

*covering **local** issues
reaching **local** readers*

*partnering **local** business*

Messenger
...your local 

Why advertise in Messenger?

Advertisements in a local news environment are likely to be of **immediate relevance** to the reader.

Businesses competing in catchment areas can burn communications budgets in metropolitan-wide media by paying to reach people who live the other side of town, or in country areas.

Messenger's position in Adelaide's media landscape creates positive associations for advertisers. News and advertising is equally accepted in the mix as useful information, and implicitly accepted as **trustworthy**.

We provide advertising solutions to a wide variety of organisations, from suburban retailers and family businesses, to established brands integrating a local aspect into broader campaigns.

Hundreds of businesses **connect closely** with thousands of local readers by establishing a presence in Messenger.

- Target messages geographically
- Focus on local customers
- Cost effective advertising solutions
- Suited to a wide variety of budgets
- Grow with multiple paper campaigns, reaching larger and more diverse audiences



Because our media gives balance, and our reach is deep, broad, meaningful and inclusive.

Our media gives **balance**

People are now confronted with more world news than ever.

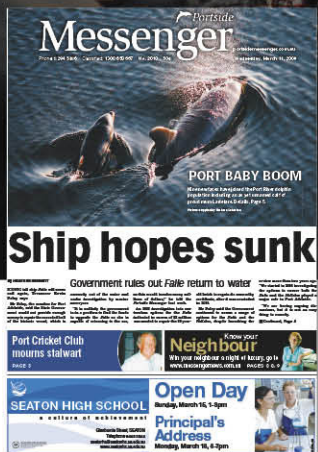
But they still go home. Everyone still lives in a neighbourhood.

They send kids to schools, pay council rates, shop locally, share streets, parks, and community concerns.

Local media is important because people need balance.

Messenger readers look for news and information close to home to counteract the distance and disconnection of national and world events.

Our eleven weekly publications inform and connect residents **engaged with life in their local community.**



everyone still lives in a neighbourhood

- A trusted household name throughout Adelaide
- Absolutely local coverage
- Connecting communities since 1951.

Messenger
...your *local*

Our reach is meaningful & inclusive

Messenger focus on positive campaigns to activate cohesive and progressive communities.

Know Your Neighbour

Reducing social isolation among elderly and vulnerable residents, incorporating a search for Adelaide's best neighbour.

AWARDED Best Coverage of Suburban Affairs, SA Media Awards 2010.

AWARDED Archbishop Media Citation PRINT and ALL MEDIA - 2009.

Help Out

Raised \$120,000 for six vital Salvation Army projects.

AWARDED Best Coverage of Social Equities Affairs, SA Media Awards 2010.

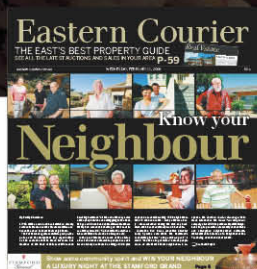
Our New Neighbours

Celebrating diversity through stories of recently arrived immigrants, and helping them assimilate into their new Adelaide communities.

AWARDED Archbishop Media Commendation - 2010.

Greenest Schools Competition

Promoting sustainable practices by encouraging students to submit their schools' environmental programs.



Our reach is deep

... more Adelaide readers than any other newspaper.

Messenger's total readership: 639,000

Advertiser Monday – Friday:	351,000
Advertiser on Saturday:	478,000
Sunday Mail:	489,000

Our reach is broad

... and more diverse than you might think.

Percentage of Adelaide residents who read:

	Messenger	Advertiser (M-F)
Total (aged 14+)	63.9%	35.4%
Parents (kids aged 16 or under)	63.6%	30.2%
Aged 50+	78.0%	47.7%
Professionals and Managers	58.0%	37.5%
White Collar	64.7%	36.5%
Own or paying off home	67.1%	40.1%

Source - Morgan Single Source Australia Readership Survey (metropolitan Adelaide): October 2008 to September 2010

Roy Morgan
International

our reach is deep and broad

Messenger
...your local 

Our reach connects readers with local businesses.

