



# MIDLAND Express

The *Midland Express* is an integral part of the community, telling important local stories and providing an expert advertising service for local businesses.

We can trace our heritage back to the *Kyneton Guardian* which was founded in 1856 to cover life on the road to the Goldfields. Now, our newspaper is complemented by a strong web presence at [midlandexpress.com.au](http://midlandexpress.com.au) to reach all corners of our region and beyond.

Our beautiful region is home to artists, craftspeople, industry and manufacturing, and an extensive range of small businesses and producers, providing countless stories worthy of coverage.

print



**copies**  
**22K**  
/ week


**pages**  
**40-50**

**population**  
**70K**

**price**  
**FREE**

digital



  
**130K**  
impressions  
/ month

  
**10K**  
combined  
social followers

# display ad prices

Prices inc. GST.

## PRINT / edition

full page: **\$1946**

half page: **\$979**

quarter page: **\$744**

(Full price table p4)

## WEBSITE / month

top banner: **\$770**

top mrec: **\$550**

lower banner: **\$330**

lower mrec: **\$330**

**PRINT + DIGITAL** bundle discounts available



**PRINT DEADLINES:** Display ads: Wednesday 4PM / Classifieds: Friday 5PM



## tell your story

A paid advertorial package is the perfect way to get your business's message out in the community.

Give us a call  
to find out more  
**5422 1488**

## inserts

Inserts are separate advertisements placed inside our print editions, and are an ideal way to promote major sales and events.

Contact us for more info:  
[lbrew@midnews.com.au](mailto:lbrew@midnews.com.au)





# our coverage

The *Midland Express* is distributed right across the Macedon Ranges and Mount Alexander Shires and covers a wide range of hyperlocal issues.

- News
- Sport
- Community
- The arts
- Environment
- Government
- Property
- Local business
- Local profiles
- Events
- Education
- Health
- History
- Opinion



## contact

### Phone / Email

5472 1788 / [lbrew@midnews.com.au](mailto:lbrew@midnews.com.au)

### Website / Social Media

[midlandexpress.com.au](http://midlandexpress.com.au) / @midlandexpress

### Address

3 Market Street, Kyneton

## our team

### General Manager: Tim Ellen

[tellen@midnews.com.au](mailto:tellen@midnews.com.au)

### Sales Manager: Lynda Brew

[lbrew@midnews.com.au](mailto:lbrew@midnews.com.au)

### Editor: Angela Crawford

[acrawford@midnews.com.au](mailto:acrawford@midnews.com.au)

### Sales: Kerrie Gleeson

[kgleeson@midnews.com.au](mailto:kgleeson@midnews.com.au)

## Local advertising general news 2023 / 2024

### 1 Module Wide

<b>Code</b>	<b>T11</b>	<b>T21</b>	<b>T31</b>	<b>T41</b>	<b>T81</b>
<b>Specs (mm)</b>	45 X 63 (h) (w)	92 X 63 (h) (w)	138 X 63 (h) (w)	185 X 63 (h) (w)	373 X 63 (h) (w)
	<b>\$93</b>	<b>\$186</b>	<b>\$279</b>	<b>\$372</b>	<b>\$744</b>

### 2 Module Wide

<b>Code</b>	<b>T12</b>	<b>T22</b>	<b>T32</b>	<b>T42</b>	<b>T52</b>	<b>T82</b>
<b>Specs (mm)</b>	45 X 128 (h) (w)	92 X 128 (h) (w)	138 X 128 (h) (w)	185 X 128 (h) (w)	232 X 128 (h) (w)	373 X 128 (h) (w)
	<b>\$186</b>	<b>\$372</b>	<b>\$558</b>	<b>\$744</b>	<b>\$930</b>	<b>\$979</b>

### 3 Module Wide

<b>Code</b>	<b>T23</b>	<b>T63</b>	<b>T1FRONT</b>	<b>T2FRONT</b>
<b>Specs (mm)</b>	92 X 194 (h) (w)	280 X 194 (h) (w)	60 X 128 (h) (w)	20 X 259 (h) (w)
	<b>\$558</b>	<b>\$979</b>	<b>\$428</b>	<b>\$290</b>

### 4 Module Wide

<b>Code</b>	<b>T14</b>	<b>T24</b>	<b>T44</b>	<b>T84</b>
<b>Specs (mm)</b>	45 X 259 (h) (w)	92 X 259 (h) (w)	185 X 259 (h) (w)	373 X 259 (h) (w)
	<b>\$372</b>	<b>\$744</b>	<b>\$979</b>	<b>\$1946</b>

### MIDLAND **Express** Discount Rates

	Discount
30 modules	15%
60 modules	25%
120 modules	30%
300 modules	35%
600 modules	40%
1200 modules	45%
1800 modules	50%

\* Rates applicable until June 30, 2024

\* GST of 10% is included

\* Full colour included



# specifications for sending **supplied** artwork

## File Format

- The following applications are used by Midland Express and The Castlemaine Mail:
  - Adobe Photoshop 2020
  - Adobe Illustrator 2020
  - Adobe InDesign 2020
  - Adobe Acrobat DC
- We require all completed artwork to be supplied as a high resolution CMYK pdf with no bleed or crop marks.**
- No Microsoft Word documents will be accepted as finished artwork but will be accepted as a text file (.txt or .doc). Photo files should be attached to the email, **NOT** imported into a Word document.
- All photographs are to be close to 100% of size required and saved as .jpg or .tif
- Photograph resolution must be 300dpi.
- Logos can be supplied as pdf's or .jpg format (high resolution).
- Please convert all Microsoft Publisher files to a high resolution CMYK pdf before sending - Publisher files will not be accepted.
- Please do not send .png format files.

