

Castlemaine Mail

Media Kit
2024 / 25



PRINT

Copies:
2K

Population:
20K

Price:
\$2.50



90K

impressions/month



7K

combined social followers

Castlemaine Mail has just celebrated its 170th year of print in 2024, and is an integral part of the community, telling important local stories and providing an expert advertising service for local businesses.

Formerly known as the Mount Alexander Mail the newspaper was founded in 1854 and began covering life on the goldfields. Now, our print publication is complemented by a strong web presence at castlemainemail.com.au to extend our demographic and geographic footprint. Our region is home to artists, craftspeople, industry and manufacturing and an extensive range of small businesses and producers, providing countless stories worthy of coverage.

WEBSITE ADVERTISING

Cost per month:

Top Banner:	\$550
Top MREC:	\$330
Lower Banner:	\$220
Lower MREC:	\$220

(Prices incl. GST)

*Print &
Digital bundle
discounts
available!*



The Castlemaine Mail is distributed right across the Mount Alexander Shire

OUR COVERAGE

Printed every Friday, The Castlemaine Mail is distributed right across the Mount Alexander Shire and covers a wide range of hyperlocal issues. We print 2,000 copies reaching over 20,000 people in the region.

DEADLINES

Booking deadlines are Monday 4pm prior to Friday publication.

CONTACT

Get in touch today to discuss your campaign.

Lynda Brew - Sales Manager

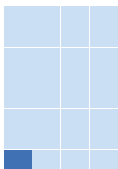
Phone: 03 5472 1788
Email: lbrew@midnews.com.au
Web: castlemainemail.com.au
Socials: @castlemainemail
Address: 13 Hargraves Street
Castlemaine Vic 3450



Castlemaine Mail

Local advertising general news 2024 / 2025

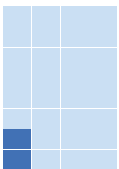
1 Module Wide



T11

45 X 63
(h) (w)

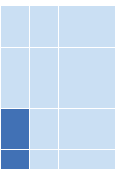
\$73



T21

92 X 63
(h) (w)

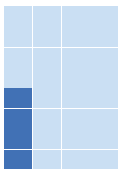
\$146



T31

138 X 63
(h) (w)

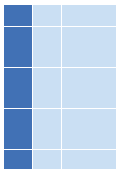
\$219



T41

185 X 63
(h) (w)

\$292



T81

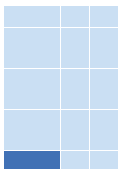
373 X 63
(h) (w)

\$584

Code

Specs (mm)

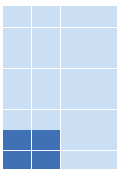
2 Module Wide



T12

45 X 128
(h) (w)

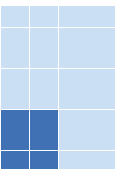
\$146



T22

92 X 128
(h) (w)

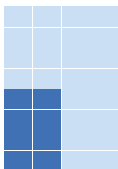
\$292



T32

138 X 128
(h) (w)

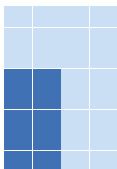
\$438



T42

185 X 128
(h) (w)

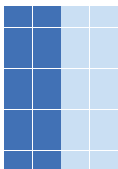
\$584



T52

232 X 128
(h) (w)

\$730



T82

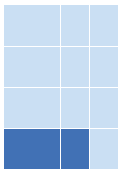
373 X 128
(h) (w)

\$757

Code

Specs (mm)

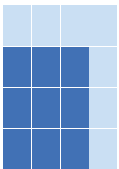
3 Module Wide



T23

92 X 194
(h) (w)

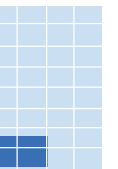
\$438



T63

280 X 194
(h) (w)

\$757



T1FRONT

60 X 128
(h) (w)

\$214



T2FRONT

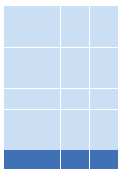
20 X 259
(h) (w)

\$188

Code

Specs (mm)

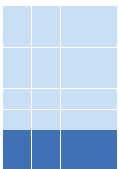
4 Module Wide



T14

45 X 259
(h) (w)

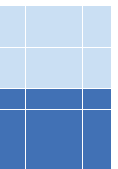
\$292



T24

92 X 259
(h) (w)

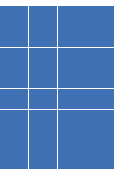
\$584



T44

185 X 259
(h) (w)

\$757



T84

373 X 259
(h) (w)

\$1447

Code

Specs (mm)

Castlemaine Mail Discount Rates

	Discount
30 modules	15%
60 modules	25%
120 modules	30%
300 modules	35%
600 modules	40%
1200 modules	45%
1800 modules	50%

