



HILLS DISTRICT

INDEPENDENT

magazine

MEDIA KIT • • hdinews.com.au



The Hills District Independent is the sister publication to the highly successful & proven Hawkesbury District Independent.

As a monthly publication, the magazine has over **75 bulk drop points** throughout the **Hills region**. Bulk drop points are replenished for the whole month as well as an **interactive website** with **advertising hyperlinked** to the clients website.

All clients are given access to **Facebook, Twitter and Instagram** posts as part of your advertising package **FREE** (ask your rep)

WE ARE YOUR LOCAL MAGAZINE!

IT'S YOUR COMMUNITY

Our editorial focus covers the issues that matter most to people living in the district.

Local Life • News
History • Politics
Achievements
Business • Education
Life & Style • Seniors
Health & Beauty
Relationships
Motoring
Home & Garden
Travel • Entertainment
Sport - with plenty of regular contributors, our sporting pages are comprehensive & very well read



Creating positivity by celebrating community, the Hills Independent is the most sought after magazine in the district.

**CONTACT YOUR SALES REP TODAY!
SPECIAL PACKAGES AVAILABLE**

Phone 4588 5055 | Fax: 9625 4649
Digital edition // www.hdinews.com.au



[print advertising]

10% loading applies to prices for prime position eg pages 3, 5, 7, 9, 11, 13 & 15.

A 10% fee will be added to our advertised prices for any agency bookings.

Regular advertising prices apply to bookings of 3 months or more.

All packages include Facebook and Instagram posts. All ads are hyperlinked where possible in our digital version to client websites.



WE CAN CATER TO YOUR BUDGET, JUST CALL US!

[online advertising]



Talk to your sales rep about online advertising at hdinews.com.au



A copy of our advertising terms & conditions are available on our website www.hdinews.com.au

[print advertising specs]

[copy deadline]

Advertising & editorial deadlines are available from your sales representative.

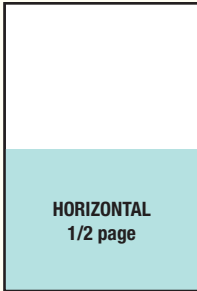
We are a newsprint magazine, with a full gloss cover, saddle stitched and trimmed.



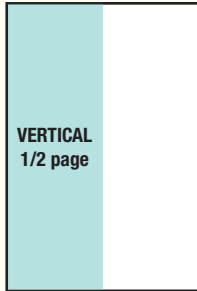
FULL PAGE

FULL PAGE
(width x height)
BLEED 280mm x 390mm
TRIM 270mm x 380mm
LIVE 250mm x 360mm

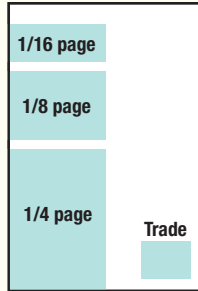
Bleed is 5mm and live area within trim is 10mm.
If supplying without bleed, use live area specifications.



**HORIZONTAL
1/2 page**



**VERTICAL
1/2 page**



1/16 page

1/8 page

1/4 page

Trade

**HORIZONTAL
1/2 PAGE**
250mm x 175mm
(width x height)

**VERTICAL
1/2 PAGE**
123mm x 355mm
(width x height)

1/4 PAGE
123mm x 175mm
(width x height)

1/8 PAGE
123mm x 87mm
(width x height)

1/16 PAGE
123mm x 43.5mm
(width x height)

TRADE
60mm x 60mm
(width x height)

[the preferred format of advertising files is high resolution PDF]

ANY QUESTIONS REGARDING MATERIAL SUPPLY, PLEASE EMAIL production@hdinews.com.au

[material supply]

Materials may be submitted to production@hdinews.com.au

[software]

The following software programs are supported: Adobe InDesign, Photoshop & Illustrator. Please ensure all images are included & fonts embedded or outlined. **All other applications (Quark, Publisher, Word, Excel etc) are NOT accepted.**

[fonts]

Supply all printer and screen fonts, including fonts embedded in art files. Pseudo-type commands should not be used (i.e. if italics are desired, then the italic version of the font should be used, not the italic style).

[images & file formats]

Where possible, please supply all images at 300dpi at 100%. Please save all images as CMYK in either JPEG, TIFF, PDF or EPS format. High resolution PDF files are preferred.

Ink weight should not exceed 230% for newsprint and 300% for gloss.

It is the responsibility of the client to supply artwork as per specifications.



Phone 4588 5055 // Fax: 9625 4649 // e: info@hdinews.com.au

PO Box 16 WINDSOR NSW 2756

