

# MIDLAND Express

Media Kit  
2025 / 26



**DIGITAL**



**PRINT**

**Copies:**  
**20K**

**Population:**  
**70K**

**Price:**  
**FREE**



**180K**

impressions/month



**12K**

combined social followers

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 celebrated its 40th birthday in 2024 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.

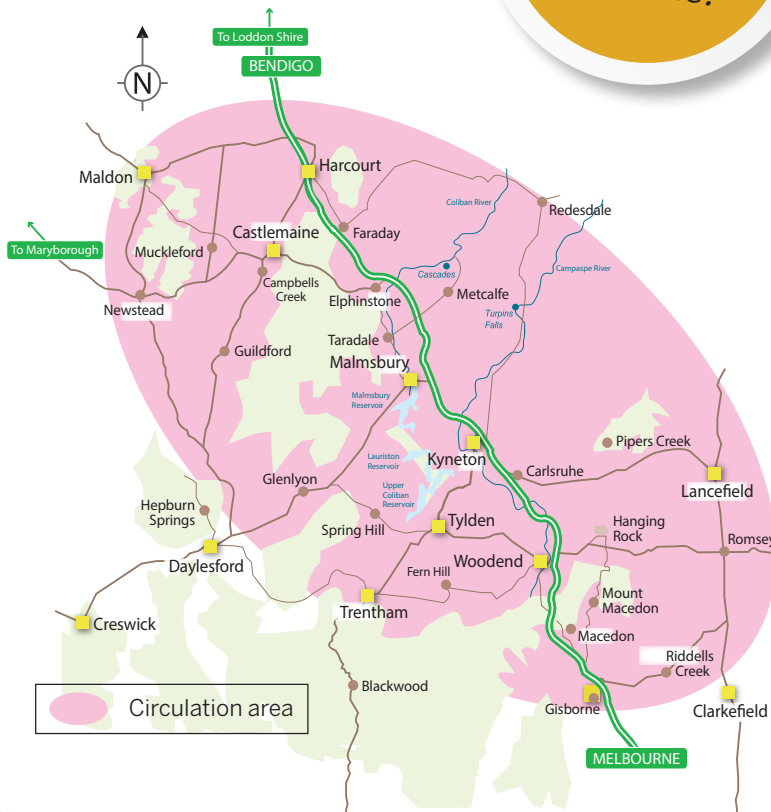
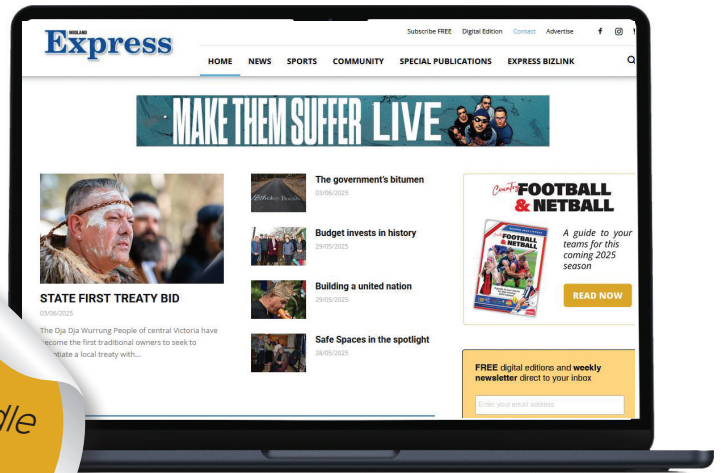
Ph: 03 5422 1488 | [lbrew@midnews.com.au](mailto:lbrew@midnews.com.au) | [midlandexpress.com.au](http://midlandexpress.com.au)

## 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 20,000 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 2025 / 2026

### 1 Module Wide

**Code**

Specs (mm)

<b>T11</b>	<b>T21</b>	<b>T31</b>	<b>T41</b>	<b>T81</b>
45 X 63	92 X 63	138 X 63	185 X 63	373 X 63
(h) (w)	(h) (w)	(h) (w)	(h) (w)	(h) (w)
\$98	\$198	\$294	\$392	\$784

### 2 Module Wide

**Code**

Specs (mm)

<b>T12</b>	<b>T22</b>	<b>T32</b>	<b>T42</b>	<b>T52</b>	<b>T82</b>
45 X 128	92 X 128	138 X 128	185 X 128	232 X 128	373 X 128
(h) (w)	(h) (w)	(h) (w)	(h) (w)	(h) (w)	(h) (w)
\$196	\$392	\$588	\$784	\$980	\$1038

### 3 Module Wide

**Code**

Specs (mm)

<b>T23</b>	<b>T63</b>	<b>T1FRONT</b>	<b>T2FRONT</b>
92 X 194	280 X 194	60 X 128	20 X 259
(h) (w)	(h) (w)	(h) (w)	(h) (w)
\$588	\$1038	\$462	\$312

### 4 Module Wide

**Code**

Specs (mm)

<b>T14</b>	<b>T24</b>	<b>T44</b>	<b>T84</b>
45 X 259	92 X 259	185 X 259	373 X 259
(h) (w)	(h) (w)	(h) (w)	(h) (w)
\$392	\$784	\$1038	\$1995

**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, 2026

\* 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 2025
  - Adobe Illustrator 2025
  - Adobe InDesign 2025
  - 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, .png or .jpg format (high resolution).
- 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](mailto:wbeckerley@midnews.com.au)

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

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

## 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>T2 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



# 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: \$20.75**

**Castlemaine Mail: \$16.57**

### 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 **\$40.30 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

## DISPLAY ADVERTISEMENTS

Charged per column/centimetre.

Based on 1 column x 4cm:

**Midland Express: \$44.79**

**Castlemaine Mail: \$31.24**

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

## WHEEL DEALS

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

**\$75**

(1 column x 5cm advert)

or

**\$150**

(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

Book  
your ad in  
both papers  
for a  
special deal!

### MINI DIGGER

- Post holes
- Trenching
- Tree planting
- Driveways
- Levelling

Great for small jobs

**Ring Greg**

**0411 409 354**

We accept



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

All pricing inclusive of GST.