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?

70,000+ readers per month online*
40,000+ readers per issue in print
52,000+ newsletter subscriptions

ANY INSIGHTS?

A whopping 72% of our print readers pick up the mag from a food & beverage venue. Hudson Howells reseach 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.
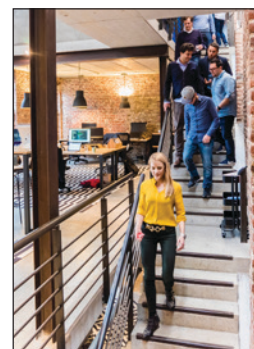
Urban professionals, culture lovers and experience hunters who love city life!

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 September '24 edition which announced Adelaide's 20 most powerful restaurants – ranked, as well as exploring how Italian migrants have shaped our food culture.

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

Reach and frequency can be achieved with transparency online

WEBSITE

Since launching, 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 at least 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 5:10 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%.

AD UNITS IN PIXELS

Masthead Billboard	970w X 250h
Mobile Billboard	320w X 100h
Billboard	970w X 250h
Medium Rectangle	300w X 250h
Half Page Vertical	300w X 600h

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

NEWSLETTER

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?

45,000 registered subscribers.

HOW MANY PEOPLE OPEN IT?

33% (Industry open rate is 23%)

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

Top and bottom banners	728w X 90h
Mobile leaderboard	320w X 50h
Medium Rectangle	300w X 250h
Half Page Vertical	300w X 600h

CityMag

*Helps create demand
then connect it with
your supply*

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

Sponsored content clients include:

ACE Gallery
Adelaide Central School of Art
Adelaide Hills Wine Region
Australian Dance Theatre
Credit Union SA
Big Easy Group
City of Norwood Payneham & St Peters
Maras Group
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.
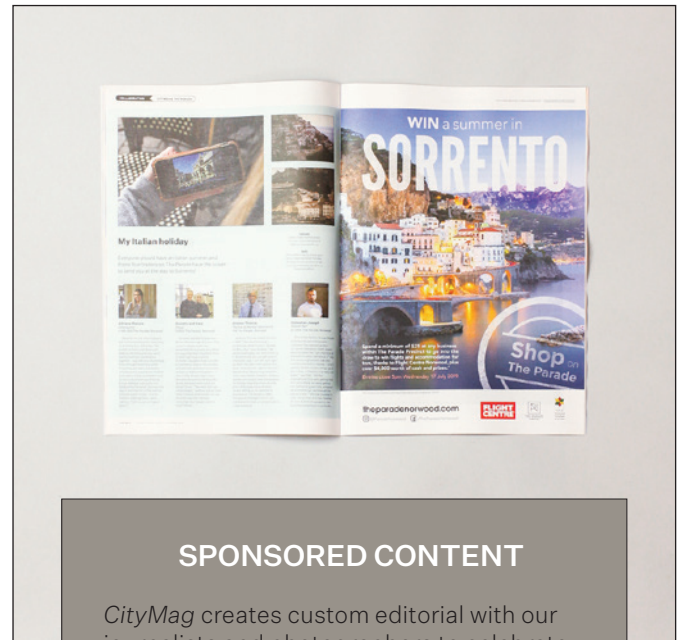
SPONSORED CONTENT

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.
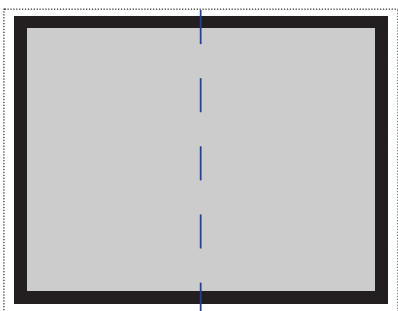
Benefits of native content campaigns inc:
- Content lives on our site forever
- Boosting your Google ranking
- Creates beautiful content to use on your own social and digital platforms

Sponsored content in print is also published online and sent in weekly EDM – FREE of charge

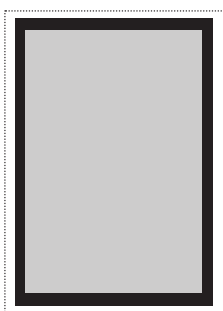# Advertising rates and specifications for CityMag print edition

DOUBLE PAGE

W 440 x H 307mm
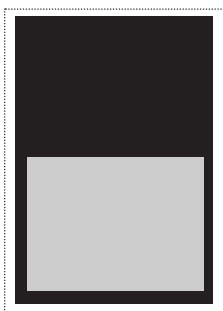+ BLEED: 5mm on all sides

TYPESAFE AREA:
10mm from edges and centre
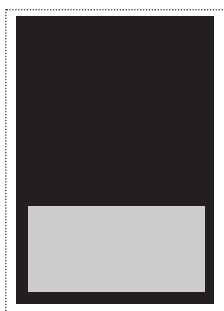
FULL PAGE

W 220 x H 307mm
+ BLEED: 5mm on all sides

TYPESAFE AREA:
10mm from edges and centre

HALF PAGE

W 202 x H 140mm
NO BLEED AT ALL

THIRD PAGE

W 202 x H 90mm
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
Embeded video must be set to autoplay/mute
No flash
PNG and GIF must be 72ppi
Keep your file sizes low

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

NEWSLETTER

CityMag delivers a newsletter to more than 50,900 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

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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 20 years in print in 2023. 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