

ADVERTISING MEDIA KIT

Effective to June 30, 2024



The Southern
ARGUS



2022 Winner
- Best newspaper
in South Australia



General Information

Established in 1866, **The Southern Argus** circulates predominantly in the Alexandrina Council region, along with the Victor Harbor, Mount Barker and Murray Bridge council areas

The region has an ever expanding population attracted with new development.

There is a diversity of industrial and rural economic activity including livestock, viticulture and wine making, cereal cropping, dairy produce and other agriculture production, along with milling and mining.

General enquiries:

✉ argus@southernargus.com.au

Advertising team:

✉ sales@southernargus.com.au

News team:

✉ news@southernargus.com.au

🌐 www.southernargus.com.au
☎ (08) 8536 2900

QUICK GUIDE

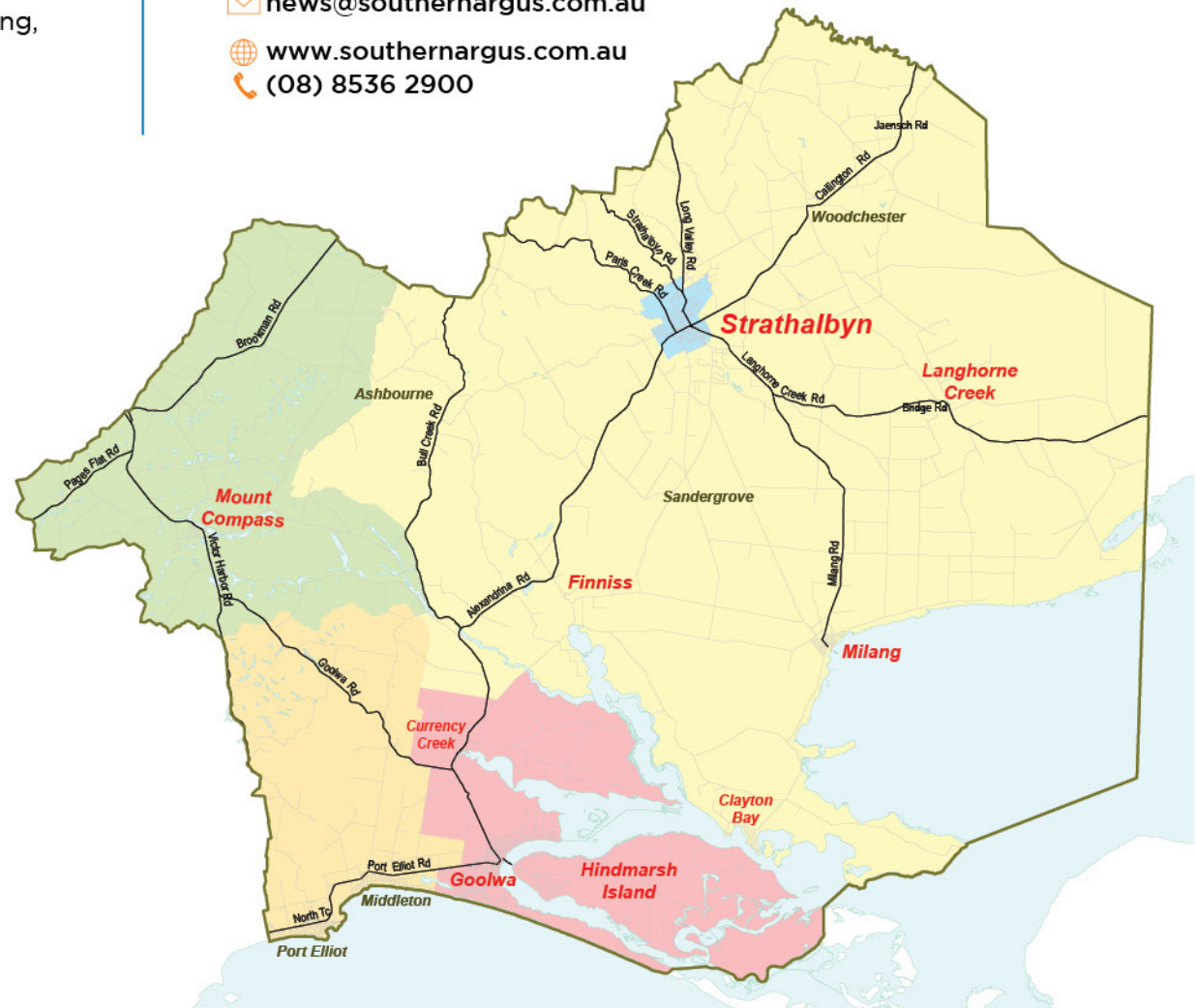
- The Southern Argus is a paid publication
- Published Thursday morning (weekly)
- 1,950 circulation - readership exceeding 5,850
- Covering Strathalbyn, Meadows, Mount Barker, Mount Compass, Callington, Murray Bridge, Langhorne Creek, Goolwa, Milang and Hindmarsh Island.

