

LAUNCHES JULY 2020



HERVEY BAY Advertiser

ANNOUNCEMENT
AND MEDIA KIT

HERVEY BAY
Advertiser powered by

13 MANAGEMENT
PREMIER CONSULTING AND MANAGEMENT | SINCE 2005

www.herveybayadvertiser.com.au



Why did the Hervey Bay Independent cease in print form?

The recent closure of the Hervey Bay Independent has created an immediate void in the total market coverage advertising medium in our area. As we currently sit, there will be no home delivered marketing opportunities for any businesses, effective June 30th.

I am sure we all acknowledge the current media landscape involves a behavioural shift to consumption online, however the demographic of our marketplace still relies on print to inform them, as passive or engaged consumers. We must also consider what a market without viable home delivered print alternatives will present to our online competitors in terms of price.

That is why we are launching the Hervey Bay Advertiser.

The product will be published by 13 Management Pty Ltd, the organisation which formally produced the Hervey Bay Independent and five other highly successful free weekly community publications in Queensland, all acquired by national media organisations.

As a free-thinking business with a deep history in regional publishing, we understand how to create and to publish sustainable home delivered print content. More relevantly, we understand how that landscape has changed and how best to structure a new opportunity in terms of frequency and rate.

What is the all new Hervey Bay Advertiser?

The Hervey Bay Advertiser is a home delivered advertising newspaper to be first delivered on Thursday July 23rd. It is not possible to place all the necessary building blocks in place to have no break between when the Fraser Coast Chronicle and Hervey Bay Independent cease in a printed format and the new Hervey Bay Advertiser begins.

The product will be printed and produced on a fortnightly basis. Weekly is not a sustainable business model.

What is the coverage area of the Hervey Bay Advertiser?

The home delivered distribution footprint will be the same as what was currently in the Hervey Bay marketplace at 20,000. Copies will also be available via static distribution points in high traffic areas.

What is the size of the Hervey Bay Advertiser?

The product will be in the current Hervey Bay Independent format of 320mm x 262mm short tabloid size, in a neat stitched and trimmed format.

How many pages will the Hervey Bay Advertiser be?

It is vital to understand that the size of the overall printed version of the all new Hervey Bay Advertiser and its accompanying Hervey Bay Property Guide cannot exceed a total of 64 pages per week.

Beyond these page numbers, the printing process becomes unsustainable in terms of advertising rates. This is a consequence of the press capacity to be able to print one finished book at a maximum of 64 pages or two books that must then be collated together if it exceeds this number. Therefore, the advertising opportunities are by definition, absolutely limited.

As a local business how can I get involved in the Hervey Bay Advertiser?

The new Hervey Bay Advertiser will operate as a wholly subscription-based business.

Only subscribers will be able to place advertising bookings and appear in the product. For the publication to be sustainable, it is imperative we know what the pipeline looks like in terms of bookings.

The initial subscription period is open now for bookings and will begin on Monday July 20th and run until Monday December 14th. This will cover eleven (11) fortnightly editions from Thursday July 23rd to Thursday December 17th inclusive.

Subscriptions are solely offered on a first in-best served basis, until sold out. Please keep in mind the maximum capacity of 64 pages. Subscriptions are charged to your nominated credit card on publication of your advertisement, on a six-month contract basis. All rates are subject to GST.

Who will design the advertisements in the Hervey Bay Advertiser?

Initially, in order to get the product to market as soon as possible, advertisements will be designed by our in-house graphic designers here in Hervey Bay. If your advertisement is supplied ready made by an agency or marketing team, we will be able to supply you with the relevant specifications.

What do I do next?

We invite you to consider the attached subscription levels and to decide regarding your involvement. We are most happy to schedule 1:1 a meeting if required. Please note, advertisement placement within the publication and availability of subscriptions will be solely allocated on a first in - best served basis, remembering we cannot break our maximum 64-page barrier.

Please note that subscriptions will close off on Friday June 12th – 5:00pm, to protect the integrity of the program for those who sign on.

If you would like to see a home delivered print content continue in Hervey Bay, we welcome your involvement.

What are the subscription offerings?

BRONZE SUBSCRIPTION LEVEL – EIGHTH PAGE PER EDITION

\$129 per issue

- Entitles subscription holder to ONE (1) EIGHTH PAGE ADVERTISEMENT in each fortnightly printed edition of the Hervey Bay Advertiser, across the eleven (11) fortnightly editions from Thursday July 23rd to Thursday December 17th inclusive.

TOTAL INVESTMENT \$1,419.00

All subscriptions are subject to GST

SILVER SUBSCRIPTION LEVEL – QUARTER PAGE PER EDITION

\$249 per issue

- Entitles subscription holder to ONE (1) QUARTER PAGE ADVERTISEMENT in each fortnightly printed edition of the Hervey Bay Advertiser, across the eleven (11) fortnightly editions from Thursday July 23rd to Thursday December 17th inclusive.

TOTAL INVESTMENT \$2,739.00

All subscriptions are subject to GST

GOLD SUBSCRIPTION LEVEL – HALF PAGE EDITION

\$379 per issue

- Entitles subscription holder to ONE (1) HALF PAGE ADVERTISEMENT in each fortnightly printed edition of the Hervey Bay Advertiser, across the eleven (11) fortnightly editions from Thursday July 23rd to Thursday December 17th inclusive. Note applies to vertical half page only.

