

So much more than just a newspaper
It's part of life here



media kit
Cairns Post



we're a part of everyday

The Cairns Post is the leading news provider for Far North Queensland. With its 50-strong team of journalists and photographers based in Abbott Street, Cairns, Innisfail, the Tablelands and Port Douglas, the *Post* delivers essential news to its readers seven days a week, 24 hours a day.

No other media can provide the volume and quality of journalism which we do across our massive footprint from Cardwell in the south, north to the Cape.

A 133-year-old workhorse, *The Cairns Post* has its roots firmly embedded in the community providing up-to-date, fresh and relevant content across its print, digital and social media platforms. Readers can engage with the *Post* any time of the day, on any device they want, on matters that mean the most to them.

The *Post* is a community leader and champions the causes and issues that are important to its readers. Having such a long history with the region, readers know they can trust the *Post* to tell them what they need to know in the good and tough times, through natural disasters and periods of celebration. It also aims to educate, inform, entertain and provide analysis on breaking news as well as report on other essential topics such as business, industry/agriculture, tourism, education, health, sport and lifestyle.

Alongside the flagship title of the daily *The Cairns Post* sits its subsidiary publication the *Cairns Sun*.

This community title, which is a shining example of grassroots journalism, is now included in every Tuesday's *The Cairns Post* as well as online and at 80 distribution points throughout our vast region.

From vital neighbourhood news and topics to Crime Watch, junior sport, community diary and social news, the *Cairns Sun* ensures *The Cairns Post* brand caters to every resident's needs.

The Cairns Post also produces the titles of the *Tablelander*, the *Tablelands Advertiser*, *Innisfail Advocate* and the *Port Douglas & Mossman Gazette*.

Jennifer

JENNIFER SPILSBURY EDITOR

**we're a
multi-faceted
media
company
delivering
you massive
audiences**

We deliver a compendium of print, online and social products that are relevant, authoritative and insightful. With 35% of residents reading *The Cairns Post* (Mon-Fri), 40% of residents reading *The Cairns Weekend Post*, more than 90,000 unique browsers visting us each week and more than 48,000 facebook followers, no other North Queensland medium can match our reach .



Source: emma™ conducted by Ipsos Media CT, 12 months ending December 2015

Source: Nielsen Market Intelligence: Australia, News & Information. Based on averaged weekly unique browsers data covering period December 2015

69,000 people read us every week day.

The Cairns Post is Tropical North Queensland's only daily newspaper and has been a trusted part of the community for more than 130 years. Reaching a weekday audience of 69,000 readers and covering the Cape, we have the broadest geographical reach of any regional newspaper in Australia.



News Corp
Australia

Source: emma™ conducted by Ipsos Media CT, 12 months ending December 2015

Plea to reach appeal milestone for grief-stricken town

HELP US HIT \$500,000

CMON Cairns, let's dig deep and hit the \$500,000 mark for Ravenshoe. A total of \$410,000 has been raised so far for the victims of a blast which ripped through the Serves You Right Cafe almost a month ago. The town has been overwhelmed by the support and generosity shown from around the country but much funding will be needed to help victims, their families and wider community recover from the tragedy. FULL STORY PAGE 6

MONDAY - FRIDAY

something for everyone every week day

ALONG WITH THE EVERYDAY FEATURES WHICH INCLUDE, NEWS, OPINION, COMICS AND PUZZLES AND SPORT THE PAPER IS PACKED FULL OF ENGAGING CONTENT EVERY DAY



News Corp
Australia

Monday

FACES IN PLACES

Social pictures of who has been out and about at the weekend

NORTHERN FAMILY

News of interest to families - with a local flavour

POST MATCH

Unrivalled coverage of local sports and the best the nation has to offer

YOUR MONEY

MoneysaverHQ is the largest media brand focused on how to manage money in Australia

Tuesday

TOWN BY TOWN

Showcasing the news from Cairns north to the Cape and south to Cardwell, it's all covered

