



SUSTAINABLE CITY ■ DYNAMIC & PROSPEROUS PLACES ■ EXCELLENCE IN LEADERSHIP
MITCHAM COMMUNITY NEWS

ACCESSIBLE, HEALTHY & CONNECTED COMMUNITY ■ SUSTAINABLE CITY ■ DYNAMIC & PROSPEROUS PLACES ■ EXCELLENCE IN LEADERSHIP
MITCHAM COMMUNITY NEWS



JUNE 2023

Sandy's garden a butterfly haven
Step inside a St Marys garden where a range of native species attract butterflies year-round.
SEE PAGE 4



Nellie's
railway

Cel
From
an
vo
co
st

DYNAMIC



ANZAC mural
unveiled.

3

LEADERSHIP

DYNAMIC



Disc golf tees
off at Belair.

3

CONNECTED



What's on at
the Pasadena
Community
Centre.

5

LEADERSHIP



Hear from
your Council
Members.

6

SUSTAINABLE

Welcome to the Mitcham Community News

The Mitcham Community News is the City of Mitcham's magazine offering readers a balance of local news and events, intermingled with stories about local people and places, with a mix of lifestyle and features stories, connecting our community.

You will also find regular columns from Council Members, stories from local businesses, on people who make our communities a better place, articles about how we are creating a sustainable city and information on initiatives being driven by the community and Council.

Why choose Mitcham Community News magazine?

Our advertising solutions are ideal for businesses and community groups wanting to enhance their profile and reach thousands of City of Mitcham residents.

With a reliable and professional service from booking through to distribution, you can provide numerous opportunities for your business, not for profit or community group to be seen.

Published monthly by the City of Mitcham, the Mitcham Community News is a free, 8-page full colour magazine delivered to subscribers electronically via email or a printed addressed copy is delivered directly to their letterbox via Australia Post. It is also available on our website and through high-traffic Council-owned community facilities, including:

- City of Mitcham Civic Centre
- Mitcham Memorial Library
- Blackwood Library
- Mitcham Cultural Village
- Mitcham Community Centre
- Hawthorn Community Centre
- Cumberland Park Community Centre.

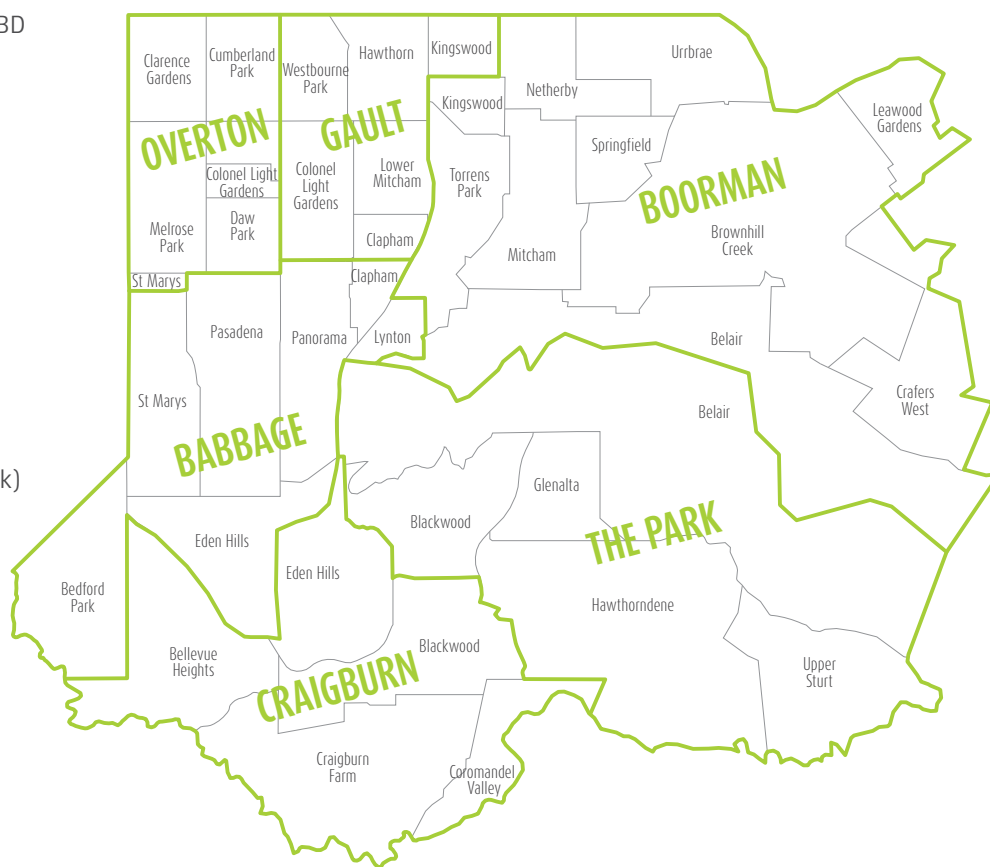
The magazine's high-quality content, coupled with a clean, contemporary design, enables the Mitcham Community News to deliver the whole package to both readers and advertisers.