Local businesses provide relevant and actionable content for our publications.

Their stories are interesting, their challenges are unique, and their faces are **familiar**.

Readers expect to see local businesses in their Messenger.

They know we provide the connection point, and the mix of editorial and advertising content is welcomed as **useful** information.

Moreover, the proprietors themselves read their local Messenger to stay connected to their area and keep an eye on the competition.

Research Agrees



Source - Leading Edge Engaging Today's Communities: July 2008. Filter: Adelaide Respondents

The local community newspaper is my main source of information and ideas on local products and services.

Strongly Agree or Agree = 62.5%

When I see adverts from local businesses in my local community newspaper I feel inclined to use their services.

Strongly Agree or Agree = 62.5%

Messenger is the connection point with local businesses.

Always prepare the soil

By Heidi De Mead

PREPARING soil before planting trees and shrubs is the best way to increase your chance of a flourishing garden.

That's the top tip from Semaphori Garden Shop's Troy McKenzie going into autumn and winter.

"You should prepare by composting, improving soil and putting manure in the soil," he said.

"When you plant, give it a good water and then cut back and it really helps keep the water in."

Troy said that now was the best time to "start planting nearly everything" as the weather is getting cooler.

"Plants are better to take off because they won't under as much stress (with the hot weather)."

Should moving into winter, the best time to plant is the prime time for outdoor plants such as vegetables, herbs and fruit trees, especially citrus. When it comes to flowers, perennials and primulas are coming into flower as well as the Mother's Day favourite of cyclamens.

They "thrive on the cold" due to the rain.

If flowers, plants and trees in the ground are soaking up your water, he has other tips so you can still have a green garden.

"There's a lot of pot, you can get around water restrictions."

Troy also suggested planting hardier plants such as native grasses, coastal plants and shrubs.

SEMAPHORI GARDEN SHOP

Local Business Awards

The local business community bring **diversity** and colour to Adelaide's suburban retail landscape. They make shopping more fun and personally gratifying.

Messenger recognise the best and brightest through the Local Business Awards, celebrating the achievements of owners and staff.

Rotating over four regions, winners in fourteen categories are determined through reader nominations, mystery shopping evaluation, and workplace safety compliance assessment.

Finalists are invited to treat their staff to a gala presentation evening at the Hilton Adelaide Ballroom.

The gala nights are great fun and its fantastic to see the regions' best local business operators gathered to **celebrate**.

Winners are rewarded and publicly acknowledged for consistency and quality in customer service, setting benchmarks for **performance**.

The Awards are an important component in Messenger's broader mission, ...to **foster cohesive and prosperous communities**.

Fashion
Household & General
Specialty Retail
Formal Dining
Healthcare
Professional & Business Services
Skilled Trades and Services

Beauty
Food & Beverage
Casual Dining
Hotel, Motel, Tavern and Licensed Clubs
Real Estate
Motor Vehicle Dealerships
Recreation and Leisure

WORK GROW WIN

Messenger
LOCAL BUSINESS AWARDS

Messenger
...your local

Colour

Do your customer's see the world in black & white? **Neither do we.**

Attraction

In visual communication, if a picture is worth a thousand words, imagine the value that colour adds.

Research shows:

Colour communicates more effectively than black and white.

How much more?

Increases willingness to read by up to...	80% (1)
Can increase motivation and participation by up to...	80% (1)
Colour increases brand recognition by up to...	80% (2)
Enhances learning and improves retention by more than...	75% (2)
In advertising, colour outsells black & white by...	88% (2)

Retention

By hanging an extra 'tag' of data on visual scenes, colour helps us process and store images more efficiently than colourless scenes.

Colour helps us remember.

