

Meander Valley Gazette

Your independent community newspaper

EFFECTIVE AS OF MAY 2023

Gazette media kit and rates

The Gazette is distributed across the entire Meander Valley with over 9,500 copies a month delivered to homes and available through commercial outlets across the municipality.

A digital copy of each edition is widely distributed across Tasmania and the mainland via our website, Facebook page and email network.

We pride ourselves on providing local businesses and community organisations a platform to advertise and promote themselves.

If you have a message for the people of the Meander Valley, look no further than the Gazette.



About us

Community-based, independent and not-for-profit, the *Gazette* is based in Deloraine and published by *Meander Valley Connect Inc.* This social enterprise runs online centres in Deloraine and Mole Creek. In 2013, *MVC Inc* decided to publish the *Meander Valley Gazette* in response to the need for a local newspaper. This decision was a natural extension of a commitment to provide local access to information, education and community connection.

Run by a team of dedicated staff and volunteers, we publish news and articles from various sources, reporting on a wide range of state and local issues, events and people, reflecting life across the Meander Valley. We promote the Meander Valley to Valley residents, Tasmanians, interstate and overseas tourists, providing a platform for local businesses and community organisations to advertise and promote themselves.

The *Gazette* is distributed across the Meander Valley region with over 9,500 copies a month delivered to homes in the Meander Valley and available through selected commercial outlets across the municipality.

Our website reaches outside the Meander Valley, and a digital copy of each edition is widely distributed across Tasmania and the mainland.

Our mission

The vision for the Meander Valley Gazette is to be an essential vehicle for keeping our community strong, informed and connected. Our mission is to be an independent, trusted record of community news, views, and issues affecting the lives of the people in Meander Valley.

The Gazette aims to build and enrich social connections amongst community by:

- Celebrating and promoting the successes of local people and businesses
- Providing valuable information to the community in a fair and accurate manner
- Acting as a voice for residents who wish to express their concerns, interests or ideas
- Reporting on local government works, approvals and activities
- Encouraging debate on relevant local issues
- Linking consumers and local businesses through advertising

Underpinning decision making related to Gazette content and operations are a set of three values.

- Independence: we provide information impartially
- Integrity: honesty and trust are central to the relationship with our readers
- Public interest: we provide stories of significance to our audiences

How can you support us?

Advertise or donate

As a free, not-for-profit community newspaper we rely solely on our advertising revenue and donations to continue. If you value the service the *Meander Valley Gazette* provides, consider booking an ad for your business, service or event, or making a donation.

Contribute

If you have a story to share, we want to hear from you! Whether it's a letter to the editor, photos from a recent event, an update on your local sports team or anything in between, community contributions are the heart and soul of the *Gazette*. With the community's input, we're able to engage our readers with the most relevant and up-to-date news and current affairs. If it's important to you, it's important to us!

Volunteer

Delivering to all the homes in the Valley is no small feat, and it's our wonderful volunteers that make it possible. Get in touch with our team if you would like to get involved.

Read and share!

Without our readers, there would be no *Gazette* - show us your support by picking up a copy in store, letting businesses or services know you saw their ad in the *Gazette*, liking and following us online and sharing articles to your own pages! We appreciate your support and every engagement is valuable to us.

Meander Valley snapshot

The Meander Valley extends from the western suburbs of Launceston to Cradle Mountain National Park.

Situated between Devonport and Launceston, off the Bass Highway, with easy access to the Spirit of Tasmania Terminal and Launceston Airport, the Valley is a predominantly rural municipality.

Proximity to interstate connections and the major population centres of Burnie, Devonport and Launceston has made it a popular place to set up a business or just settle into the quiet pace of life.

The Valley contains many historic sites and areas of great natural beauty, such as the Cradle Mountain and Walls of Jerusalem National Parks.

Deloraine is home to the Tasmanian Craft Fair and a thriving creative community – a hub for music, arts and crafts across northern Tasmania.

- Towns and suburbs in the Meander Valley include Blackstone Heights, Bracknell, Carrick, Chudleigh, Deloraine, Elizabeth Town, Exton, Golden Valley, Hadspen, Hagley, Jackeys Marsh, Meander, Mole Creek, Parkham, Prospect Vale, Reedy Marsh, and Westbury.
- Major industries include health care and social assistance, retail trade, agriculture, forestry and fishing, construction, education and training, manufacturing, accommodation and food services, public administration and safety.
- Population: 19,844
- Average age: 46
- Average readers per household: 2.4

Contact us

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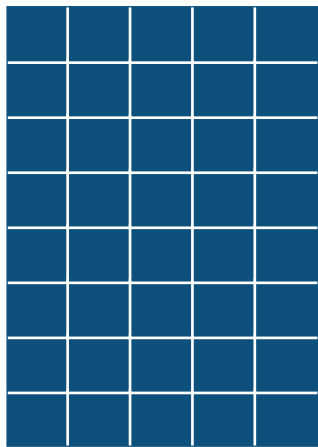
🌐 www.meandervalleygazette.org  www.facebook.com/meandervalleygazette  www.twitter.com/GazetteMeander