Our commitment to a lower than average advertising-to-editorial ratio and carefully planned placement in each issue will ensure your business stands out.

Our Audience Profile

Situated 6km from the Adelaide CBD the City includes the suburbs of:

- Bedford Park (part)
- Belair
- Bellevue Heights
- Blackwood
- Brown Hill Creek
- Clapham
- Clarence Gardens
- Colonel Light Gardens
- Coromandel Valley (part)
- Crafers West (part)
- Craigburn Farm (Blackwood Park)
- Cumberland Park
- Daw Park
- Eden Hills
- Glenalta
- Hawthorn
- Hawthorndene
- Kingswood
- Leawood Gardens (part)
- Lower Mitcham
- Lynton
- Melrose Park
- Mitcham
- Netherby
- Panorama
- Pasadena
- Springfield
- St Marys
- Torrens Park
- Upper Sturt (part)
- Urrbrae
- Westbourne Park



Population	66,482
Male	48.3%
Female	51.7%
Households	26,681
0-14 years	17.6%
15-29 years	18.1%
30-44 years	18.5%
45-64 years	26.2%
65+ years	19.6%
Median Age	42
Average people per household	2.51
Median weekly household income	\$1,601
Percentage of household with children	42.7%

The community profile is based on information from Profile id and the ABS 2016 Census.

Advertising Opportunities

Rates

All rates include GST and are valid until 30 June 2024.

Advert Size	Measurements (in mm)	Price (incl GST)
Banner	214 x 50	\$296
One Column Square	66 x 66	\$125
Two Column Square	140 x 140	\$500
Half Column Vertical	66 x 150	\$273
Two Column Horizontal	140 x 60	\$232
Half Page	214 x 150	\$797

Discounts available for multi-placement contracts. Prices on application.

10% loading applies for preferred placement.

Editions

The Mitcham Community News is published monthly.

Issue	Booking Deadline	Material Deadline	Digital Distribution*
July 2023	14 Jun 23	19 Jun 23	26 Jun 23
August 2023	19 Jul 23	24 Jul 23	31 Jul 23
September 2023	16 Aug 23	21 Aug 23	29 Aug 23
October 2023	20 Sep 23	25 Sep 23	3 Oct 23
November 2023	11 Oct 23	16 Oct 23	23 Oct 23
December 2023	15 Nov 23	20 Nov 23	27 Nov 23
January 2024	13 Dec 23	18 Dec 23	2 Jan 24
February 2024	17 Jan 24	22 Jan 24	30 Jan 24
March 2024	14 Feb 24	19 Feb 24	26 Feb 24
April 2024	20 Mar 24	25 Mar 24	29 Mar 24
May 2024	17 Apr 24	22 Apr 24	29 Apr 24
June 2024	15 May 24	20 May 24	27 May 24

Dates subject to change.

* Print distribution 7 days after digital distribution.

Artwork Specifications

Advertisements

Advertisers are to supply advertising artwork complete to specifications. We will not accept artwork that is not in keeping with the style of the magazine.

All supplied artwork should be:

File Type: Press quality PDF, JPEG or TIFF format

Resolution: 300dpi for all images and 800dpi for all text as image

Colour: CMYK or Grey Scale

Fonts: All fonts must be embedded or converted to curves

General Instructions

- Artwork must be correctly sized with required amounts of bleed.
- All transparency effects are to be flattened.
- Ensure all images are at correct resolution.
- Registration marks, keylines, dielines and other non-printing items must be removed.
- Crop marks, if required, are to be positioned outside bleed area.

An advertising design service is available on request and is additional to the advertising rate.