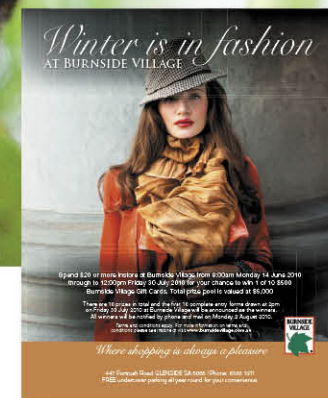
This has powerful implications for print advertising.

Sources:

1. The Persuasive Properties Of Colour; Ronald E. Green; Marketing Communications, October 1984.

2. Loyola University School of Business.

colour is included in your advertising



Evolving, Engaging, Involving

Messenger publications are evolved.

Our editors draw on local, national, and international research to refine content and tone, ensuring relevance to readers' concerns and interests.

big compelling photos

multiple entry points



multiple entry points
inviting readers in.



An online home for grass roots footy.

AWARDED
2010 Pacific Area
Newspaper Publishers'
Association Specialist
News Site Of The Year.



We transfer world leading design principles to our pages, creating engaging print environments to draw readers in and involve them throughout.

We design to reach different reader groups. **Who do you need to reach?**

Transactors dip into our papers quickly to find something, a plumber for example.

Browsers want to know what's going on, flipping through local NEWS, entertainment, and food stories.

Passionates rely on Messenger to lead and moderate community debate and interaction.

Messenger readers appreciate contemporary design aesthetics in highly navigable formats.

Design, Content, Navigability



graphical journalism

faces & opinions

interaction mechanisms

editorial logos for continuity

breakout boxes & quick facts

advertisements positioned for visibility & effectiveness

Not just local news.

Search - Find - Call

- Trades & Services Where everyone knows to look for local trades.
- Property People love browsing local real estate.
- CareerOne Connecting local employers and job seekers.
- CarsGuide Local dealerships, new & used.

Local Lifestyles

- Vibe Entertainment, touring artists, music, festivals, weekend fun.
- Sport Club level, school age, match reports, profiles, photographs.
- Your Garden Malcolm Campbell's weekly tips and seasonal reminders.
- Experiential
- Taste Weekly recipes, home cooking.
- MyHoliday Travel for South Australians.



Messenger Rates

Realistic

We don't publish artificially inflated rates, with 75% "just for you" discounts.

Competitive

Our starting rate is realistic and competitive. Considering Messenger's reach, our rates are very reasonable and stand up well in cost per thousand comparisons with other media, particularly when targeting specific geographic areas.

Fair

We configure rates according to distribution (ie. number of copies) and paper stock grade. We discount progressively to encourage and support growth, partnerships, and effective sustained campaigns.

Flexible

We cater for a wide range of advertising budgets. Utilise different sizes, positions, publications, and options to suit your communications needs and scope.

Include Colour

Our readers do not see the world in black and white. Professional marketers know that colour carries meaning in printed communications.

Be distinct, make your brand memorable!