INSPIRE IGNITING MINDS

A weekly showcase of the events happening in schools across our region

CAIRNS SUN

A community paper celebrating the strengths and achievements of local residents

Wednesday

OUR LIVES

Local people and celebrating their milestones, a place for Cairns to shine

BUSINESSWEEK

The trusted source for the commercially astute to keep up with the business trends

RURAL INSIGHTS

A wrap up of all the regions rural news and activity from livestock to livelihood, this section puts the rural community in the know



so much more to read every week day

ALONG WITH THE EVERYDAY FEATURES WHICH INCLUDE, NEWS, OPINION, COMICS AND PUZZLES AND SPORT
THE PAPER IS PACKED FULL OF GREAT CONTENT EVERY DAY



Thursday

PLAY

The essential guide to local entertainment and a weekly all encompassing TV guide ensuring you will never have another bored moment

WELL AND GOOD

A feature tapping into health, beauty and wellbeing

Friday

TOWN BY TOWN

Showcasing the news from Cairns north to the Cape and south to Cardwell, it's all covered

BACKYARD TOURIST

Where to go and what to visit around the region. It's why we love living here

BARBECUE STOPPERS

Commentary on the weeks sport conversations, be in the know and ready for the weekend

FRIDAY FISHING

With weekend hotspots, tips and pic tures this is the fishermans companion to the weekend



no media can match our reach

The Cairns Weekend Post is the region's dominant source of news and lifestyle information, being read by 77,000 Queenslanders every weekend. The Cairns Weekend Post defines the culture of Cairns and the region.

37,000
male readers

40,000
female readers

8,700
readers aged
14-29

23,000
readers aged
30-44

31,600
readers aged
45-64

13,700
readers aged
65+

News Corp
Australia

Source: emma™ conducted by Ipsos Media CT, 12 months ending December 2015

The Cairns Weekend Post

June 20-21, 2015 www.cairnspost.com.au \$2.20

YOUR GUIDE TO CATHOLIC EDUCATION **INSIDE**

A COLOURFUL FAREWELL TO NICOLE **P4-5**



Belle of the formal

BE the belle of your school formal with these beautiful gowns. Plus, meet the cowboy about to take on the rodeo circuit in America. **LIFESTYLE MAGAZINE INSIDE**

- » PM tells Cairns 'we will build a better North' during visit
- » City will become service centre for the tropical world
- » We will pay same insurance costs as rest of country
- » Super highway and dam will be built for bigger population

BUILDING Great NORTH

CAIRNS will become a major hub and service centre to the tropical world as part of the Federal Government's plan to make our region the Great North.

Prime Minister Tony Abbott (right) delivered that message to about 200 of the North's most prominent people during a breakfast launch of his Northern Australia White Paper yesterday.

"The Great North. I want you to savour that phrase - the Great North - because that is what it is," Mr Abbott said.

"It's great in size, it's great in its people, and it's great in its potential.

"And this white paper is about seizing for tomorrow and the day after what is there for us."

If the rollout of the white paper goes ahead as planned, the Northern Australia Committee chairman Warren Entsch says Cairns in the next 20 years will want for little.

FULL REPORT PAGES 6-7



SATURDAY & SUNDAY

we've got the weekend covered

CairnsEye

Cairns Eye is published every Saturday as a local aspirational magazine, with a focus on fashion, food, travel, features and lifestyle. The relaxed feel and conversational tone makes Cairns Eye the perfect partner for the weekend.



CareerOne

CareerOne provides career as well as job hunting news, advice and trends to enhance the value and reading experience of employment advertisements in the classified section. More than just jobs, editorial aims to inform and help job seekers achieve more in their career.



Realestate

Our Realestate magazine is a tremendously successful tool for buyers and vendors. Full of properties for sale it also includes feature articles and insight from industry professionals.



