



ConnectNow
to 4.9 million
Australians
every month.

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+ -
ACM monthly audience



^{NEWCASTLE}
HERALD

The Canberra Times

^{ILLAWARRA}
MERCURY

Bendigo Advertiser

The Daily Advertiser

The Border Mail

Liberal ^{Daily}

THE STANDARD

ConnectNow
14 Dailies

Total combined
reach **1.7 million**

Source: Roy Morgan Single Source,
Oct 2021 - Sep 2022, P14+
- ACM dailies monthly audience

Western Advocate

The Courier

The **EXAMINER** 

Central Western **Daily**

 *The Advocate*

The Northern Daily
LEADER



ConnectNow to ACM's Audience

ACM consistently maintains a large audience through local connection and engaging content. 20% of Australians come to us every month for news, information and entertainment.

ConnectNow



**4.9 million
Australians
every
month**

ConnectNow



**109 Print
Mastheads**
Reaching
2.8 million

ConnectNow



**116 Digital
Platforms**
Reaching
2.6 million

ConnectNow



14 Dailies
Cross-platform
Reach
1.7 million

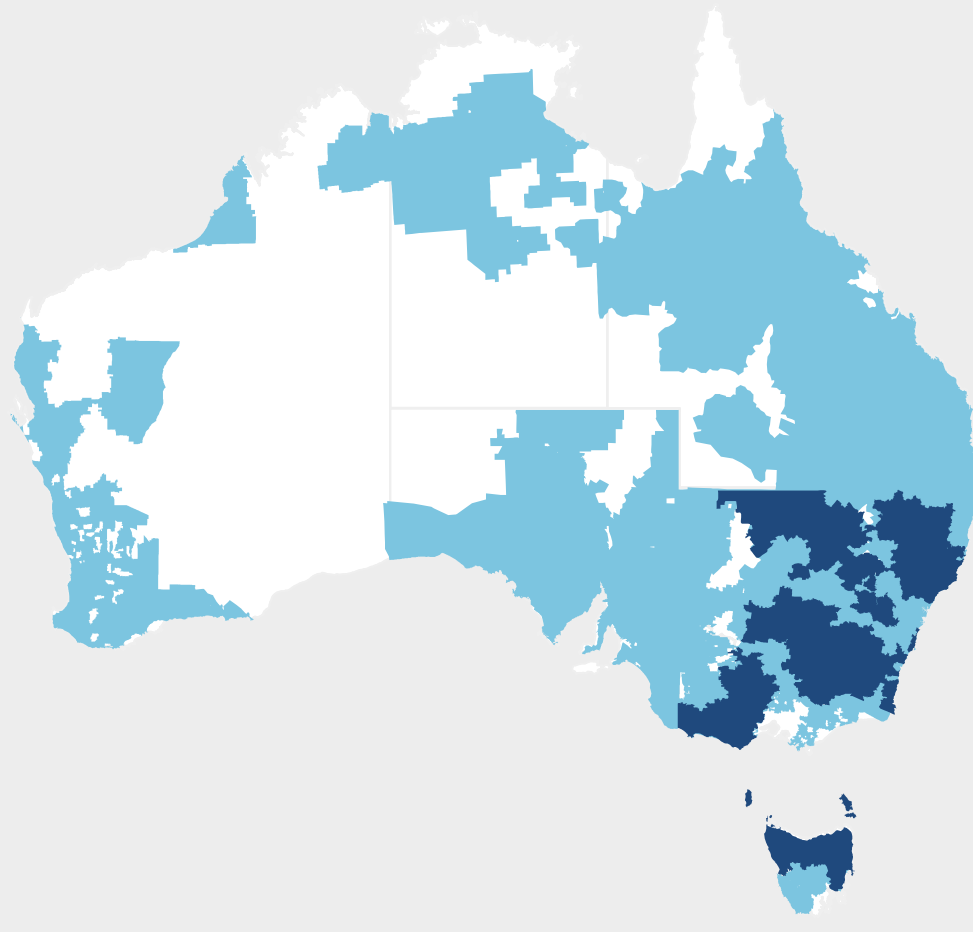
SOURCE: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+ - ACM monthly audience.



