

**LOCAL AUDIENCES
LOCAL NEWS.**

PROUD MEMBER OF
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Beagle Media Kit

2023





The Beagle is the leading local news provider of Eurobodalla

Bringing quality, timely and most of all FREE news to the Eurobodalla

The Beagle is an online news publication serving the region of Eurobodalla in South East NSW, Australia.

The Beagle has secured its position of the leading news source of the region by way of its delivery of quality, timely, informative and inclusive content targeting local residents.

It is a web based, non print, community first publication that extends to social media and offers twice weekly mailouts for free to subscribers.



Why advertise with us?

Because locals love and trust us

We offer an authentic, trusted and familiar voice to hard-to-reach locals.

We provide articles that celebrate our community at a grass roots level whilst also keeping them up to date with Local, State and Federal politics news that affect their day to day.

We examine the big topics that engage locals of all ages, but talk about them in an accessible and frank way; our even-handed approach to controversial topics mean we bring together residents from all political persuasions and demographics.

We avail *The Beagle* to the many publicity officers across the region who want to celebrate their sport or their community group food reviews. These pieces, whilst having a small audience each, contribute to the warp and weft of a passionate and proud community.

Who is behind *The Beagle*?

***The Beagle* includes, informs and celebrates its community**

Since starting *The Beagle* newspaper (in October 2016) that covers the shire from Sth Durras to Tilba, Lei has provided a voice for a community that now enjoys local, quality, and timely news via a website, social media and via his twice-weekly subscriber emails.

Prior to *The Beagle* Lei's background in media included 13 years on community radio and the publication of a local Turoos Head news paper for sixteen years from 1999.



Lei Parker

Editor and Director



Our Statistics

0.98M

WEBSITE VIEWS

During 2022, *The Beagle* has seen huge spikes in website engagement, seeing over 989,000 views.

133K

USER ACTIVITY

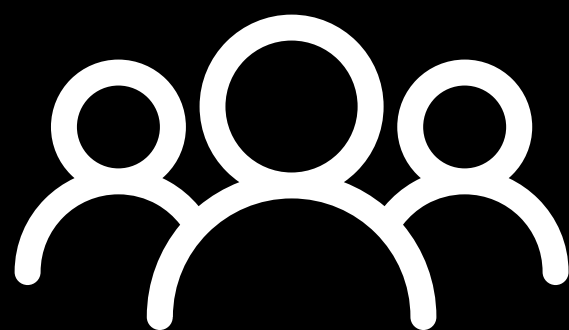
The Beagle has a solid visitation of unique users to the website. 133K in the past 12 months, to Apr 2023.

12K+

SOCIAL MEDIA

The Beagle enjoys over 12K Facebook page followers and a further 1K on Instagram. These figures are continuously growing.

Key Audience Demographics



READERSHIP

The Beagle has 13,700 unique visitors per month

Average readership age: 35 to 44

Gender: 60% female / 40% male

Eurobodalla 2021 Census



People

40,593

Male

49.0%

Female

51.0%

Median age

54



Families

11,318

Average number of children per family

for families with children

1.8

for all households (a)

0.5



All private dwellings

24,531

Average number of people per household

2.2

Median weekly household income

\$1,167

Median monthly mortgage repayments

\$1,517

Median weekly rent (b)

\$325

Average number of motor vehicles per dwelling

1.8

Source: <https://www.abs.gov.au/census/find-census-data/quickstats/2021/LGA12750>

How to advertise with us

***The Beagle* has a number of options available for your advertising needs. This allows you to better cater toward your business goals. We do ask for all content and creative materials to be supplied.**

Affordable graphics can be made on request with a minimal fee.

OUR PACKAGES

Premium | 4 week minimum term

This package grants high exposure across our website with both banner and square ads throughout site pages, including the homepage. These placements will vary between desktop and mobile viewing.. These adverts also appear in the weekly *Beagle Weekender* mailout to 5800+ subscribers.

Secondary | 4 week minimum term

This package grants medium exposure across our website with square ads throughout the sites less Premium pages,. These placements will vary between desktop and mobile viewing,. These adverts also appear in the weekly *Beagle Weekender* mailout to 5800+ subscribers.

Sponsored Article or Reale Estate listing | Subject to approval, includes editorialising

This offers an entire page/pages dedicated to your article in the *Beagle Weekender* and , if real estate, in the weekly *beagle abode*..

Public Notices

Subject to availability, Public Notices and government agency advertising has numerous options with a two week commitment period (flexible if necessary).

Our Prices

AD PACKAGE	PRICE
Premium	\$66 incl GST per week
Secondary Sponsor	\$27.50 incl GST per week
Sponsored Article	\$16.50 per week by agreement
Advert - Weekender	
Full page	\$66 incl GST per week
Half Page	\$33 incl GST per week
Quarter Page	\$27.50 incl GST per week
Real Estate (beagle Abode)	\$27.50 per week per agency
Midweek Mailout Banner	\$66 incl GST per week

Our Formats

Square
250 x 250 px

Square
1080 x 1080 px

Banner
750 x 350 px

Portrait
450 x 250 px

For more information
visit *The Beagle* website

www.beagleweekly.com.au

EDITORIAL AND ADVERTISING QUERIES TO:

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