Annual Spend

\$2,500

\$5,000

\$10,000

or two papers
or 4 - 7 insertions

\$15,000

or two papers
or 4 - 7 insertions

\$25,000

or two papers
or 4 - 7 insertions

\$50,000

or three papers
or 8 - 11 insertions

\$75,000

or three papers
or 8 - 11 insertions

\$100,000

or four papers
or 12+ insertions

\$150,000

or five papers
or 12+ insertions

Discount Levels

6%

8%

9%

11%

12%

15%

17%

19%

23%



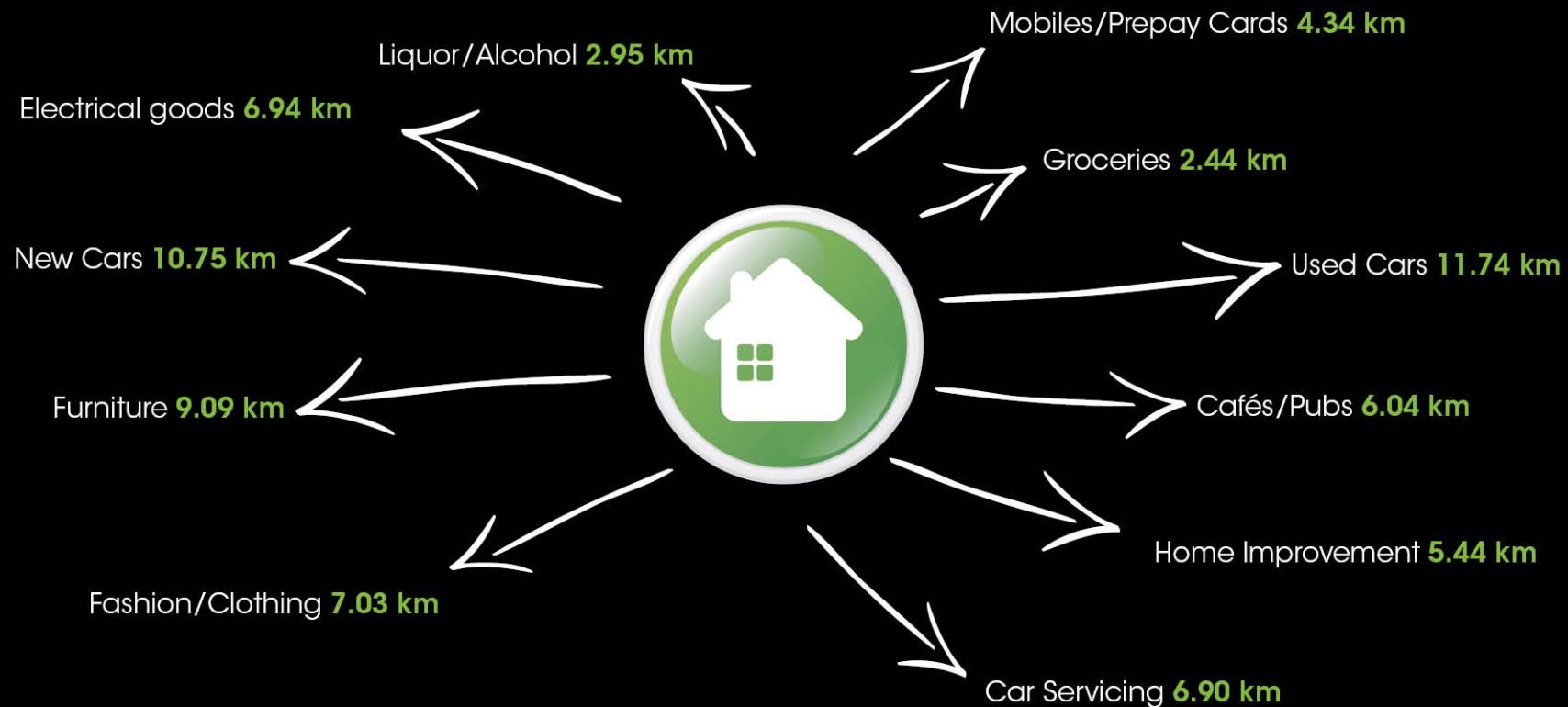
realistic competitive fair flexible

Messenger
...your local 

People Use Local Media, and Shop Close to Home

Consumer insights company, The Leading Edge, found that trust and usage of local papers coincided with local shopping behaviour.

92.5% shopped in local area 88.5% "I always try to shop locally" 83% "My local community is important to me" 74.5% say that advertisements in their local newspaper encourages them to use services 62.5% regard their local community newspaper as their main source of information on local products and services.



Source: Leading Edge -
Engaging Today's Communities: July 2008.
Filter: Adelaide.

Messenger
...your local

Getting Results



We would like to extend our sincere thanks to Messenger for your commitment to the Local Business Awards, and for helping make this event so successful. Your contribution and support are greatly appreciated.