ACM Audience

OVER 100 NEWS
BRANDS
REACHING
4.9 MILLION
PEOPLE EVERY
MONTH

- ACM Daily network
- ACM additional network



SOURCE: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+ - ACM monthly audience.

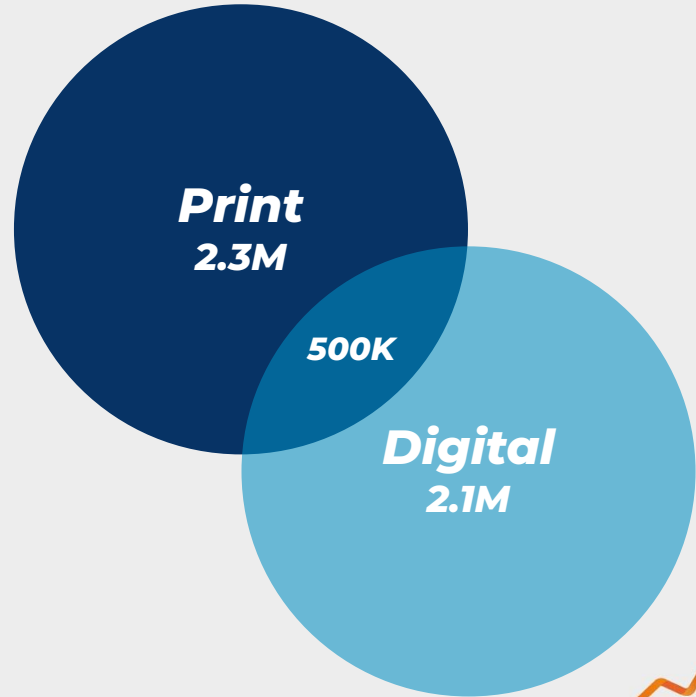


ACM reaches **4.9 million** Australians

Leveraging a combination of ACM print and digital masthead provides significant incremental reach.

The crossover of our digital and print audience is just

10%



SOURCE: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+ - ACM monthly audience.





ConnectNow 109 Print Mastheads

Reaching 2.8 million

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+ -
ACM monthly audience Print





ConnectNow

116 Digital Platforms

Reaching 2.6 million

Source: Roy Morgan Single Source, Sep 2021 - Oct 2022, P14+ -
ACM monthly audience



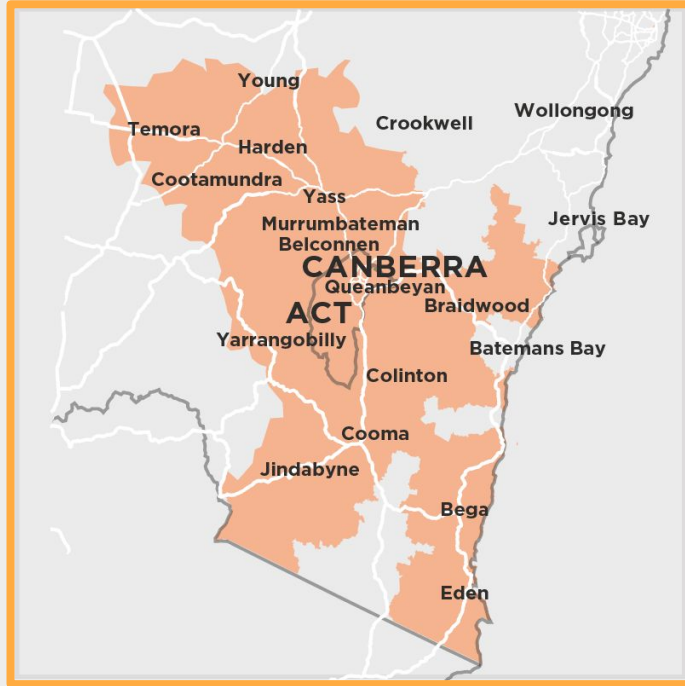
14 Dailies

Cross-platform Reach
1.7 million

SOURCE: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+ - ACM monthly audience.