DEADLINES

A-Z Business Directory Friday 5 p.m.

Classified Advertising Tuesday 12 noon

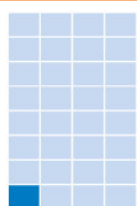
EGN Advertising Monday 3.30 p.m.



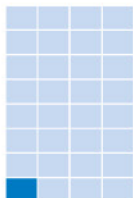
EGN Advertising - Modular Display Sizes

1 MODULE WIDE

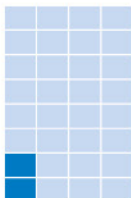
FRONT PAGE



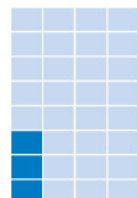
TFRONT
60H x 63W
\$150



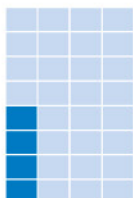
T11
45H x 63W
\$72.65



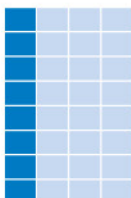
T21
92H x 63W
\$145.30



T31
139H x 63W
\$217.95

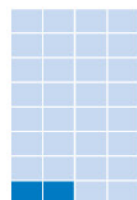


T41
186H x 63W
\$290.60

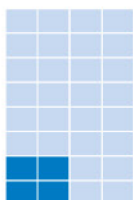


T81
374H x 63W
\$581.20

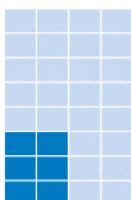
2 MODULE WIDE



T12
45H x 129W
\$145.30



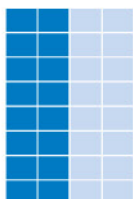
T22
92H x 129W
\$290.60



T32
139H x 129W
\$435.90



T42
186H x 129W
\$581.20



T82
374H x 129W
\$1,162.40

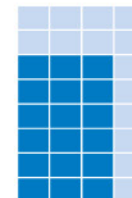
3 MODULE WIDE



T23
92H x 194W
\$435.90

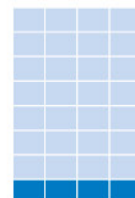


T43
186H x 194W
\$871.80



T63*
280H x 194W
\$1,307.70

4 MODULE WIDE



T14
45H x 260W
\$290.60



T24
92H x 260W
\$581.20



T34
139H x 260W
\$871.80



T44
186H x 260W
\$1,162.40



T84
374H x 260W
\$2,324.80

COLOUR ADVERTISING RATES

Full colour\$150

Spot colour\$100

All rates are inclusive of GST.

Advertisement sizes mm high x mm wide.

EGN Advertising booking deadline: Monday 3.30pm

**The Southern
ARGUS**

2023 | 2024

Classified Advertising Rates & Sizes

CLASSIFIED DISPLAY ADVERTISING

1 Column
30 mm

2 Columns
63 mm

3 Columns
96 mm

4 Columns
129 mm

5 Columns
162 mm

6 Columns
194 mm

7 Columns
228 mm

8 Columns
260 mm

CASUAL.....**\$7.30** per column cm
Pre-printed inserts.....14c + 1c GST = **15c each**
Classified Advertising deadline: Tuesday 12.00pm

CLASSIFIED LINE ADVERTISING

12 words \$16.00 and 10 cents per word thereafter, with minimum of \$16.00.

Posted accounts.....**\$3.00 fee**

Line spaces.....**\$1.00**

Attention getter**\$3.00**

Photo**\$15.00**

A-Z BUSINESS DIRECTORY

\$8.50 per single column centimetre

6.3 cm x 3 cm **\$25.50/week** 6.3 cm x 8 cm **\$68/week**

6.3 cm x 4 cm **\$34/week** 6.3 cm x 10 cm **\$85/week**

6.3 cm x 6 cm **\$51/week** 6.3 cm x 12 cm **\$102/week**

Be part of the conversation **ONLINE**

Local stories, local content, local brands

GET NOTICED
where it counts
LOCALLY!



AFFORDABLE
as standalone or as part of
a print/digital campaign

*Advertising is based on a minimum 3 month commitment & subject to availability

Driving results in business today requires best practice print & digital advertising.

To complement the print readership of The Southern Argus, we now offer digital advertising via the website www.southernargus.com.au

With premium local content now available across our print and digital platforms, a regular presence for your brand via our local website is a must.

SPECIFICATIONS

Artwork supplied in RGB colour as a high quality JPG, PSD, GIF or TIF at 72ppi.

All static or animated files to be a maximum of 200kb.