Editorial Contact

For further information please contact:

The Editor

Mitcham Community News

Phone 1300 133 466

marketing@mitchamcouncil.sa.gov.au

City of Mitcham

131 Belair Road

Torrens Park SA 5062

Advertising Bookings & Enquiries

Please contact:

Katrina Lister or Bill Marles

KRL Media Services

Phones: 8231 5433

Email: klister.krl@katron.com.au

Advertising Specifications

Two Column Square

Cost: \$500
Width: 140 mm
Height: 150 mm
Bleed: None

One Column Square

Cost: \$125
Width: 66 mm
Height: 66 mm
Bleed: None

Half Column Vertical

Cost: \$273
Width: 66 mm
Height: 150 mm
Bleed: None

Half Page

Cost: \$797
Width: 214 mm
Height: 150 mm
Bleed: None

Two Column Horizontal

Cost: \$232
Width: 140 mm
Height: 66 mm
Bleed: None

Banner

Cost: \$296
Width: 214 mm
Height: 50 mm
Bleed: None

Terms and Conditions

The Advertiser including their agent(s) (Advertiser) who lodge an advertisement for publication with the City of Mitcham (Council) agrees to the following terms and conditions:

- These terms and conditions constitute the entire agreement between the parties regarding the matters set out in it and supersedes any prior representations, understandings or arrangements made between the parties, whether orally or in writing.
- Council accepts paid advertising that is deemed to be appropriate and of community interest or benefit.
- Acceptance and placement of advertisements is not a recommendation or endorsement by Council of the Advertiser's products and/or services.
- Council, in its sole discretion, reserves the right to refuse or omit any submitted material or to suspend or discontinue publication of any advertisement previously accepted.
- Advertising will not be accepted if it promotes alcohol, firearms, ammunition, betting or gambling, pornography, advertising associated with 'adult industries' tobacco, e-cigarettes and similar products, or any form of advertising that can be interpreted as political, discriminatory, illegal, offensive or objectionable.
- To be eligible to advertise with Council, advertisers must be located in or conduct business within the City of Mitcham's boundaries. This applies to all events.
- The positioning or placement of an advertisement is at the discretion of Council except where expressly agreed with the Advertiser. While every effort will be made to publish accepted advertisements, no liability will be accepted for misplacement or omission.
- The Advertiser undertakes that the advertisement or insert does not contain material that is misleading or deceptive, and that it does not in any way contravene any Federal or State laws or advertising codes.
- The Advertiser accepts full legal responsibility in respect to any advertising approved by it for publication.
- The Advertiser agrees to indemnify and hold harmless the Council against all claims, demands, proceedings and other liability arising wholly or partially, directly or indirectly from the publication of the advertisement.

Design

- The Advertiser is solely responsible for the content and accuracy of its advertisement.
- The advertisement must clearly identify the Advertiser of the product, service or event offered.
- Council may head an advertisement with 'Advertisement' whenever it considers it appropriate to distinguish it from other types of content.
- Council is not responsible for checking supplied print-ready artwork.
- Council accepts no responsibility or liability for any errors due to third parties, sub-contractors or inaccurate copy instructions from the Advertiser or their agents.
- Colours will be matched to the best of Council's ability and no rebate will be made in the event of colour variances.
- Council or its agent KRL Media Services will supply proofs to the Advertiser for approval where the advertisement is designed by Council or its agent KRL Media Services on behalf of the Advertiser.

Deadline

- Complete material must be received before the advertising deadline. If the Advertiser does not meet the advertising deadline, Council may insert a previous advertisement or, if there has been no previous advertisement, may use the space for other purposes.

Payment

- Invoices will be issued when the publication is printed.
- Payment terms are strictly 30 days from invoice date.
- Council reserves the right to cancel any Advertiser's contract if payments are not received on a consistent basis or in the event of non-payment. Failure to make payment will result in the advertiser having their right to advertise removed.
- Payment options include cash, cheque or credit card.
- Advertising rates are subject to change due to unforeseen increases in printing and associated publishing costs. All advertisers will be provided advanced notice of any changes to rates.

Cancellation

- Advertising can only be cancelled in writing by an authorised representative of the Advertiser.
- No cancellation fee applies to cancellations made 14 days prior to the advertising booking deadline.
- All cancellations received within 14 days of the advertising booking deadline will incur a 50% cancellation fee.
- Cancellations received after the advertising booking deadline will incur the full advertising fee.
- Content cannot be removed from the publication for cancellations made within 14 days of the print date.