**NB:** Please ensure you include relevant booking information for the advertisement being sent eg: Publication title, day, date, advertisement size, section to be published, contact name and number.

## Display - Specifications

### Module Sizes (mm) - Display advertising

<b>T11</b> ..... 45h x 63w	<b>T23</b> ..... 92h x 194w
<b>T21</b> ..... 92h x 63w	<b>T43</b> ..... 185h x 194w
<b>T31</b> ..... 138h x 63w	<b>T63</b> ..... 280h x 194w
<b>T41</b> ..... 185h x 63w	<b>T83</b> ..... 373h x 194w
<b>T51</b> ..... 232h x 63w	
<b>T81</b> ..... 373h x 63w	<b>T14</b> ..... 45h x 259w
	<b>T24</b> ..... 92h x 259w
<b>T12</b> ..... 45h x 128w	<b>T34</b> ..... 138h x 259w
<b>T22</b> ..... 92h x 128w	<b>T44</b> ..... 185h x 259w
<b>T32</b> ..... 138h x 128w	<b>T64</b> ..... 280h x 259w
<b>T42</b> ..... 185h x 128w	<b>T84</b> ..... 373h x 259w
<b>T52</b> ..... 232h x 128w	
<b>T82</b> ..... 373h x 128w	<b>T1 Front</b> .... 60h x 128w
	<b>T1 Front</b> .... 20h x 259w

## Classifieds - Specifications

### Column Sizes - Classified advertising based on 8 column maximum

1 Column .....	30.75mm
2 Column .....	63.5mm
3 Column .....	96.25mm
4 Column .....	129mm
5 Column .....	161.75mm
6 Column .....	194.5mm
7 Column .....	227.25mm
8 Column .....	260mm

## Contacts

Any queries regarding these settings or sending material please contact the following:

<b>Production Manager</b> Wayne Beckerley	<b>(03) 5422 1488</b>
<b>General Manager</b> Tim Ellen	<b>(03) 5422 1488</b>

# CLASSIFIEDS

Classifieds



WHEN IT COMES TO  
ADVERTISING

**Don't bury  
your head in  
the sand!**

2col x 10cm

**Midland Express**  
\$211.31 (incl GST)

**Castlemaine Mail**  
\$147.37 (incl GST)

**Both papers**  
\$316.96 (incl GST)

Advertise your business in the next edition of

**Express**

Phone 5422 1488

1col x 8cm

**Midland Express**

\$84.52 (incl GST)

**Castlemaine Mail**

\$58.95 (incl GST)

**Both papers**

\$126.78 (incl GST)

Classifieds



**CLASSIFIEDS**

**5422 1488**  
Kyneton

**5472 1788**  
Castlemaine

1col x 6cm

**Midland Express**

\$63.39 (incl GST)

**Castlemaine Mail**

\$44.21 (incl GST)

**Both papers**

\$95.10 (incl GST)

**BIRTHDAY  
GREETINGS**



Midland Express  
PH: 5422 1488

Castlemaine Mail  
PH: 5472 1788

It's easy to advertise in the classifieds.  
Send us your copy and our graphic design  
team can design your advertisement.  
We'll send a proof and cost for your approval.

## DISPLAY ADVERTISEMENTS

Charged per column centimetre  
Minimum size 4 cm x 1 column

**Midland Express** \$9.61 pcm (ex. GST)

**Castlemaine Mail** \$6.70 pcm (ex. GST)

### Two Paper Special Deal:

Book the same advert to appear in both  
papers - Castlemaine Mail is half price.

### Services Directory

10% Discount for 4 week insertion

15% Discount for 13 week insertion

26% Discount for 26 week insertion

30% Discount for 52 week insertion

## LINE ADVERTISEMENTS

Charged per word. Average of 4 words per line.

**WALKERS** wanted. Kyneton area to deliver the Express. Phone 5422 1488.

**Midland Express** Up to and including  
12 words \$17.80 Extra lines \$2.38 per line

**Castlemaine Mail** Up to and including  
12 words \$14.20 Extra lines \$2.00 per line

**LOCAL BUSINESSES  
YOU CAN RELY ON**



[expressbizlink.com.au/](http://expressbizlink.com.au/)

**Advertise from  
\$30 per month**



All private party classified advertisements MUST be  
paid for by cash/cheque/credit card  
BEFORE publication.

**Express**

**Castlemaine Mail**