



MEDIA KIT 2014



Who We Are:

★ THE TRUSTED LGBTI NEWS SOURCE

The journal of record providing unbiased, quality journalism since 1979

★ 100% COMMUNITY OWNED

A community owned, not-for-profit organisation

★ SUPPORTING OUR COMMUNITY

Profits from our business are used to strengthen and expand the operation of our company and our community

★ ACCOUNTABLE

Independently audited by the Audited Media Association of Australia. We conduct our business ethically and our accounts are presented to community shareholders annually.

Our Media Platforms



Online Newsletter

17,500 subscribers

- News, Opinion & Analysis
- Arts, Culture & Entertainment
- Scene Listings & Pictures



Starobserver.com.au

239,000 Page Impressions*

102,000 Unique**



Social Media

12,000** facebook friends

85,000** weekly reach

7,000 twitter followers

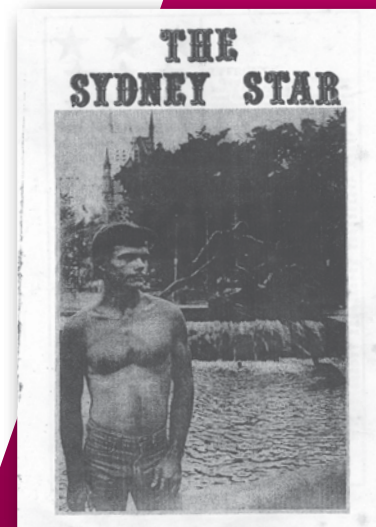
48% tweets retweeted



Printed Magazine

National Monthly
Event Guides

- ★ Informing
- ★ Entertaining
- ★ Leading the conversation



Star Observer first issue, 1979

Our Audience:



★ ON THE GO

25 to 34 years old
62% earn \$50k+
62% rent
33% own property
56% in relationship

Highly socially active
Digital natives



★ INNER CITY PROFESSIONALS

35 to 44 years old
34% earn \$90k+
29% own property
47% planning to buy property
59% in relationship

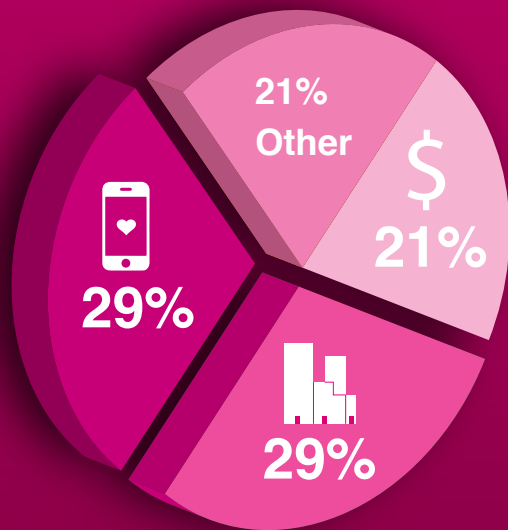
Successful professionals
Digital natives



★ BIG SPENDERS

45 to 54 years old
62% earn \$70k+
45% earn \$90k+
100% own home,
40% have investment properties
56% in relationship

Financially secure
High discretionary spend



★ OVERALL

76% male, 23% female
58% in relationship
58% university educated
79% aged 25 to 54 years



MAJOR LGBTI AREAS

NSW

- Sydney CBD
- Darlinghurst
- Surry Hills
- Newtown
- Kings Cross
- Potts Point

VIC

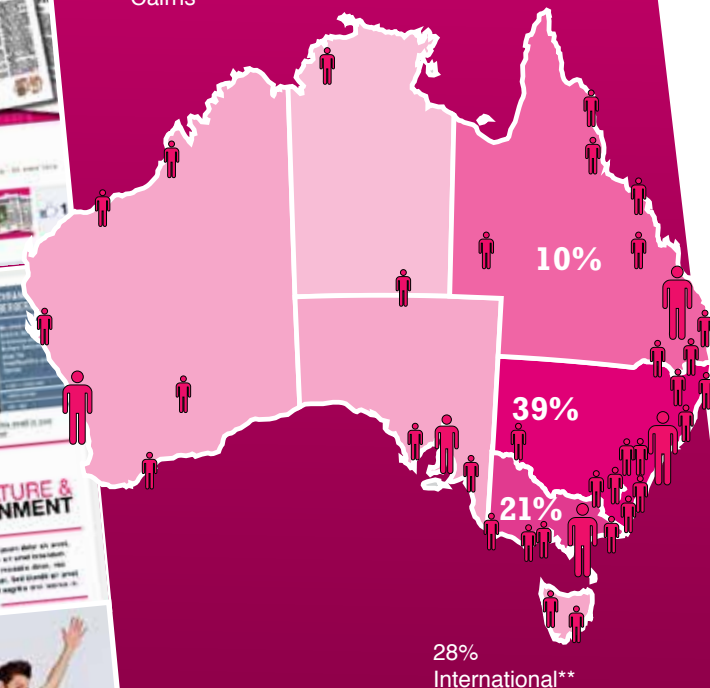
- Melbourne
- Collingwood
- Fitzroy
- South Yarra
- Prahran
- St Kilda
- Yarraville
- Daylesford