The Canberra Times



canberratimes.com.au

PUBLISHED

Sunday to Saturday

PRINT

39,614 Ave Issue Readership Mon to Fri

53,256 Ave Issue Readership Saturday

52,037 Ave Issue Readership Saturday

DIGITAL

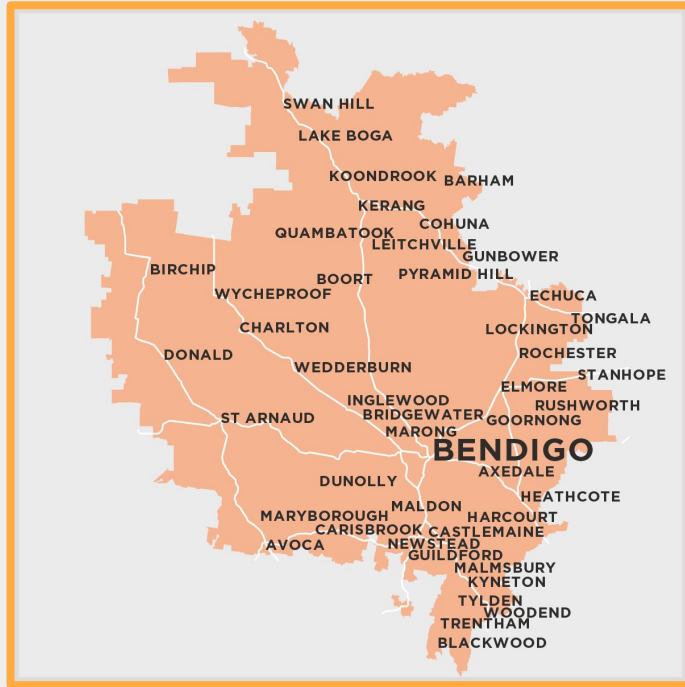
Monthly UAs	Monthly Impressions
343,216	3,714,679

Every day, the publication's award-winning news team brings readers top stories from around the world and the nation. Much of that news is generated right in the nation's capital. Every day, our dedicated lifestyle, sports, entertainment and property teams bring our demanding readership a comprehensive and balanced view of Canberra's social face.

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+, Roy Morgan Live Audiences – monthly audience data – December 2022



Bendigo Advertiser



bendigoadvertiser.com.au

PUBLISHED

Monday to Saturday

PRINT

14,848 Ave Issue Readership Mon to Fri

22,930 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
77,596	709,976

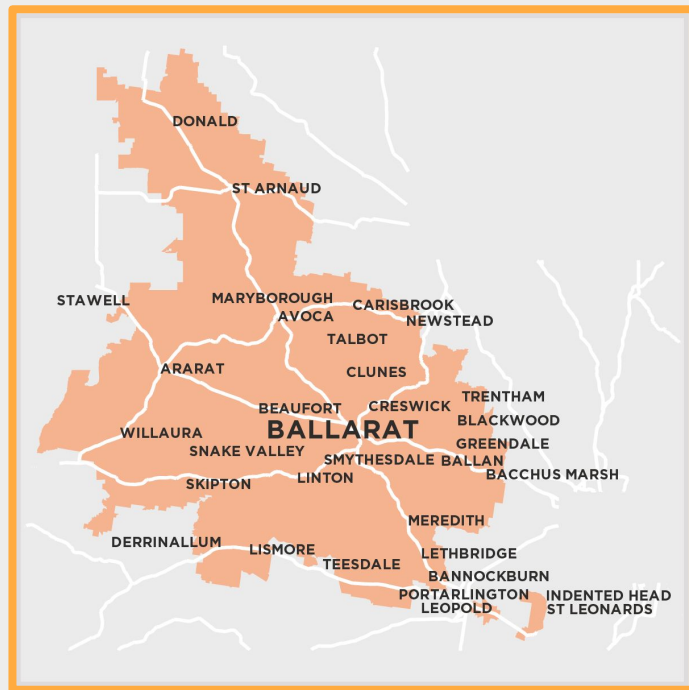
While gold production was a big part of Bendigo's history, the prime industries today are agricultural, ranging from wheat and sheep to dairy farming, intensive orchards and vineyards.

