

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*

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 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?

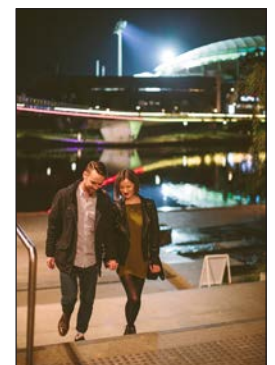
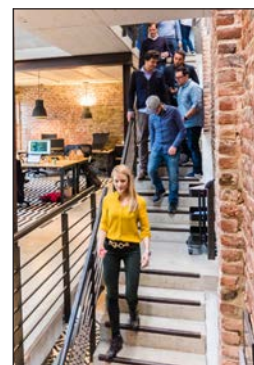
71,000+ readers per month online*

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 – March 2021

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 '21 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

*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 3:05 minutes.

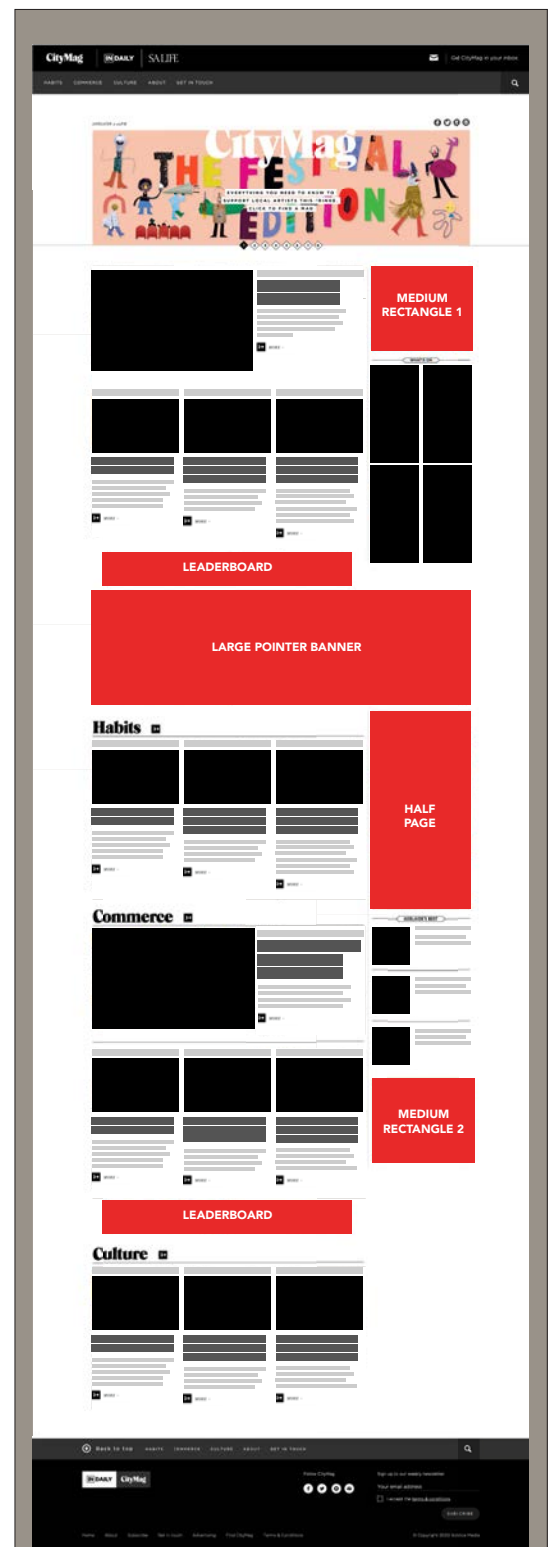
WHAT DEVICE ARE THEY USING?

Mobile is biggest – 62%
Followed by desktop – 38%

HOW DO THEY FIND CITYMAG ONLINE?

Not being behind a paywall has allowed organic search to deliver us great Google rankings and results with 55% of our total traffic finding us when searching for information. Email is our next biggest driver of traffic delivering 24% of total traffic and our social channels attribute 21%.

Source Google Analytics – March 2021



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 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 database, averaging 250* sign-ups per week! Sent out every Thursday afternoon at 4pm, our newsletter is an economical way for advertisers to reach a concentrated audience just before the weekend.

HOW MANY SUBSCRIBERS?