* Rates applicable until June 30, 2025

* GST of 10% is included

* Full colour included

specifications for sending **supplied** artwork

File Format

- The following applications are used by Midland Express and The Castlemaine Mail:
 - Adobe Photoshop 2022
 - Adobe Illustrator 2022
 - Adobe InDesign 2022
 - Adobe Acrobat DC
- We require all completed artwork to be supplied as a high resolution CMYK pdf with no bleed or crop marks.**
- No Microsoft Word documents will be accepted as finished artwork but will be accepted as a text file (.txt or .doc). Photo files should be attached to the email, **NOT** imported into a Word document.
- All photographs are to be close to 100% of size required and saved as .jpg or .tif
- Photograph resolution must be 300dpi.
- Logos can be supplied as pdf's, .png or .jpg format (high resolution).
- Please convert all Microsoft Publisher or Powerpoint files to a high resolution CMYK pdf before sending - Publisher / Powerpoint files will not be accepted.

NB: Please ensure you include relevant booking information for the advertisement being sent
eg: Publication title, day, date, advertisement size, section to be published, contact name and number.

Contacts

Any queries regarding these settings or sending material please contact the following:

Production Manager: Wayne Beckerley - p: (03) 5422 1488 e: wbeckerley@midnews.com.au

Sales Manager: Lynda Brew - p: (03) 5472 1788 e: lbrew@midnews.com.au

General Manager: Tim Ellen - p: (03) 5422 1488 e: tellen@midnews.com.au

Display - Specifications

Module Sizes (mm) - Display advertising

T11	45h x 63w	T23	92h x 194w
T21	92h x 63w	T43	185h x 194w
T31	138h x 63w	T63	280h x 194w
T41	185h x 63w	T83	373h x 194w
T51	232h x 63w		
T81	373h x 63w	T14	45h x 259w
		T24	92h x 259w
T12	45h x 128w	T34	138h x 259w
T22	92h x 128w	T44	185h x 259w
T32	138h x 128w	T64	280h x 259w
T42	185h x 128w	T84	373h x 259w
T52	232h x 128w		
T82	373h x 128w	T1 Front	60h x 128w
		T2 Front	20h x 259w

Classifieds - Specifications

Column Sizes - Classified advertising
based on 8 column maximum

1 Column	30.75mm
2 Column	63.5mm
3 Column	96.25mm
4 Column	129mm
5 Column	161.75mm
6 Column	194.5mm
7 Column	227.25mm
8 Column	260mm

Classifieds

Castlemaine: **03 5472 1788**

Kyneton: **03 5422 1488**

Email: **classifieds@midnews.com.au**

Castlemaine Mail
MIDLAND
Express

It's easy to advertise in the classifieds.
Send us your copy, our team can design your advertisement
and send you a proof and cost for your approval.

LINE ADVERTISEMENTS

Charged per word.

Average of 4 words per line.

Up to and including 12 words:

Castlemaine Mail: \$16.10

Midland Express: \$20.15

DEMOLITION

reclaimed building materials, old red pavers, corrugated iron, windows, doors, plumbing, electrical, timber, Oregon hardwood, huge amount.
Ph Karl 0422 564 878.

SERVICES DIRECTORY

Prices starting from **\$39.60 pw**

10% Discount

for 4 week insertion

15% Discount

for 13 week insertion

20% Discount

for 26 week insertion

30% Discount

for 52 week insertion

Earthmoving and Excavation

- Tree work
- Roads
- Dams
- Site cuts
- General earthworks and civil

Jason: 0438 626 061

Steve: 0439 476 966

GMA

KN27285/L

WHEEL DEALS

Advertise your vehicle
for 4 weeks in the
Midland Express and
Castlemaine Mail for:

\$70

(1 column x 5cm advert)

or

\$140

(2 column x 5cm advert)



**2006 TOYOTA
AURION SPORTIVO**
V6 petrol, auto trans,
224,056 kms, service
books, RWC, 12 mths
rego. UQS 271
\$10,000 ono.
0408 334 218

DISPLAY ADVERTISEMENTS

Charged per column/centimetre.

Based on 1 column x 4cm:

Castlemaine Mail: \$30.36

Midland Express: \$43.56

(Price increases by approx. \$10
per additional centimetre.)

Book
your ad in
both papers
for a
special deal!

Wesley Hill Market

**Saturday's
9am - 1pm**

Variety of stalls
Everyone welcome

Enquiries
0418 117 953

KN275918/L

We accept



All private party classified advertisements MUST be paid
BEFORE the advertisement is published.

All pricing inclusive of GST.