MEANDER VALLEY GAZETTE SCHEDULE 2023

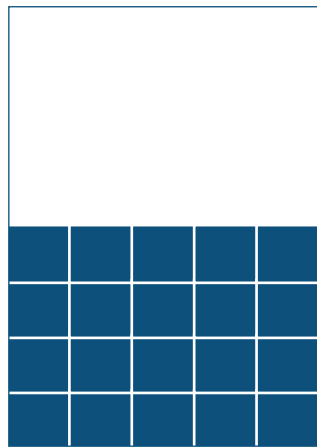
EDITION	ADVERTISING BOOKING DUE	AD ARTWORK DELIVERY	EDITORIAL DEADLINE	PUBLICATION DATE
January	December 19	December 23	December 23	January 5
February	January 16	January 20	January 20	February 2
March	February 13	February 17	February 17	March 2
April	March 20	March 24	March 24	April 6
May	April 17	April 21	April 21	May 4
June	May 15	May 19	May 19	June 1
July	June 19	June 23	June 23	July 6
August	July 17	July 21	July 21	August 3
September	August 28	September 1	September 1	September 7
October	September 18	September 22	September 22	October 5
November	October 16	October 20	October 20	November 2
December	November 28	December 1	December 1	December 7

Display Advertising Rates - \$45 per module

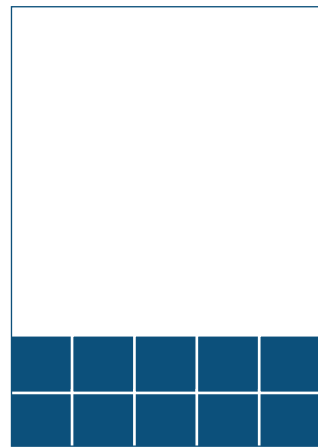
Our display ads are based on a modular system. Pages five columns, divided into eight modules. Ads must be square or rectangular. Ad design by our in-house graphic designer is free with any booking. If you are supplying your own ad art it must be received as a PDF press-ready file, accurate to the dimensions booked, by the artwork deadline detailed in the schedule.



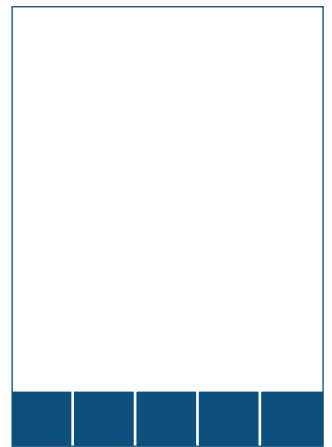
1 FULL PAGE \$1,800
5 columns x 8 modules
260mm W x 370mm H



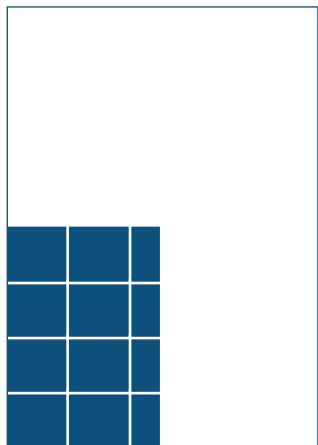
2 HALF PAGE \$900
5 columns x 4 modules
260mm W x 182mm H



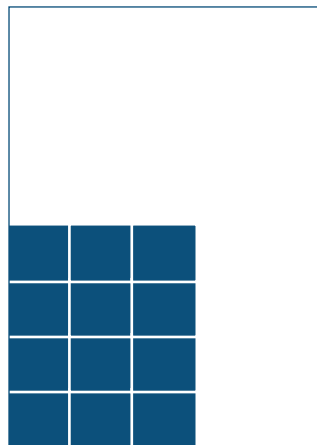
3 QUARTER PAGE L \$450
5 columns x 2 modules
260mm W x 88mm H



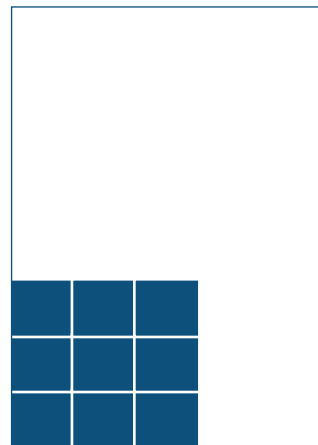
4 EIGHTH PAGE \$225
5 columns x 1 module
260mm W x 88mm H



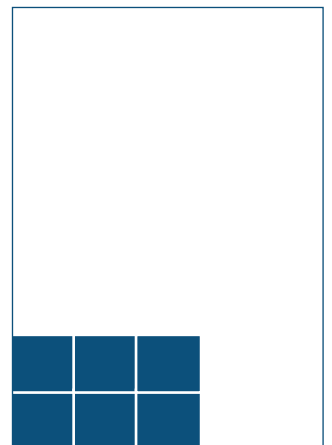
5 QUARTER PAGE P \$450
2.5 columns x 4 modules
127mm W x 182mm H