We are so proud to receive the Bendigo Bank Gold Award For Excellence. We will incorporate it into our local marketing, and continue our commitment to great customer service, safety, and quality.

Craig and Glenys Heading
Cartridge World Norwood



My strong local presence has helped me to build Australia's number one Mortgage Choice office, and local media is a very important part of my marketing mix. I advertise in Messenger because my profile, and that of my business, needs to be highly visible and presented in a credible environment to residents and prospective customers in my catchment area. I know Messenger works, and I read it myself because I like to keep in touch with my neighbourhood.

Wendy Higgins
**Franchise, Mortgage Choice
Glenelg East Office**

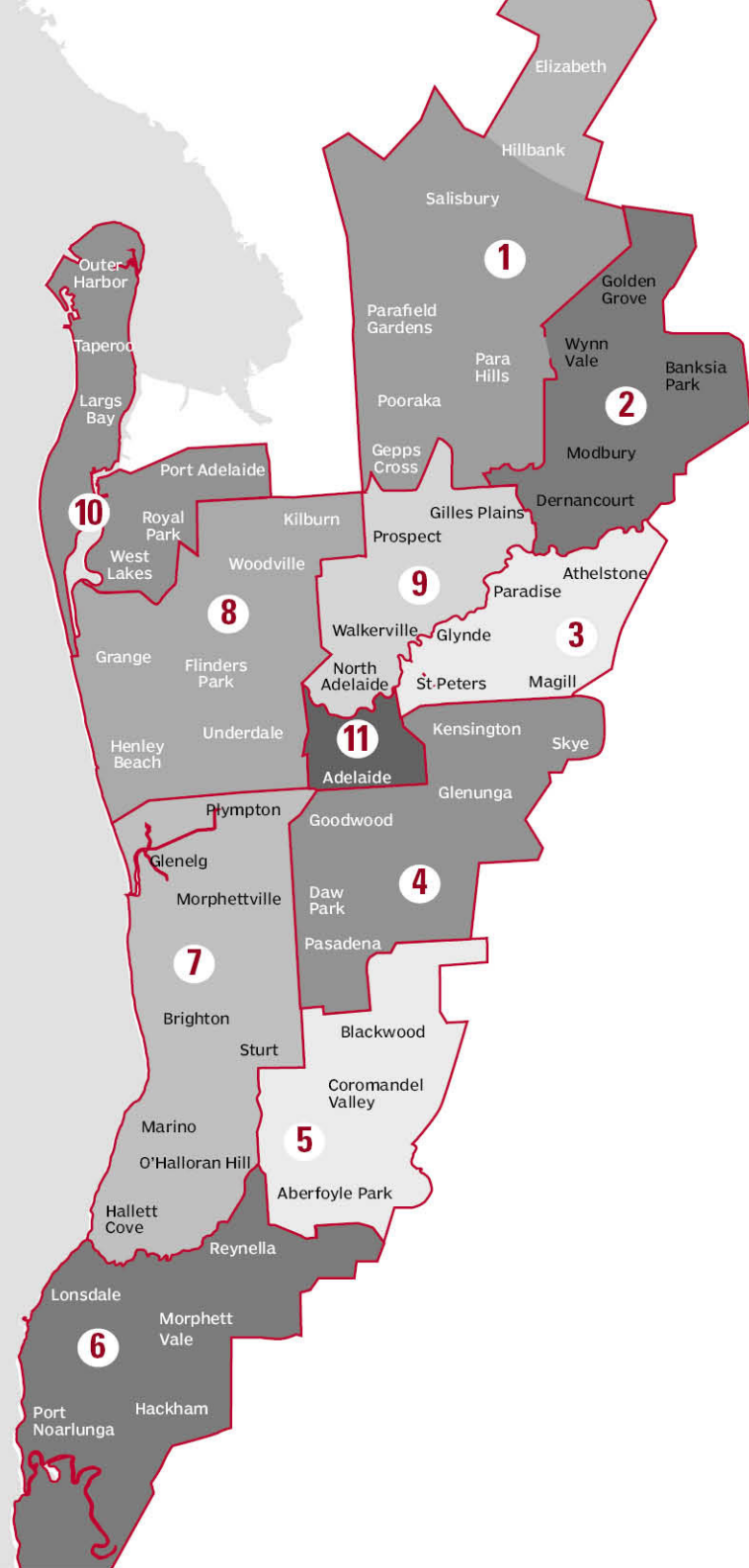


After putting our first advertisement into Messenger we sold two gas hot water systems and a log fire the next day in the first three hours. We also had multiple phone calls and enquiries about quotes, which was great because we are a new business. We know that the only way people would know our phone number was through seeing it in Messenger.

Mark Delsar