TOTAL INVESTMENT \$4,169.00

All subscriptions are subject to GST

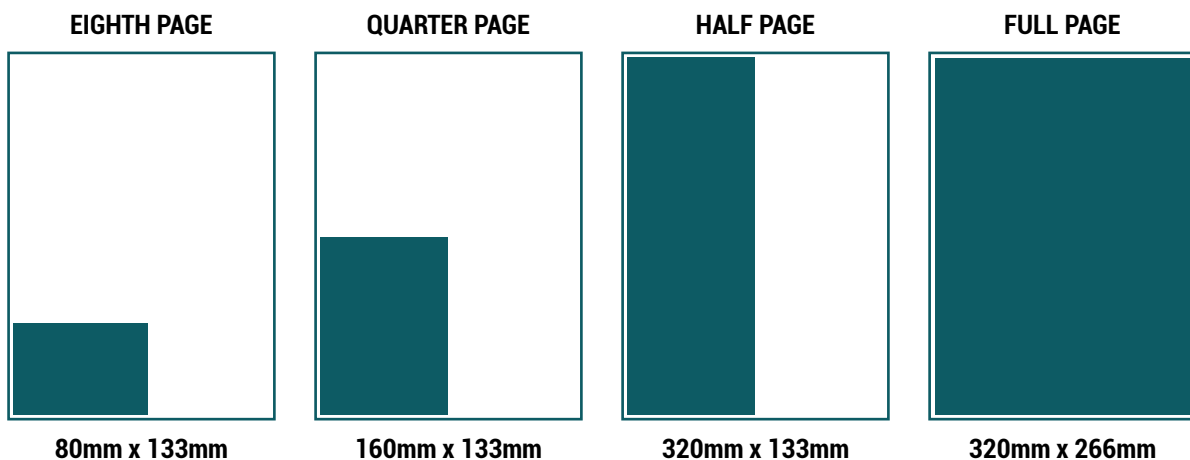
PLATINUM SUBSCRIPTION LEVEL – FULL PAGE EDITION

\$499 per issue

- Entitles subscription holder to ONE (1) FULL PAGE ADVERTISEMENT in each fortnightly printed edition of the Hervey Bay Advertiser, across the eleven (11) fortnightly editions from Thursday July 23rd to Thursday December 17th inclusive.

TOTAL INVESTMENT \$5,489.00 VERY LIMITED NUMBERS APPLY

All subscriptions are subject to GST



FRONT PAGE ADVERTISING OPPORTUNITIES

ONLY AVAILABLE BY CONTACTING MALCOLM QUINN ON 0418 781 748

SMALL FRONT - PAGE ADVERTISEMENT SUBSCRIPTION LEVEL – FOUR ONLY AVAILABLE

\$99 per issue

- Entitles subscription holder to ONE (1) SMALL FRONT-PAGE ADVERTISEMENT in each fortnightly printed edition of the Hervey Bay Advertiser, across the eleven (11) fortnightly editions from Thursday July 23rd to Thursday December 17th inclusive.

TOTAL INVESTMENT \$1,089.00

All subscriptions are subject to GST

LARGE FRONT - PAGE ADVERTISEMENT SUBSCRIPTION LEVEL – SIX ONLY AVAILABLE

\$259 per issue

- Entitles subscription holder to ONE (1) LARGE FRONT-PAGE ADVERTISEMENT in each fortnightly printed edition of the Hervey Bay Advertiser, across the eleven (11) fortnightly editions from Thursday July 23rd to Thursday December 17th inclusive.

TOTAL INVESTMENT \$2,849.00

All subscriptions are subject to GST

BUSINESS FEATURED ON FRONT COVER IMAGE

ACCOMPANIED BY INTERNAL HALF PAGE ADVERTISEMENT AND HALF PAGE EDITORIAL

\$995 per issue

- Entitles advertiser to showcase their business in one fortnightly printed edition of the Hervey Bay Advertiser, across the eleven (11) fortnightly editions from Thursday July 23rd to Thursday December 17th inclusive.

Advertiser may only book two dates maximum. Advertiser must also accompany this booking with a separate Silver, Gold or Platinum subscription level.

TOTAL INVESTMENT \$995.00

All subscriptions are subject to GST



SUBSCRIPTION ORDER FORM

Business full trading name: _____

Business ABN / ACN: _____

Business full address: _____

Primary contact email: _____

Please Tick

BRONZE SUBSCRIPTION LEVEL

\$129 per issue

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All subscriptions are subject to GST

SILVER SUBSCRIPTION LEVEL

\$249 per issue

- Entitles subscription holder to ONE (1) QUARTER PAGE ADVERTISEMENT in each fortnightly printed edition of the Hervey Bay Advertiser, across the eleven (11) fortnightly editions from Thursday July 23rd to Thursday December 17th inclusive. **TOTAL INVESTMENT \$2,739.00**

All subscriptions are subject to GST

GOLD SUBSCRIPTION LEVEL

\$379 per issue

- Entitles subscription holder to ONE (1) HALF PAGE ADVERTISEMENT in each fortnightly printed edition of the Hervey Bay Advertiser, across the eleven (11) fortnightly editions from Thursday July 23rd to Thursday December 17th inclusive. Note applies to vertical half page only. **TOTAL INVESTMENT \$4,169.00**

All subscriptions are subject to GST

PLATINUM SUBSCRIPTION LEVEL

\$499 per issue

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VERY LIMITED NUMBERS APPLY

All subscriptions are subject to GST

I will receive a direct debit credit card authorisation for my subscription level and will duly execute that form upon receipt.

The initial subscription period will begin on Monday July 20th and run until Monday December 14th.

This will cover eleven (11) fortnightly editions from Thursday July 23rd to Thursday December 17th inclusive

I AGREE

**SUBSCRIPTIONS ARE LIMITED AND POSITIONING IS FIRST IN – FIRST SERVED
PLEASE RETURN SUBSCRIPTION FORMS ASAP TO**

amy@13management.com.au

Please note that subscriptions will close off on Friday June 12th – 5:00pm

All questions and requests for personal meetings are welcomed to the above email