Carsguide

From the daily commuter to the automotive enthusiast, Carsguide entertains with quality information and guidance while taking the reader on a journey to buy or sell vehicles.



something for everyone at the weekend



Saturday & Sunday

JOB HELPER

This focus on jobs helps whether you're on the hunt for one or in the market to hire

BUSINESS INSIGHTS

Highlighting the movers and shakers and issues from the weekend

OUR LIVES

Local people and celebrating their milestones, a place for Cairns to shine

GIVE IT A GO

We help you find a new passion in life; you just have to give it a go

INSIDE PASS

A look at sport from a couch potato point of view

THE BIG Q&A

Get the real insight into the big sport story of the week



we've got the #1 website

Cairnspost.com.au appeals to both a massive audience of permanent local residents, plus the huge numbers of tourists and visitors passing through, this site delivers local, national and international news and information, as well as very specific coverage of visitor events, activities and attractions.



News Xtend offers a range of digital marketing solutions that make it easier for your business to enhance its digital footprint and maximise your digital advertising return. Our job is to eliminate the guesswork and build customised local solutions that will deliver leads to your business. News Xtend will help reach your customers on any device using platforms such as your local paper's website, Google AdWords™ ads, Facebook, YouTube and more. It's a brilliant way to connect with more of your local customers than ever before.

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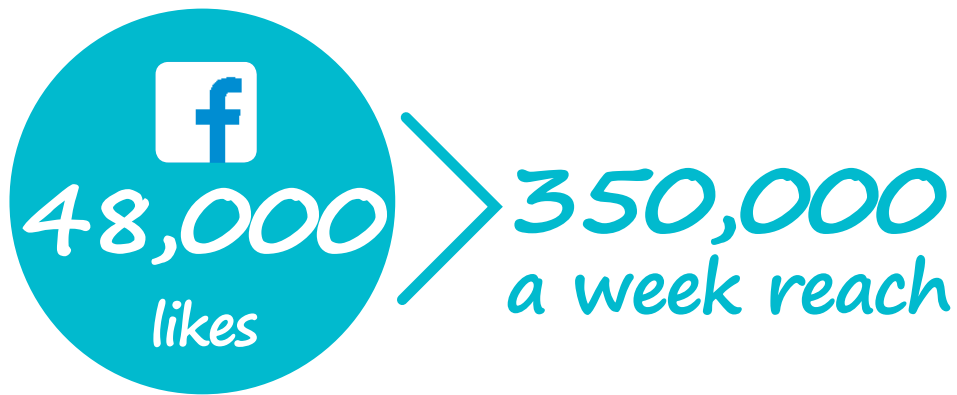
Source: Nielsen Market Intelligence, avg. weekly Unique Browsers and Page Impressions for December 2015, includes domestic and international traffic.