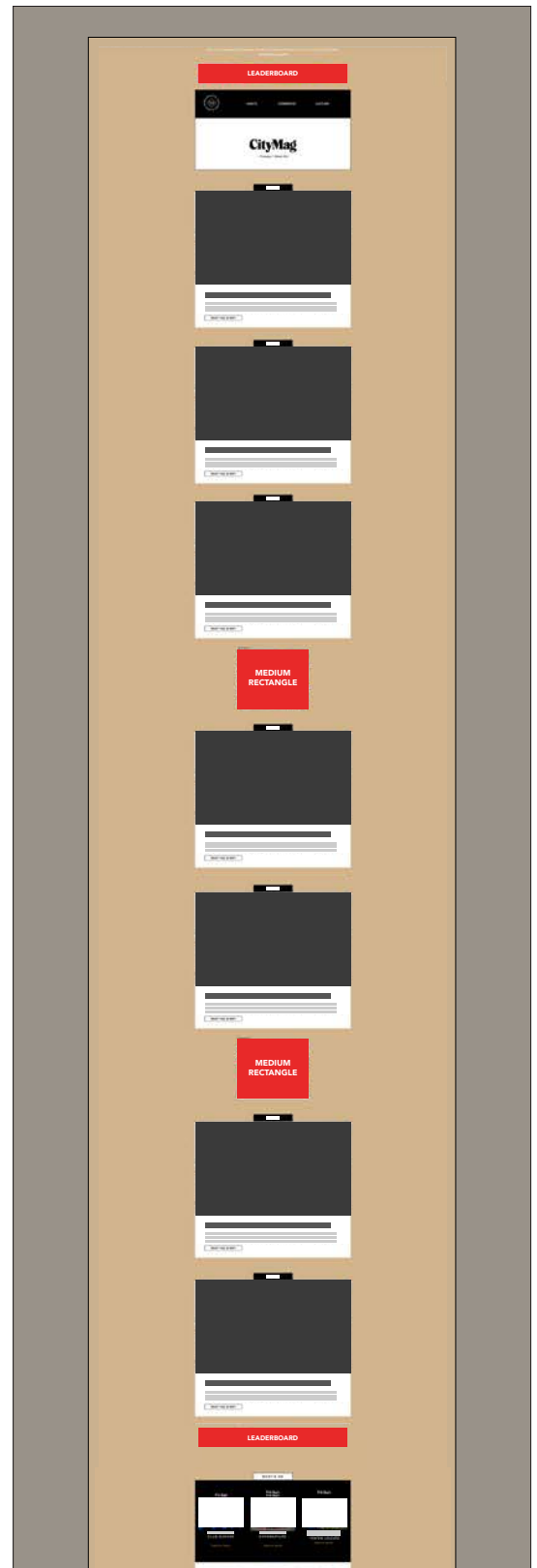
48,000 registered subscribers.

HOW MANY PEOPLE OPEN IT?

20–25% (Industry open rate is 19%)

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 Hills Wine Region
 Credit Union SA
 Big Easy Group
 Booze Brothers
 City of Norwood Payneham & St Peters
 Maras Group
 OTR
 Banrock Station
 State Theatre Company
 The University of Adelaide

And many more...

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.



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:

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

CityMag is the voice of Adelaide's emerging generation of young professionals

Last year, CityMag welcomed InDaily's 40 Under 40 onto its pages for the first time, offering our print readership a view into the future of South Australian leadership.

In 2021, we will once again partner with the 40 Under 40 to give our audience the first look into this year's cohort. The dedicated section will run within an edition that will also explore youth and young Adelaide: the institutions and organisations that are shaping Adelaide's future leaders, across education, business and the arts.

CityMag's 31st edition will also be your trusted guide into what is new, exciting and worth paying attention to in the city's hospitality scene, from upcoming food and drink producers to the best bars and eateries.

The 20,000 copies of (free) CityMag are distributed to art galleries, museums, coffee shops, pubs, cafes, clothing boutiques, businesses (incl Govt and MPs) and gift shops located in the CBD and surrounds – this edition will also go into the businesses and hubs of the 2021 40 Under 40 winners. Advertisers can also request a stack to be distributed at will.

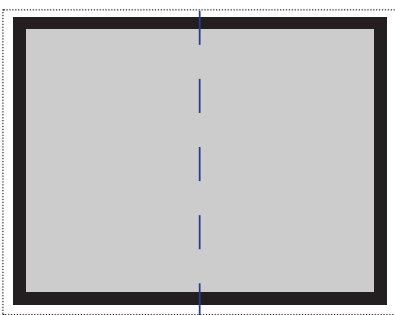


BOOKING DEADLINE
Friday, 21st May 2021

MATERIAL DEADLINE
Tuesday, 25th May 2021

Advertising rates and specifications for CityMag print edition

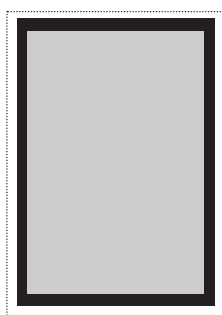
DOUBLE PAGE



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

TYPESAFE AREA: W 540 x H 384mm

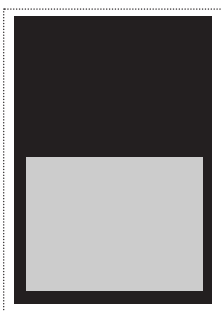
FULL PAGE



W 278 x H 400mm +
BLEED: 5mm on all sides

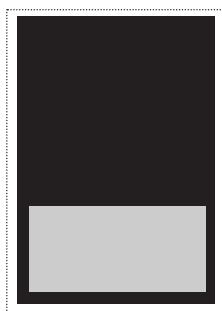
TYPESAFE AREA: W 272 x H 385mm

HALF PAGE



W 249.5 x H 166mm
NO BLEED AT ALL

THIRD PAGE



W 249.5 x H 108mm
NO BLEED AT ALL

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

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 Thursday at 4pm. 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 CityMag. If you'd like a custom package – get in touch!

CONTACT

Kate Robinson

ACCOUNT MANAGER — SOLSTICE MEDIA

e. krobinson@solsticemedia.com.au

m. 0406 832 903

SOLSTICE MEDIA ALSO PUBLISH THESE TITLES:



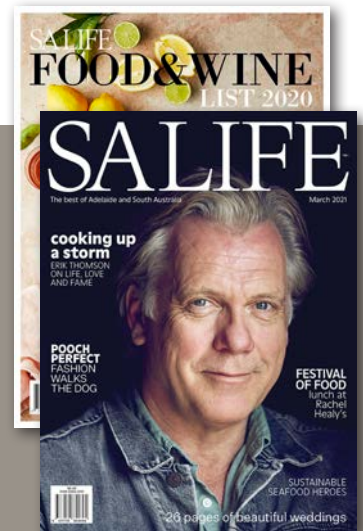
INDAILY

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 – 25-54 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 – 50+
Average income – \$150K+ combined household
Demographic – Female skew