

# MIDLAND Express

## Media Kit 2024 / 25



**DIGITAL**



**PRINT**

**Copies:  
22K**

**Population:  
70K**

**Price:  
FREE**



**230K**  
impressions/month



**11K**  
combined socialfollowers

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. The Midland Express celebrates its 40th birthday this year with the first edition being printed in April 1984.

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.

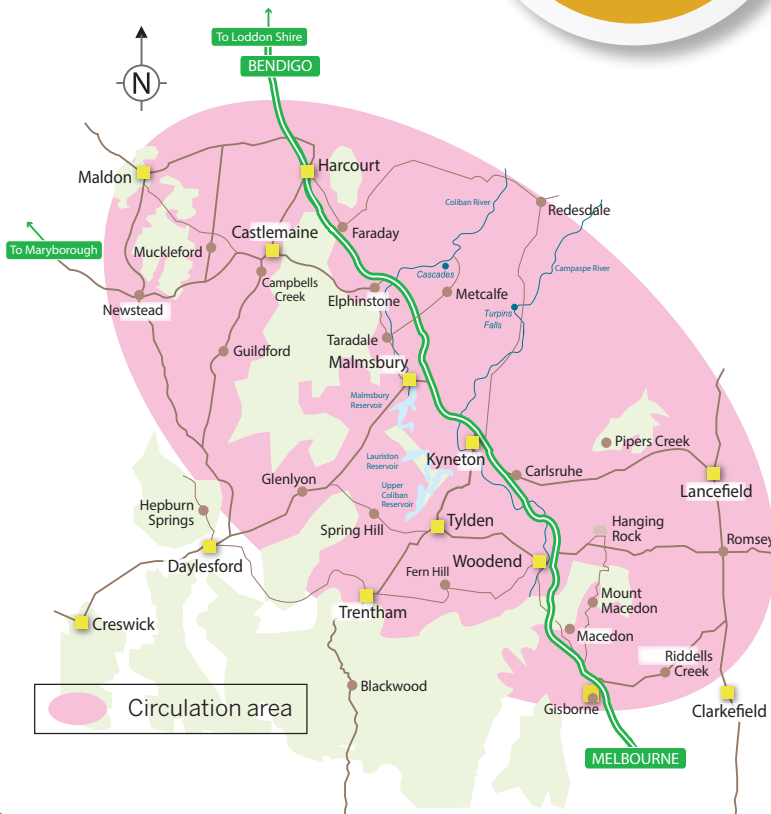
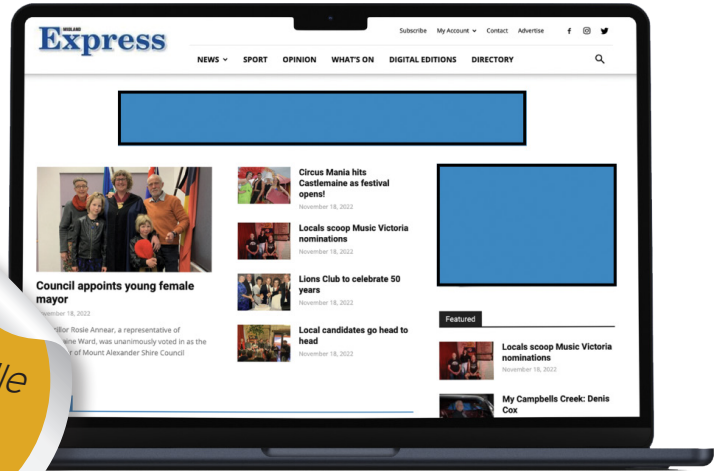
Our beautiful region is home to artists, craftspeople, industry and manufacturing and an extensive range of small businesses and producers, providing countless stories worthy of coverage.

## WEBSITE ADVERTISING

### Cost per month:

Top Banner: **\$770**  
Top MREC: **\$550**  
Lower Banner: **\$330**  
Lower MREC: **\$330**  
(Prices incl. GST)

*Print & Digital bundle discounts available!*



## OUR COVERAGE

Printed every Tuesday, The Midland Express is distributed right across the Macedon Ranges and Mount Alexander Shires and covers a wide range of hyperlocal issues. We print 22,000 copies reaching over 70,000 people in the region.