Owner, Gas Works



partnering local business



- 1 News Review
- 2 Leader
- 3 East Torrens
- 4 Eastern Courier
- 5 Hills & Valley
- 6 Southern Times
- 7 Guardian
- 8 Weekly Times
- 9 City North
- 10 Portside
- 11 The City Messenger

Don't Get **Lost** In the Junk.

Get **Found** in Messenger.

Insert your catalogues
& pamphlets in
Messenger.

Pick your area.
Supply your material.
Messenger will deliver.

Pick your catchment area. Messenger will get your catalogues, vouchers and pamphlets past the 'no junk mail' sticker.

22%

of Adelaide residents have a 'no junk mail' sticker.

Roy Morgan
International

Source: Morgan Single Source
Australia Readership Survey
April 2008 - September 2010

93%

of respondents bring their community newspaper into the home all or 'most of the time'.

(Letterbox drop only rated 80%)

BERGENT Source: Inserts Study, Bergent
Research August 2006.

units	per thousand (inc GST)
1,000 - 3,999	\$77.77
4,000 - 9,999	\$75.13
10,000 - 24,999	\$74.14
25,000 - 49,999	\$73.15
50,000 - 99,999	\$70.84
100,000 - 199,999	\$64.57
200,000 - 299,999	\$62.26
300,000 - 399,999	\$58.30
Over 400,000	\$54.45
Full metro run	p.o.a

Rates are valid until June 30, 2011.