Latrobe University, the new Bendigo Hospital and Bendigo Bank headquarters are the major employers in the region. With a regional population in excess of 140,000 people, the area is served very well by the Monday to Saturday daily newspaper, a full E Edition and strong online presence.

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+, Roy Morgan Live Audiences – monthly audience data – December 2022



The Courier



thecourier.com.au

PUBLISHED

Monday to Saturday

PRINT

16,221 Ave Issue Readership Mon to Fri

28,038 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
89,468	930,750

Ballarat has a strong industrial presence due to several large manufacturers. The State Data Centre and the Technology Centre contribute to a growing emphasis on advancing technology. Commercial change and development in shopping centres is leading extensive growth in the region. Victoria's State Revenue Office is now based in Ballarat as is the regional headquarters of Ambulance Victoria.

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+, Roy Morgan Live Audiences – monthly audience data – December 2022



THE STANDARD



standard.net.au

PUBLISHED

Monday to Saturday

PRINT

9,791 Ave Issue Readership Mon to Fri

21,315 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
59,611	989,967

Warrnambool is a popular tourist destination, located on the coast west of Melbourne where the Princess Highway meets the Great Ocean Road. Warrnambool is the ideal base for visiting wildlife reserves, forests, farms, waterfalls and one of the most spectacular stretches of coastline in the world so is a popular tourist destination.

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+, Roy Morgan Live Audiences – monthly audience data – December 2022



The Daily Advertiser



dailyliberal.com.au

PUBLISHED

Monday to Saturday

PRINT

16,879 Ave Issue Readership Mon to Fri

22,396 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
46,662	266,094

The Daily Advertiser reflects the thriving, diverse and progressive population and the economy of the region. An optimal mix of local, regional, state, national and international news, real estate and advertising features and with a solid online readership and high level of digital subscribers provides a massive audience for advertisers.



Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+, Roy Morgan Live Audiences – monthly audience data – December 2022

NEWCASTLE HERALD



newcastleherald.com.au

PUBLISHED

Monday to Saturday

PRINT

37,722 Ave Issue Readership Mon to Fri

39,747 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
138,979	1,127,976

The award winning Newcastle Herald covers major national and international events as well as any metropolitan paper. Our philosophy is to view those events through the eyes of firstly, Hunter Valley people, and secondly, regional and rural Australians. The Herald leads public debate in the region with its coverage of local issues, from business to politics through to sport and entertainment.

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+, Roy Morgan Live Audiences – monthly audience data – December 2022





theadvocate.com.au

PUBLISHED

Monday to Saturday

PRINT

18,572 Ave Issue Readership Mon to Fri

18,397 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
72,439	875,424

The Advocate's reach is unrivalled by any other media organisation in our market. With a large and growing suite of print and digital marketing services, trust The Advocate to bring your voice to our audience in this major industrial centre with an economy that is driven by shipping, mining, agriculture, forestry, culture, distilling and tourism.



Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+, Roy Morgan Live Audiences – monthly audience data – December 2022



