons, up from one pre-COVID. Our average monthly online readers has seen an increase from 50,000 to 74,000* and after pausing our print in March, we're back with a Green Shoots edition scheduled to be published in October.

CityMag readers are early adopters, expressing their identity through the products and experiences they consume.

ACCESS THEM DAILY

Every day more than 300,000 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.

WHO ARE THEY?

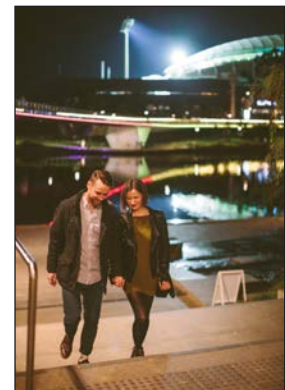
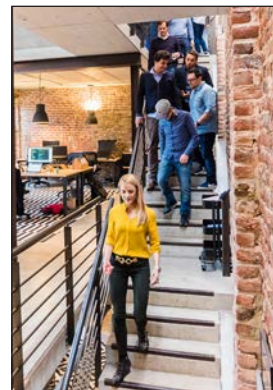
70% of readers are aged 25-45
54% of our readers are female

HOW MANY?

74,000+ readers per month online*
40,000+ readers per issue in print
48,000+ newsletter subscriptions

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 and experience hunters who love city life!

*City of Adelaide 2019 – Integrated Business Plan

*Google Analytics – Jun-Aug 2020

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 February '20 Festival edition. In February and March, Adelaide is overrun with things to do - this edition was all about guiding our 40,000 print readers through thousands of choices and giving them advice they can trust and follow.

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

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 February 2020 Festival edition

A photograph of a modern coffee shop interior. In the foreground, a curved white counter is visible. Behind the counter, there are several coffee grinders and a coffee machine. The background features a stone wall with a potted plant and a large window with a spherical pendant light hanging from the ceiling. The overall aesthetic is clean and contemporary.

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 your ad will receive 10,000 impressions**. 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 3:18 minutes.

WHAT DEVICE ARE THEY USING?

Mobile is biggest – 65%
Followed by desktop – 35%

HOW DO THEY FIND CITYMAG ONLINE?

Not being behind a paywall has allowed organic search to deliver us great Google rankings and results with 33% of our total traffic finding us when searching for information. Email is our next biggest driver of traffic delivering 23% of total traffic and our social channels attribute 19%.



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 |
| Large Pointer Banner | 1150w X 350h |

Our twice 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* newsletter, creating a demand to increase our distribution from one edition a week to two. Sent out every Tuesday and Thursday at 4pm, our newsletter is an economical way for advertisers to reach a concentrated audience just before the weekend.

HOW MANY SUBSCRIBERS?

48,300 as of September 2020, up from 35,000 in 2019

HOW MANY PEOPLE OPEN IT?

11,537 open each edition on average (24% open rate).

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 |

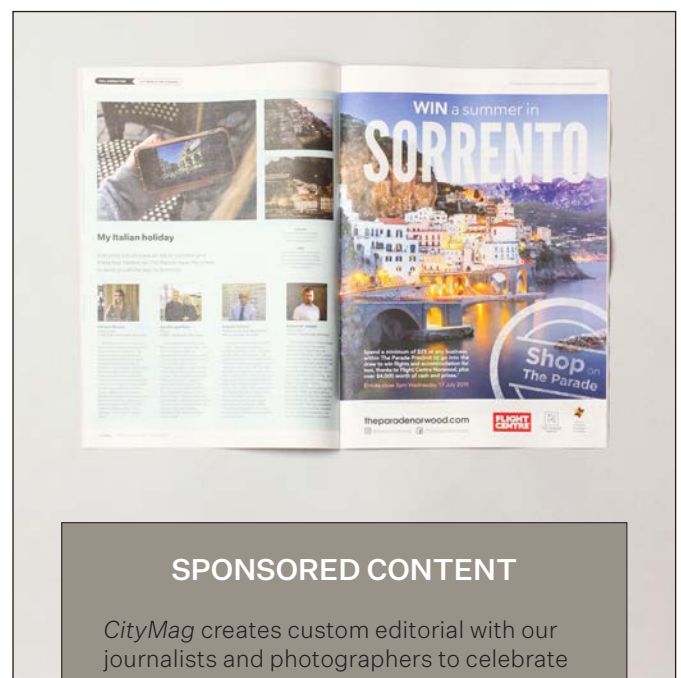
Want something more interactive? CityMag does the best sponsored content



Sponsored content clients include:

Adelaide Festival Centre
Bank SA
Big Easy Group
BoConcept
Booze Brothers
City of Norwood Payneham & St Peters
City of Port Adelaide Enfield
JamFactory
King William Road Traders Association
Living By Design
OTR
Regent Arcade

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

EVENTS

CityMag can collaborate with you to create a content series around events, promotions or festivals. Using content, advertising or branding we can create an identity for your event, and tailor the activation in a way that directly motivates the CityMag readers.