## DEADLINES

Booking deadlines are Wednesday 4pm prior to Tuesday publication.

## CONTACT

**Get in touch today to discuss your campaign.**

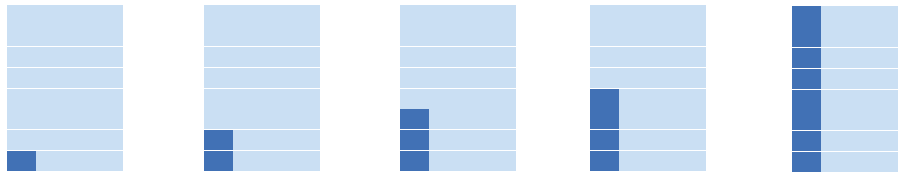
**Lynda Brew - Sales Manager**

**Phone:** 03 5422 1488  
**Email:** lbrew@midnews.com.au  
**Web:** midlandexpress.com.au  
**Socials:** @midlandexpress  
**Address:** 3 Market Street  
Kyneton Vic 3444



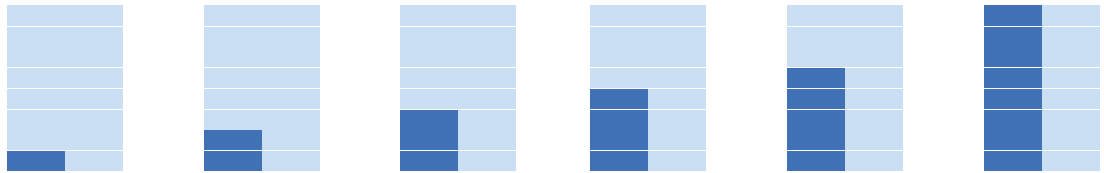
## Local advertising general news 2024 / 2025

### 1 Module Wide



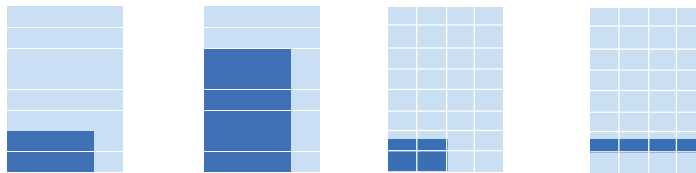
Code	T11	T21	T31	T41	T81
Specs (mm)	45 X 63 (h) (w)	92 X 63 (h) (w)	138 X 63 (h) (w)	185 X 63 (h) (w)	373 X 63 (h) (w)
	\$96	\$192	\$288	\$384	\$768

### 2 Module Wide



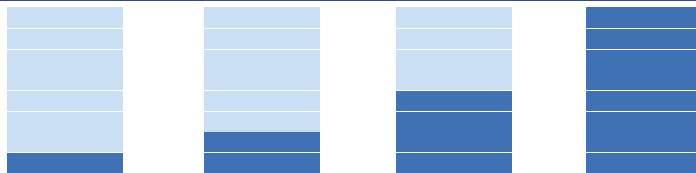
Code	T12	T22	T32	T42	T52	T82
Specs (mm)	45 X 128 (h) (w)	92 X 128 (h) (w)	138 X 128 (h) (w)	185 X 128 (h) (w)	232 X 128 (h) (w)	373 X 128 (h) (w)
	\$192	\$384	\$576	\$768	\$960	\$1008

### 3 Module Wide



Code	T23	T63	T1FRONT	T2FRONT
Specs (mm)	92 X 194 (h) (w)	280 X 194 (h) (w)	60 X 128 (h) (w)	20 X 259 (h) (w)
	\$576	\$1008	\$440	\$298

### 4 Module Wide



Code	T14	T24	T44	T84
Specs (mm)	45 X 259 (h) (w)	92 X 259 (h) (w)	185 X 259 (h) (w)	373 X 259 (h) (w)
	\$384	\$768	\$1008	\$1985