examiner.com.au

PUBLISHED

Monday to Saturday

PRINT

25,204 Ave Issue Readership Mon to Fri

31,995 Ave Issue Readership Saturday

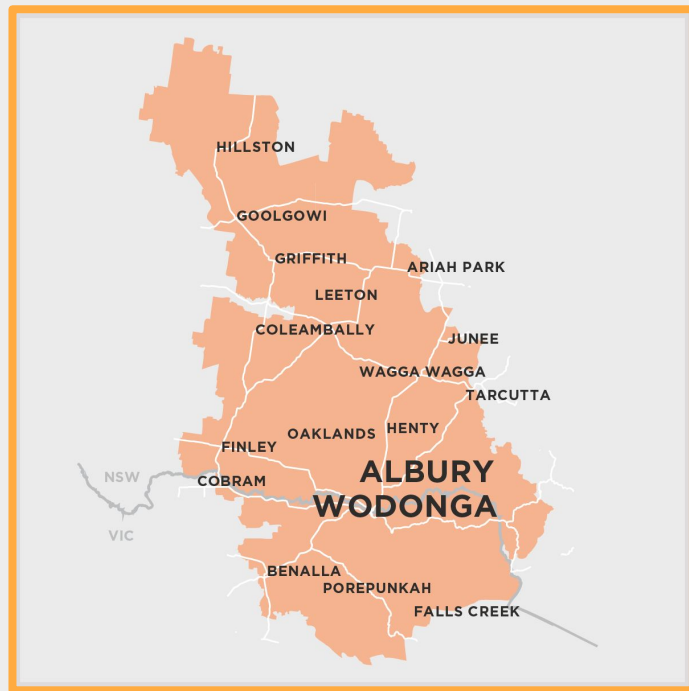
22,633 Ave Issue Readership Sunday

DIGITAL

Monthly UAs	Monthly Impressions
83,171	853,877

Tasmania's second largest city, Launceston, has the charm and pace of a regional centre but with the facilities of a larger city. One of Tasmania's significant wine-producing regions is emerging to the south of the city. Key industries are education and training, manufacturing, accommodation and food production – reflecting the importance of the tourism industry and public service.

The Border Mail



bordermail.com.au

PUBLISHED

Monday to Saturday

PRINT

20,571 Ave Issue Readership Mon to Fri

30,873 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
90,213	1,063,018

Albury-Wodonga is one of Australia's major inland urban centres. The twin cities, straddling the border of New South Wales and Victoria are important centres for employment, health, education and retail.

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+, Roy Morgan Live Audiences – monthly audience data – December 2022



ILLAWARRA MERCURY



illawarramercury.com.au

PUBLISHED

Monday to Saturday

PRINT

17,704 Ave Issue Readership Mon to Fri

25,937 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
151,736	1,543,616

The University of Wollongong has forged an international reputation in information technology and other fields that has created a tech up in the area. The regional economy was built on a foundation of steel manufacturing and heavy industry that continues in the region. The beautiful of the area and proximity to Sydney makes it a vibrant tourist destination.

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+, Roy Morgan Live Audiences – monthly audience data – December 2022





centralwesterndaily.com.au

PUBLISHED

Monday to Saturday

PRINT

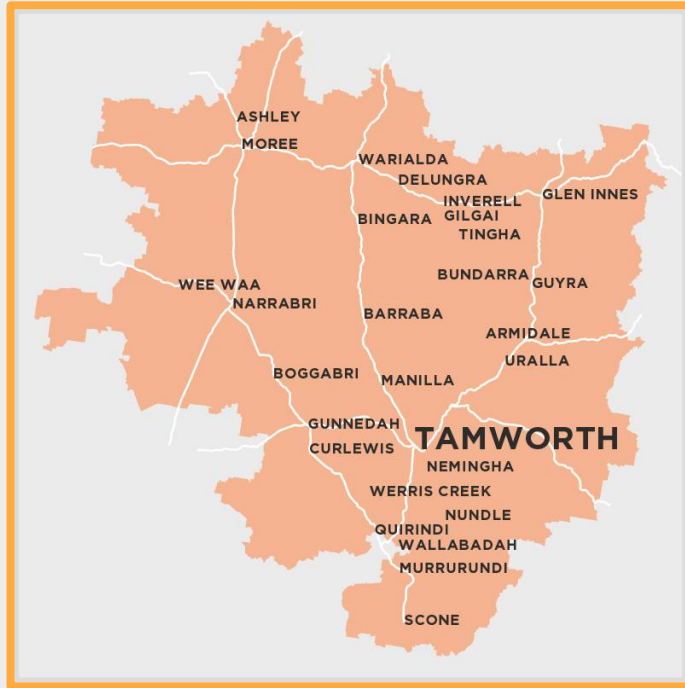
6,538 Ave Issue Readership Mon to Fri

12,831 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
52,250	601,435

Decentralisation movement has formed the basis of the local economy, placing Orange as a major centre for Industry, Agriculture, Education, Health and Government Infrastructure. Orange is a leader in the food and wine industry and enjoys the benefits of nearby mining developments.