30K+ MONTHLY VISITATION
2,627 FACEBOOK FOLLOWERS
FROM JUNE 2023

MREC (MEDIUM RECTANGLE)

300px W x
250px H



Homepage | Articles (in text)
\$100 per month

STANDARD BANNER

728px W x 210px H



320px W x 92px H

Homepage
\$100 per month

LEADERBOARD

728px W x 90px H



320px W x 50px H

Homepage
\$200 per month

Regular Promotions

Auto Xtra: First Thursday of each month

Food & Wine: Second Thursday of each month

On the Land: Third Thursday of each month

Business, Tax & Finance: Fourth Thursday of each month

Alexandrina Business & Services Guide: Annual



Our team works hard to achieve the desired results for our valued clients

Annie Whyte

Lakes Home Care



“Lakes Home Care have been advertising with The Southern Argus since it relaunched in 2021. The Southern Argus captures the market we target at an outlay that is really good value for money. Our enquiries have increased significantly as a result of the exposure. We have the opportunity to appear in various sections of the paper. The communication and interaction with The Southern Argus is always respectful and professional. Our advertising consultant keeps us informed about opportunities to participate in special occasion or one-off features. We take pride in our advertisements that appear in the paper. They convey the right message and are true to our brand. On a personal level, I can't wait to read our Southern Argus every Thursday. It really is the best way stay informed with local news, events, and sport.”

Ruby Thompson

Events and Marketing,
Robin Hood Hotel



“Robin Hood Hotel have been advertising in The Southern Argus since 2020 when the Robinson family purchased the newspaper. We have had an exceptional experience with the staff, who are always friendly and ready to assist with our advertising needs. The value of the newspaper is immense, as it serves our community, supports small businesses, and shares the stories of Strathalbyn and its surroundings. We are grateful for the ongoing amazing service provided by The Argus and its dedication to our community's success.”

Annabelle O'Neil

Admin Support and Marketing,
Daish Irrigation



“Daish have enjoyed advertising in The Southern Argus for around two and a half years. We have always had a presence in the paper, but when the Robinson family purchased the masthead, our new advertising rep, Darren, communicated weekly to organise a structured schedule of adverts. I thoroughly enjoy liaising with Darren week-to-week about new opportunities for Daish to advertise in. Darren has been exceptional at reaching out to Daish to provide us with the exceptional service and advice. Over the year I have watched The Southern Argus grow and to this day, I think it has great value in the local community. Daish are defiantly proud to be a part of the paper moving forward.”

Boost your business awareness through the power of pre-printed catalogues into The Southern Argus

- ✓ **Guaranteed readership.** The Southern Argus enjoys a huge weekly print readership exceeding 5,850. That's 5,850 potential customers who are ready to learn more about your business.
- ✓ **Save money.** You're only required to print the amount required to cover our circulation area. With no wasted circulation, why spend your \$\$ printing more.
- ✓ **Higher engagement.** Readers purchase The Southern Argus each week with the view of spending the time reading what's inside.
- ✓ **Premium types - local audience.** Locals love to support local business. Our readership has a deep connection with the community. Your business can leverage this and enjoy long-term customer retention.
- ✓ **Importantly, You can rely on us.** We take great pride in getting your important catalogue into the market, on time, every time.

Don't risk your catalogue getting lost in the letterbox. By inserting your catalogue into The Southern Argus newspaper, your insert will be driven into thousands of homes. Insert with us and watch your sales grow!

Delivery time: One week prior to publication date

Booking deadline: Four weeks prior to publication date

Charge: 14 cents + 1 cent GST = 15 cents per insert

Quantity: 1,950

Price based on catalogue up to 16 pages.

For catalogues exceeding 16 pages, alternate products or general enquiries please contact our office on 8536 2900 or sales@southernargus.com.au



Our numbers stack up

We love what we do and we believe we're pretty good at it.
But, don't take our word for it...

Craig M

Thanks for keeping our community informed.

Bernadette F

The team is such a breath of fresh air. Interesting news now.

Peter M

Wonderful to see a local paper being supported in these tough times. More power to the art of reading!

Darren M

Some local news, thats fantastic!

Jen E

Yes, I would like to express my enthusiasm at buying this again, each week with so much news! Thank you!

Gerri R

Gosh, lots to read about. Thanks for being our local paper.

Leon M

Awesome old paper!

Liz E

Argus has improved so much over the last few weeks.

Gail M

Congratulations on your newspaper!

Roger M

Another great publication... keep up the good work...

Shirley H

You guys do a fabulous job!

Margaret W

Loving the new Argus and the little extra things you're including.

Vizma S

I bought The Argus for the first time since I moved to the area 25 years ago. It's lovely to read some local news. Keep up the good work!

The Southern Argus · Follow
1 July 2021 ·

Forget the hot cakes, this weeks edition of The Argus is selling fast! Don't forget to ask for your FREE reusable bag with the purchase of today's edition. The staff at the Strathalbyn Newsagent have been watching the FREE bags flying out the door!



34

3 comments

464
People Reached

90
Engagements

+1.4x Higher
Distribution Score



We've helped to build the
local community **since 1866**
The Southern Argus
remains independently operated & family owned



Average page
count has
more than
DOUBLED



We have **already invested** in
local employment, sponsorships
& community partnerships



Readership has
increased by **2,700**
since February 18, 2021