## 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, 2025

\* GST of 10% is included

\* Full colour included

specifications for

sending **supplied** artwork

**File Format**

1. The following applications are used by Midland Express and The Castlemaine Mail:
  - Adobe Photoshop 2022
  - Adobe Illustrator 2022
  - Adobe InDesign 2022
  - Adobe Acrobat DC
2. **We require all completed artwork to be supplied as a high resolution CMYK pdf with no bleed or crop marks.**
3. 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.
3. All photographs are to be close to 100% of size required and saved as .jpg or .tif
4. Photograph resolution must be 300dpi.
5. Logos can be supplied as pdf's, .png or .jpg format (high resolution).
5. Please convert all Microsoft Publisher or Powerpoint files to a high resolution CMYK pdf before sending - Publisher / Powerpoint files will not be accepted.

**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.

**Contacts**

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

**Production Manager:** Wayne Beckerley - p: (03) 5422 1488 e: wbeckerley@midnews.com.au

**Sales Manager:** Lynda Brew - p: (03) 5472 1788 e: lbrew@midnews.com.au

**General Manager:** Tim Ellen - p: (03) 5422 1488 e: tellen@midnews.com.au

**Display - Specifications**

Module Sizes (mm) - Display advertising

T11	45h x 63w	T23	92h x 194w
T21	92h x 63w	T43	185h x 194w
T31	138h x 63w	T63	280h x 194w
T41	185h x 63w	T83	373h x 194w
T51	232h x 63w		
T81	373h x 63w	T14	45h x 259w
		T24	92h x 259w
T12	45h x 128w	T34	138h x 259w
T22	92h x 128w	T44	185h x 259w
T32	138h x 128w	T64	280h x 259w
T42	185h x 128w	T84	373h x 259w
T52	232h x 128w		
T82	373h x 128w	T1 Front	60h x 128w
		T2 Front	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

# Classifieds

Kyneton: **03 5422 1488**

Castlemaine: **03 5472 1788**

Email: **classifieds@midnews.com.au**

MIDLAND  
**Express**  
Castlemaine Mail

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

## LINE ADVERTISEMENTS

Charged per word.

Average of 4 words per line.

Up to and including 12 words:

**Midland Express: \$20.15**

**Castlemaine Mail: \$16.10**

### DEMOLITION

reclaimed building materials, old red pavers, corrugated iron, windows, doors, plumbing, electrical, timber, Oregon hardwood, huge amount.  
Ph Karl 0422 564 878.

## SERVICES DIRECTORY

Prices starting from **\$39.60 pw**

**10% Discount**  
for 4 week insertion

**15% Discount**  
for 13 week insertion

**20% Discount**  
for 26 week insertion

**30% Discount**  
for 52 week insertion

### Earthmoving and Excavation

- Tree work
- Roads
- Dams
- Site cuts
- General earthworks and civil

Jason: 0438 626 061  
Steve: 0439 476 966

**GMA**

KN27285/L

## WHEEL DEALS

Advertise your vehicle  
for 4 weeks in the  
Midland Express and  
Castlemaine Mail for:

**\$70**

(1 column x 5cm advert)

or

**\$140**

(2 column x 5cm advert)



**2006 TOYOTA  
AURION SPORTIVO**  
V6 petrol, auto trans,  
224,056 kms, service  
books, RWC, 12 mths  
rego. UQS 271  
\$10,000 ono.  
0408 334 218

## DISPLAY ADVERTISEMENTS

Charged per column/centimetre.

Based on 1 column x 4cm:

**Midland Express: \$43.56**

**Castlemaine Mail: \$30.36**

(Price increases by approx. \$10  
per additional centimetre.)

Book  
your ad in  
both papers  
for a  
special deal!

### Wesley Hill Market

Saturday's  
9am - 1pm

Variety of stalls  
Everyone welcome

Enquiries  
0418 117 953

KN275918/L

We accept



All private party classified advertisements MUST be paid  
BEFORE the advertisement is published.

All pricing inclusive of GST.