

Nowra CBD magazine

1: Target your local market effectively

2: Showcase your brand in a prestige environment

3: Take advantage of subsidised rates!

Nowra CBD magazine

Rate Card



• FULL PAGE AD

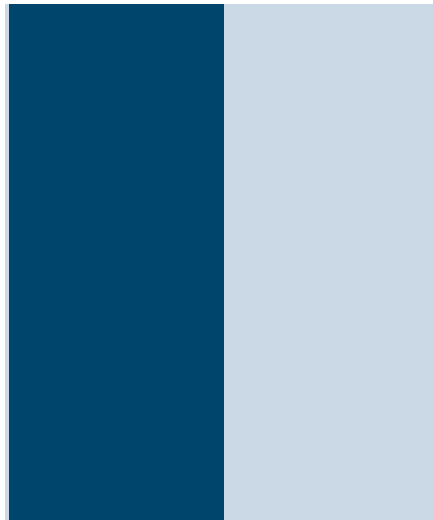
\$1500 (including GST)
(market value \$4792)

• BACK PAGE

\$2000 (including GST)
(market value \$5992)

advertorial +\$225

*Trim – 255mm wide x 300mm deep
Bleed – 265mm wide x 310mm deep
Text – 235mm wide x 280mm deep*

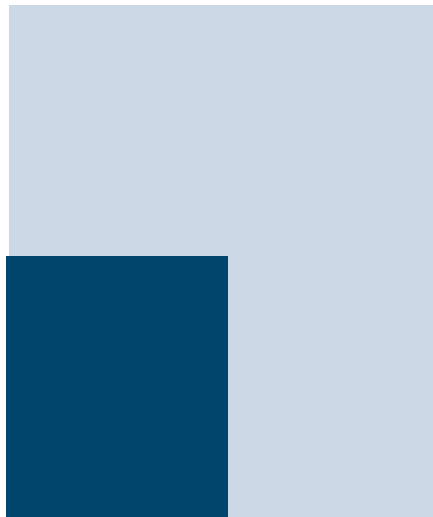


• HALF PAGE AD

\$750 (including GST)
(market value \$2486)

advertorial +\$185

110mm wide x 268mm deep



• QUARTER PAGE AD

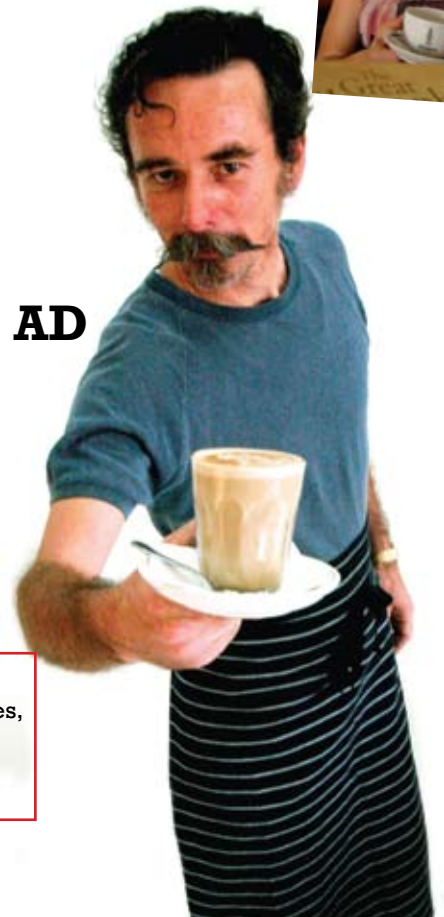
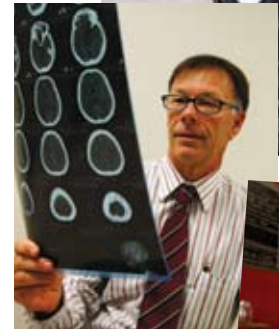
\$395 (including GST)
(market value \$1243)

advertorial +\$150

110mm wide x 132mm deep

What is an advertorial?

Advertorials look like editorial stories, usually with an interview or article about your business. The extra cost covers the writing and photography.



Nowra CBD magazine



Why advertise with us?

Distributed copies = 32,000+

Estimated Readership = 100,000+ readers

- **The Nowra CBD Magazine is delivered FREE to over 30,000 households and businesses** in the Shoalhaven inside the Shoalhaven & Nowra News. Its readership is estimated to be over 100,000 people.
- **It is distributed to all tourist centres**, most motels, caravan parks, cafes, hairdressers, surgeries and general stores in villages and towns of the Shoalhaven.
- **No other quality publication is as directly targeted to your market** - the residents and visitors in the region.
- **The Nowra CBD Magazine is published seasonally** and has a three-month life span.
- **Advertising is only available to business located in the Nowra CBD** - the area bordered by Osbourne Street, the Shoalhaven River, Stockland and Douglas Street.
- **The Nowra CBD Magazine is an initiative of the Nowra CBD Promotions Committee** (part of the Shoalhaven Business Chamber). The committee subsidises the cost of advertising to assist CBD businesses. It is part of a marketing strategy that aims to boost the image and success of the Nowra CBD.
- **It's hassle free.** Just give us your logo and some copy and we'll design your ad. We have qualified graphic designers who will design your ad to a high standard - for free!