South Australians turn to CityMag's reporting, both in print and online, to learn about the latest trends in hospitality, arts and business.

CityMag has reported on the city every day since the COVID-19 pandemic struck, and to the credit of Adelaide's innovative and entrepreneurial business owners, green shoots are already beginning to emerge.

This will be the focus of *CityMag*'s first print edition of the post-COVID era – a magazine in dedication to the businesses and consumers who kept the city's metabolism moving throughout hibernation.

The city's continuing recovery will need new ideas and new energy. For this we turn to bright young minds of Solstice Media's 40 Under 40. In a dedicated 40 Under 40 section, we will speak with emerging leaders from South Australia's business community, who come from a range of industries and sectors, all with a common drive to see our city and state reach its full potential.

There'll be plenty of the inquisitive and informed *CityMag* you already know, with features on the best new food and drink, an exploration of the State Government's plans to make Adelaide a Magnet City, and we'll use Adelaide's last six months of adaptation as a lens to forecast our stronger future.

No matter what the world looks like in two months' time, *CityMag* print will be your user's guide to a post-pandemic Adelaide.



BOOKING DEADLINE

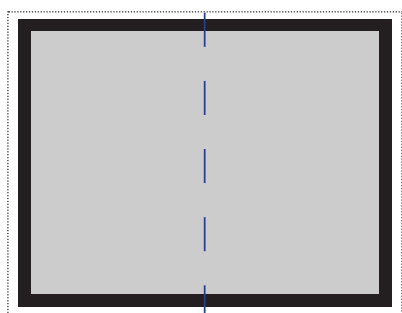
Friday, 25th September 2020

MATERIAL DEADLINE

Friday, 2nd October 2020

Advertising rates and specifications for CityMag print edition

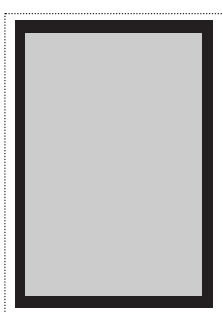
DOUBLE PAGE



W 556 x H 400mm +
BLEED: 5mm on all sides

TYPESAFE AREA: W 540 x H 384mm

FULL PAGE



W 278 x H 390mm +
BLEED: 5mm on all sides

TYPESAFE AREA: W 272 x H 385mm

FILE SUPPLY

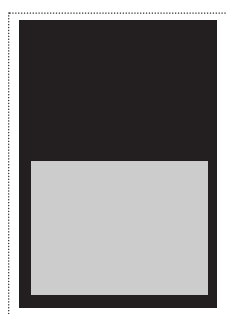
| | |
|---------|-------------------------------|
| COLOUR: | CMYK |
| FILE: | 300dpi PDF |
| BLEED: | +5mm on all sides |
| MARKS: | NO bleed, crop or print marks |

QUESTIONS?

To change any details, add something, remove something – or develop a concept further, please contact

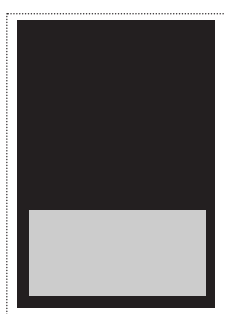
Kate Robinson: 0406 832 903

HALF PAGE



W 249.5 x H 166mm
NO BLEED AT ALL

THIRD PAGE



W 249.5 x H 108mm
NO BLEED AT ALL

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 delivers a newsletter to more than 48,000 subscribers every Tuesday and Thursday at 4pm. Advertising must be supplied by COB Monday or Wednesday depending on the edition. 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 pricing information – get in touch!

CONTACT

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SOLSTICE MEDIA ALSO PUBLISH THESE TITLES:



INDAILY

Adelaide's independent, daily, digital news site with 550,000 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 female 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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