



THE NORTHSIDER

[www.thenorthsider.com.au](http://www.thenorthsider.com.au)

# Media Kit 2014

## About

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The Northsider is a free monthly full colour newspaper. We print 10,000 copies of each edition which are distributed to nearby suburbs. You will find multiple copies in cafés and bars and special bulk pick up hot spots around town.

## Businesses

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### BY AREA

Smith Street  
Brunswick Street  
Lygon Street  
Sydney Road  
High Street Northcote

### BY TYPE

Cafés (multiple copies)  
Bars (multiple copies)  
Restaurants  
Health Clinics  
Retail Stores  
Other

## Distribution

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10,000 Printed copies  
5,000 Online readers

Collingwood  
Fitzroy  
North Fitzroy  
Northcote  
Brunswick  
Carlton  
Parkville  
Melbourne CBD

**10,000 copies are distributed FREE and printed each month.**

Each copy is read on average by 3 people making  
a readership of 30,000 **PLUS** 5,000 online readers.



# Advertising Rates

Size	Dimensions	Casual Rate	Bulk Rate (3 min)
Full page	(h) 370mm x (w) 255mm	\$799	\$699
½ Page	(h) 175mm x (w) 225mm	\$499	\$449
¼ Page	(h) 175mm x (w) 125mm	\$399	\$349
⅛ Page	(h) 85mm x (w) 125mm	\$299	\$249
Banner	(h) 30mm x (w) 255mm	\$349	\$299
Double Banner	(h) 60mm x (w) 255mm	\$449	\$399
Custom	Be creative	P.O.A.	P.O.A.

Additional loading applies to back page, front page, page 2 and 3.

Advertising artwork due 5th of the month prior to publication.

Connecting your business with the community

Using Full Colour

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