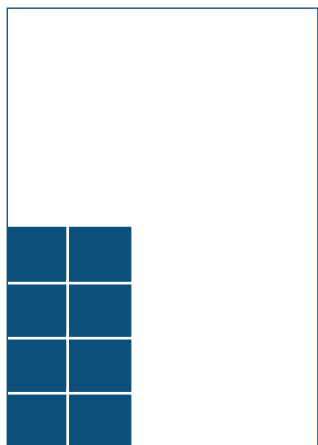
6 3x4 \$540
3 columns x 4 modules
154mm W x 182mm H



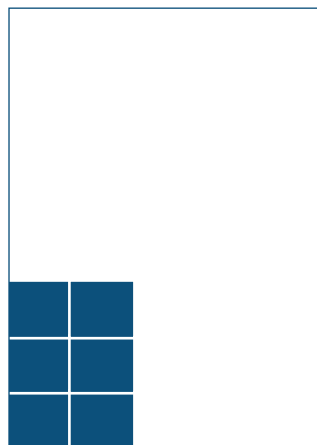
7 3x3 \$405
3 columns x 3 modules
154mm W x 136mm H



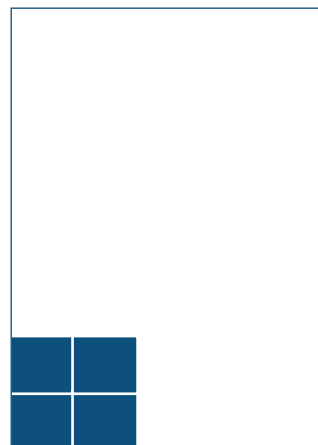
8 3x2 \$270
3 columns x 2 modules
154mm W x 88mm H



9 2x4 \$360
2 columns x 4 modules
101mm W x 182mm H

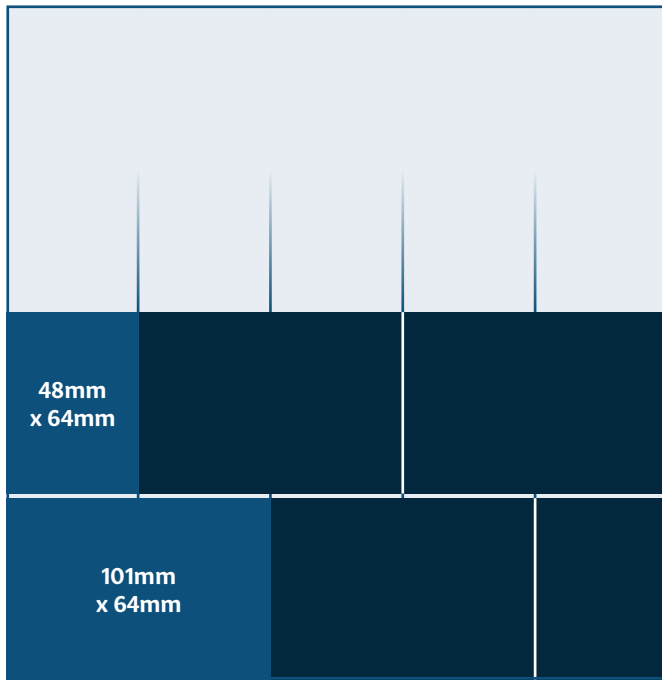


10 2x3 \$270
2 columns x 3 modules
101mm W x 136mm H



11 2x2 \$180
2 columns x 2 modules
101mm W x 88mm H

Directory Advertising



Service or Retail and Therapies directory ads
Service or Retail and Therapies directory ads are recurring and must be booked for a minimum of three insertions (these do not have to be consecutive).

- ▶ SD1 (48mm x 64mm) - \$50 each
- ▶ SD2 (101mm x 64mm) - \$85 each

Community directory ads

Community directory ads are available at a reduced cost for not-for-profit organisations. They may be used to advertise events or services.

- ▶ CD1 (48mm x 64mm) - \$35 each
- ▶ CD2 (101mm x 64mm) - \$60 each

If you need to arrange custom sizing or would like to discuss an Advertorial, please get in touch with our team.

Classifieds advertising

Classifieds are one column wide, plain text ads that are charged by line and typically appear on a directory page.

Prices are calculated:

- \$10 minimum for three lines
 - \$2 for every additional line
 - \$5 additional for a bold headline
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Sponsorship

Sponsorships are arranged on a case-by-case basis but may involve ongoing funding of a segment such as the Community directory, or reserving space for a column such as the Western Tiers Film Society blog. Please get in touch with our team to discuss potential sponsorship arrangements.

Other services

If you need to arrange custom sizing or would like to discuss an Advertorial, please get in touch with our team. Discounts may apply for ad placements purchased in bulk.



Thank you for your support.