northerndailyleader.com.au

PUBLISHED

Monday to Saturday

PRINT

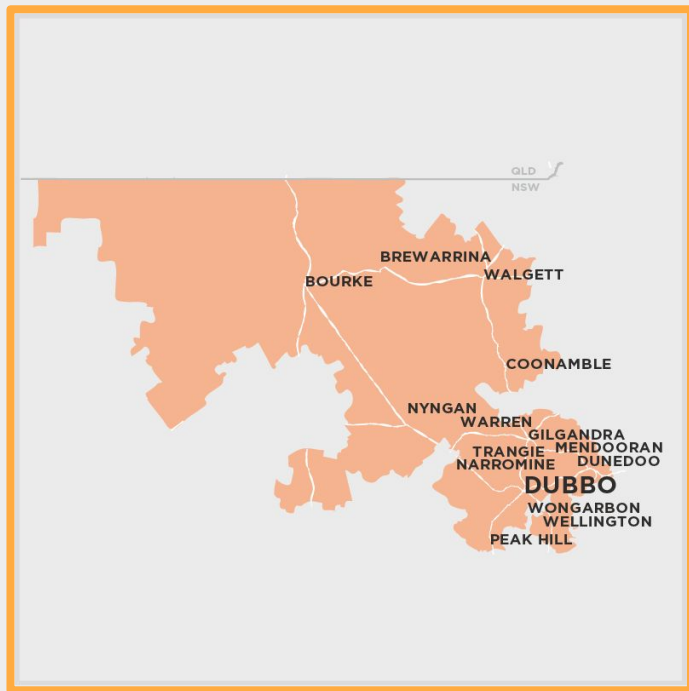
5,213 Ave Issue Readership Mon to Fri

12,866 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
55,809	476,151

The Northern Daily Leader serves a vast and versatile region. Its daily readership sweeps across the North West Slopes and Plains and climbs across the Northern Tablelands. The district is rich in agriculture and Tamworth is best known for its Country Music Festival.



dailyliberal.com.au

PUBLISHED

Monday to Saturday

PRINT

9,452 Ave Issue Readership Mon to Fri

10,154 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
46,662	266,094

Dubbo has evolved from an agricultural centre into a vibrant city with a thriving retail sector with businesses servicing the surrounding areas. The city has a strong economy supported by a diverse range of industries including health, retail, manufacturing, transport, tourism, education, construction, business services, agriculture and government services.

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+, Roy Morgan Live Audiences – monthly audience data – December 2022



Western Advocate



westernadvocate.com.au

PUBLISHED

Monday to Saturday

PRINT

5,920 Ave Issue Readership Mon to Fri

7,759 Ave Issue Readership Saturday

DIGITAL

Monthly UAs	Monthly Impressions
34,597	406,620

Education is the largest single industry in Bathurst, thanks to Charles Sturt University, private and public primary and secondary schools, colleges and training centres. It's also known worldwide as the home of two of the World's greatest car races at Mount Panorama every year. It also services a wide agricultural region and nearby mining sector.

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+, Roy Morgan Live Audiences – monthly audience data – December 2022



Separating fact from fiction

We challenge you, to challenge your perceptions

ACM is just newspapers

53% of our audience consume masthead content online

ACM only reaches a regional audience

51% of our audience are based in metropolitan

Local = Small

ACM reaches 23% of the population by connecting 1136 local communities at a postcode level

There are 5 cap cities

Actually there are 8, and Canberra is our official capital city *(with a population as big as Hobart and Darwin combined)*

I can use metro newspapers to cover off regional

41% of ACM's print audience who reside in regional do not read a major metro or national publication in Australia.

Australia is a capital city centric nation

Net migration of 44,700 people moved to the regions from cities in the year to March 2021, highest on record.*

Majority on people in regional are retired

52% of regional Australians are under 50

Regional = Farmers

Less than 2% of regional Australians are farmers

Newspapers aren't flexible

We can get an advertisers message live less than 24 hours.

Regional is hard to navigate

ACM are experts in regional and local news, we can share insights and provide recommendations to reach your audience

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+
*Provisional Regional Internal Migration Estimates - March 2021, Center for Population, ABS.