Anytime- anywhere

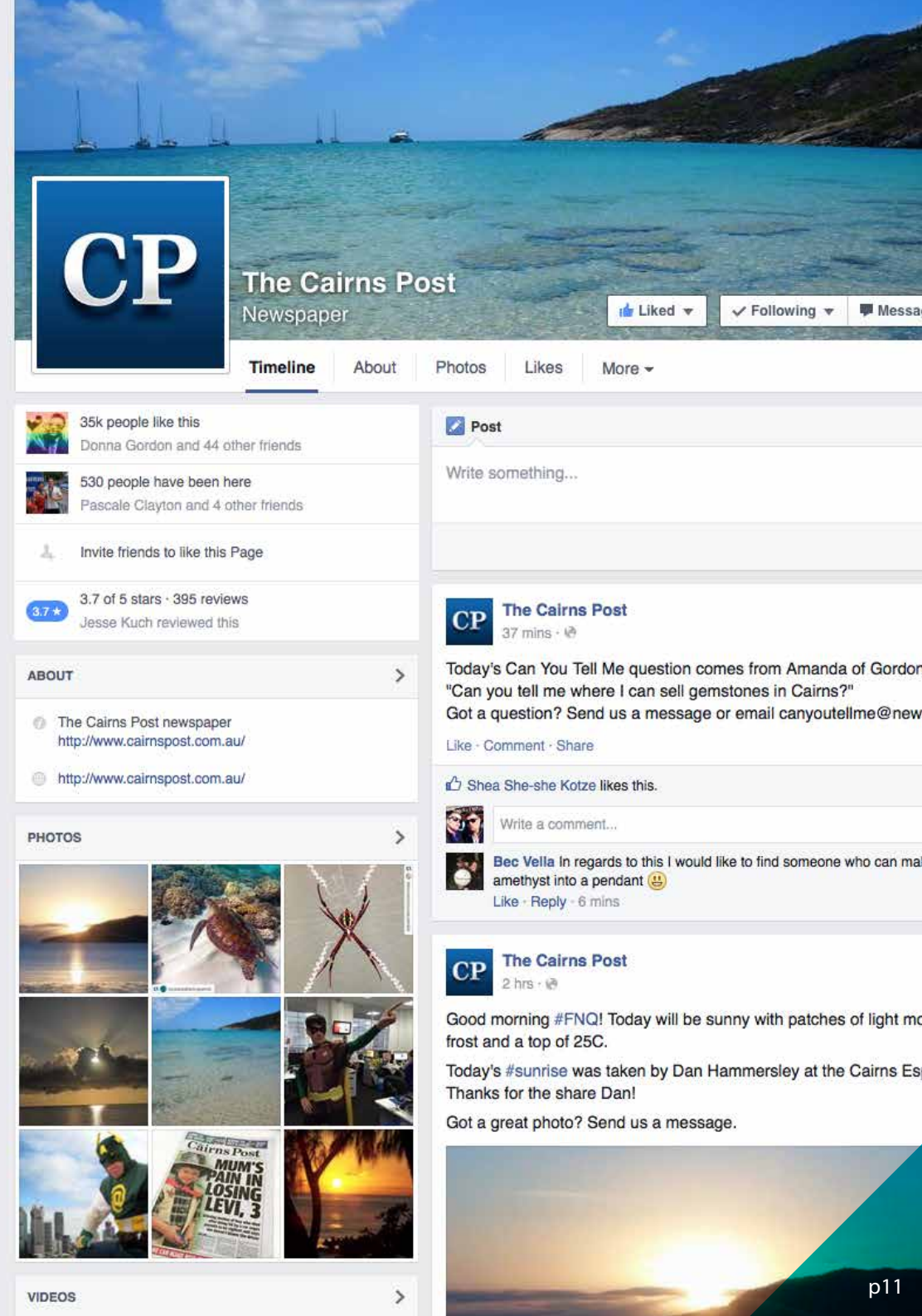
and we're super social as well.

With more than 48,000 followers on Facebook, more than 10,100 on Twitter and a new Instagram account with a growing following, *The Cairns Post* dominates social media news in the Far North. Our booming Facebook audience reach of over 350,000 a week demonstrates our effectiveness in connecting and engaging with our online audience.



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Source: Nielsen Market Intelligence: Australia, News & Information. Based on averaged weekly unique browsers data covering period June 1, 2015 – July 5, 2015 inclusive



we've got local community

CAIRNS SUN

Cairns Sun is a community newspaper highlighting and celebrating the strengths and achievement of local residents and is an essential guide to local happenings. With an upmarket modern look and stapled format it is designed to be read all week. *Cairns Sun* is carried in Tuesday's *The Cairns Post*.

Readership:
68,000
 + 10,000 pick up copies + online



INNISFAIL ADVOCATE

A bi-weekly newspaper publishing Wednesdays and Saturdays. A true community newspaper it is well respected by its readers. *The Advocate* offers advertisers a variety of solutions for reaching residents in the Innisfail area.

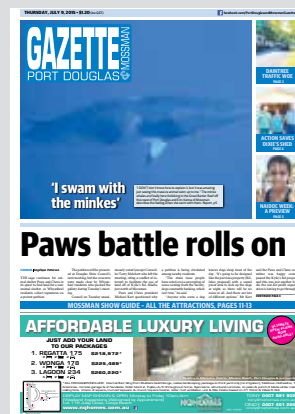
Readership:
13,400



PORT DOUGLAS & MOSSMAN GAZETTE

The *Gazette* publishes on a Thursday has an excellent relationship with its readers and is the foremost source of news and opinion in the Port Douglas and Mossman region.