ADELAIDE *matters*

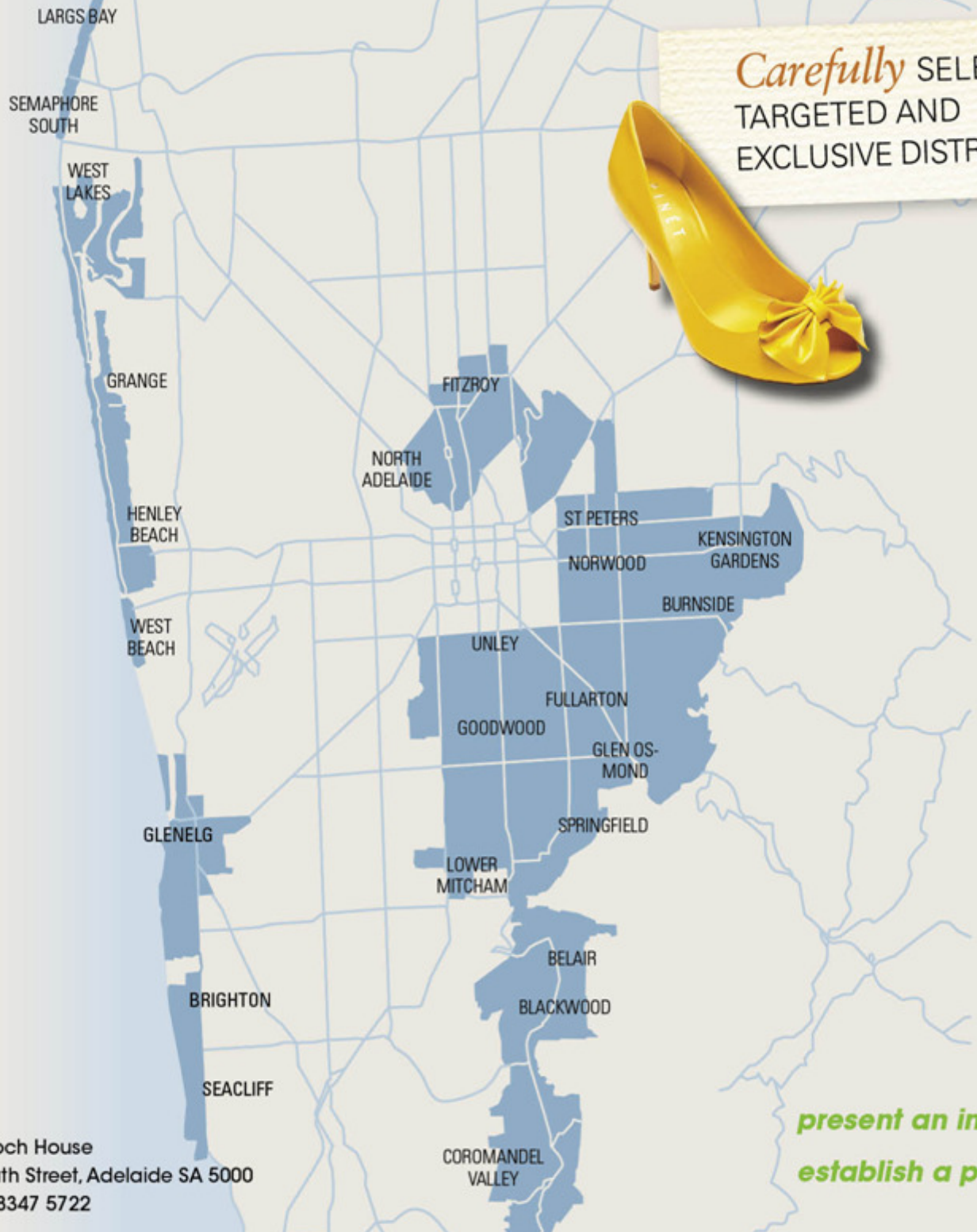
Reaching 85,000 homes in affluent suburbs, hand picked for discretionary spending power.

- Adelaide's most recognised and sought after monthly lifestyle magazine.
- Glossy colour, high production values, modern stylish layouts.
- Innovative & interesting locals, the brightest talent.
- Less expensive to advertise than you would think.
- Celebrating our unique diversity and colour.

An impressive list of retailers and distinctive businesses have discovered that Adelaide Matters is the perfect environment to carry messages and images to a focused, exclusive, and discerning market.

*events arts homes gardens
fashion food wine people*





Carefully SELECTED
TARGETED AND
EXCLUSIVE DISTRIBUTION



*present an image
establish a presence*

Readership Snapshot

Total Host Readership 107,000
Total Distribution 85,445

Males 47,000
Females 60,000

Age
14-24 9,000
25-34 13,000
35-49 25,000
50-64 31,000
65+ 29,000

Household Income \$80,00+ 41,000

Source: Roy Morgan Readership Survey, October 2008-September 2010, Host Readership. CAB September 2010.

Contact:
Keith Murdoch House
31 Waymouth Street, Adelaide SA 5000
Telephone 8347 5722



Head Office

Keith Murdoch House
31 Waymouth Street,
Adelaide, 5000

Telephone 8347 5722

Adelaide Matters
City Messenger
Eastern Courier
City North
East Torrens

Southern Office

17-19 Stanley Street,
Morphett Vale, SA 5162

Telephone 8384 4755

Southern Times
Hills & Valley

Northern Office

25 Wiltshire Street,
Salisbury, 5108

Telephone 8250 4000

News Review
Leader

Western Office

372 Grange Road,
Kidman Park, 5025

Telephone 8294 9899

Weekly Times
Portside
Guardian

Messenger
...your local 