QLD

- Brisbane
- Fortitude Valley
- Spring Hill
- Gold Coast
- Cairns

ACT & SA

- To be announced



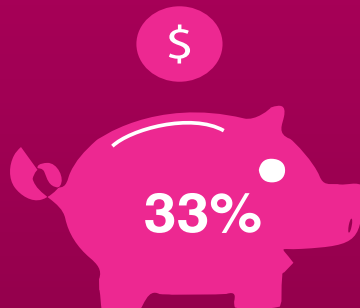
OUR READERS:



- ★ Substantial income
- ★ Active lifestyle
- ★ Frequent holiday travel
- ★ SINKS and DINKS
- ★ 64% would feel safe and welcome dealing with an advertiser
- ★ 43% would definitely consider buying an advertiser's product or service
- ★ 29% would definitely recommend the business to friends



Of our readers
Earn **1.25x**
Average Income



Of our readers
Earn **1.6x**
Average Income



Of our readers
Earn **2.7x**
Average Income

CONTACT US



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starobserver
.com.au

RATES AND SPECIFICATIONS

MONTHLY STAR OBSERVER

2014 PRINT & DIGITAL ADVERTISING

Description	Rates	
	Rate (ex GST)	Rate (inc GST)
Online Adverts		
All website ad units (cpm)	\$40.00	\$44.00
eNews Ad (per issue)	\$2,000.00	\$2,200.00
Business Directory Online		
Featured Listing (per month)	\$250.00	\$275.00
Premium Listing (per month)	\$125.00	\$137.50
Free Listing (per month)	\$0.00	\$0.00
Print Advertising		
Double Page Spread (560mm W x 310mm H + 5 mm bleed all sides)	\$5,000.00	\$5,500.00
Back Cover (280mm W x 310 mm H + 5mm bleed all sides)	\$4,000.00	\$4,400.00
Full Page (280mm W x 310 mm H + 5 mm bleed all sides)	\$3,500.00	\$3,850.00
Quarter page vertical (128mm W x 140mm H)	\$1,500.00	\$1,650.00
Community Message (128mm W x 68 mm H, Limited availability)	\$600.00	\$660.00
Business Directory Listing (84mm W x 62 mm H, Minimum 6 issue contract)	\$400.00	\$440.00

Description	Rates From	
	Rate (ex GST)	Rate (inc GST)
Feature Sponsorship (Subject to approval, availability and compliance with editorial standards)		
Print & Online Feature Sponsorship	\$1,500.00	\$1,650.00
Website Feature Sponsorship	\$1,000.00	\$1,100.00
eNews Feature Sponsorship	\$2,500.00	\$2,750.00
Social Media (Subject to approval, availability and compliance with editorial standards)		
Competitor	\$1,500.00	\$1,650.00
Sponsored Editorial	\$300.00	\$330.00

- ★ Multi Platform Extended Packages Available.
- ★ Get your brand recognised and message across to the widest audience via a package encompassing print and digital exposure.
- ★ Customised advertising options such as inserts, and custom ad formats available by consultation.
- ★ Ask your client manager for a quote today.
- ★ Artwork design service available.

COMPLETED ARTWORK REQUIRED 10 DAYS PRIOR TO PUBLICATION



ARTWORK SPECIFICATIONS AND REQUIREMENTS:

PRINT: Required file format: PDF (version 1.3), Colour model: CMYK only, Images format: EPS, TIFF, JPEG, Minimum resolution: 300dpi, Total ink weight: 230%, Font embedding required: Yes, Minimum point size for type: single colour: 6pt, coloured type: 8pt, reversed type: 12pt. All colour objects and images must be CMYK. NO RGB or Spot colours will be accepted. Pantone (PMS) colours must be converted to CMYK. If you require rich black we recommend C-50%, K-100%.

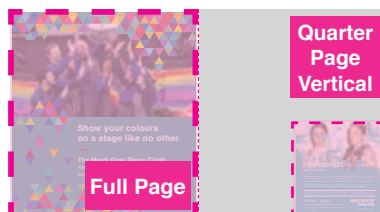
DIGITAL: Required file format: GIF, JPG, SWF, PDF, Colour model: RGB, Minimum resolution: 72dpi



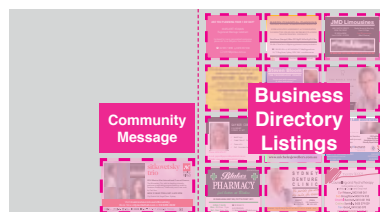
Print Advertising



Double
Page
Spread



Quarter
Page
Vertical



Community
Message

Business
Directory
Listings

- ★ Published monthly
- ★ Sydney, Melbourne, Brisbane, Canberra, Adelaide



Website Ad



Banner

Tower

Tower

Banner



Business Directory Online



Featured
Listing



Newsletter Ad



eNews
Feature Ad

eNews
MREC