Readership:
7,500



TABLELANDER

The *Tablelander* publishes every Tuesday to a population of more than 50,000. The free publication reflects the Tableland's unique heritage, tourism market and industries. It provides the ideal environment for all advertisers to reach a well defined audience.

Readership:
29,000



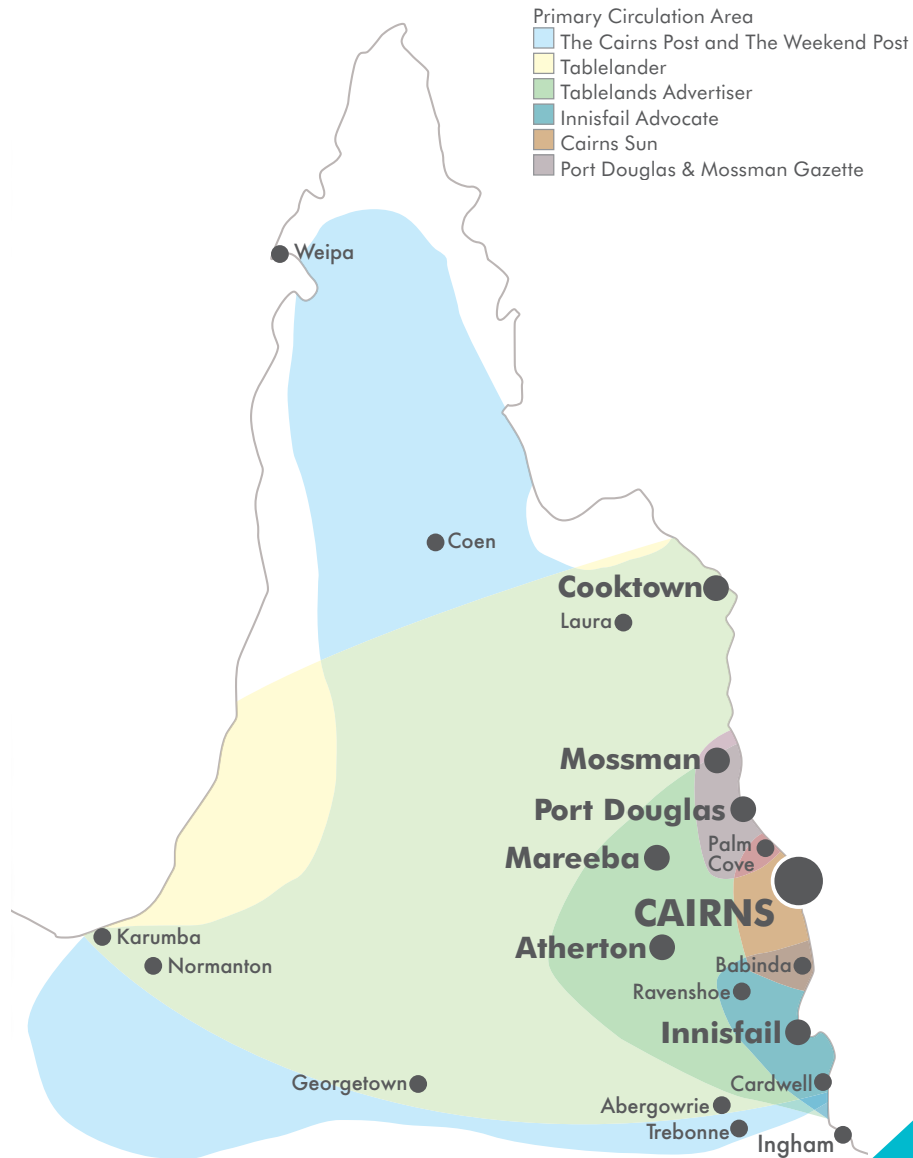
TABLELANDS ADVERTISER

Every Friday over 16,500 free copies of the *Advertiser* are distributed with more than 9000 of those being delivered directly into letterboxes around the region. It is the Tablelands most trusted source of local news for over 50 years.

Readership:
24,000



we've got it covered



For full advertising terms and conditions visit:
<http://www.news corpora australia.com/sites/default/files/National-Advertising-Terms-and-Conditions.pdf>

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