

Attract. Engage. Convert.



LOCAL MARKETING SIMPLIFIED!

While your customers buying process can be complex and confusing, advertising to the right customers at the right time doesn't have to be.

Engage with your ideal customers exactly when it matters most - leading to more calls, purchases and/or store visits.

At ACM we do the analysis for you - so you can simply tell us your goals and let us create an effective way for you to achieve them.

Contact us to learn more about our extensive range of marketing products on offer.

✓ Premium display advertising

✓ Print and digital bundles

✓ Branded content

✓ Google Ads

✓ Spotify

✓ Social display

✓ Ecommerce

ACM is here to support your local business marketing. Whether you need to increase sales, create awareness of a new store, drive customers online, build a database or require a website; we have a range of solutions to connect you with your most valuable customer and help drive growth for your business.

We are a one stop shop for all your business marketing needs. Take a look at some of our solutions to supercharge your marketing.



ACM ADVANTAGE

ACM Advantage provides fast and effective marketing campaigns that help you reach your target audience across multiple channels, including print and digital media. Utilising your existing creative assets, our packages are designed to deliver proven results.

Amplify your reach with the following add-ons:
Story Central | Social Display | LTD | Premium Display

MORE LOCAL DIGITAL DISPLAY



ACM More Local helps you reach a highly targeted local audience by leveraging ACM's large network of websites, with interest targeting available. It's almost like having a 1:1 conversation with people who will buy from you.

Amplify your reach with the following add-ons:
Print | OTB | Websites

STORY CENTRAL



Our branded content team of 25 journalists can help you become a trusted and known business within your community. Our storytelling services help you reach your target audience and build brand awareness by telling your brand's story in a compelling and authentic way.

Amplify your reach with the following add-ons:
SEM | OTB | More Local Display | Organic Traffic Booster | Advantage

RICH MEDIA DISPLAY



Rich Media Display delivers high-performing digital creative to connect your business with potential customers. With over 2.1 million* Australians turning to ACM websites each month, our rich media creative offers a highly engaging ad set for businesses looking to stamp their brand identity in market.

Amplify your reach with the following add-ons:
Story Central | LTD | Websites | Social Display

SOCIAL DISPLAY



ACM Social Display takes your organic Social Content and converts it into a viewable ad unit on any ACM news website, instantly expanding your audience and introducing you to potential new customers.

Match with:
Advantage | Spotify | Websites | Digital Display

LOCAL TARGETED DISPLAY



ACM Local Targeted Display (LTD) helps you reach a large, diverse audience through targeted digital advertising. With added features you can target customers who have visited competitors, visited the local shopping centre or have searched the internet for products just like yours. Connecting with your audience has never been easier.

Amplify your reach with the following add-ons:
Print | Websites | SEM | OTB

PROGRAMMATIC



Supercharge your advertising campaigns with programmatic advertising. Reach your target audience efficiently and effectively by leveraging cutting-edge technology that optimizes ad placements in real-time. Maximize your ROI and unlock the true potential of your marketing efforts with our programmatic advertising solutions.



WEBSITES

Our business is set up to help you get results by reaching your audience – so any new website needs to look great and be easy to use. That is why we only work with the best web software and insist on testing everything to make sure the job is done right. Our job doesn't stop there – we stick with you every step of the way to make sure your website continues to work for you long after it's been built.

Match with:

SEM | OTB | Organic Traffic Booster | Advantage



ORGANIC TRAFFIC BOOSTER

Optimise your Google Business Profile (GBP) and your website by increasing your visibility in the local map pack section of Google and attract more new potential customers for local or national queries.

Amplify your reach with the following add-ons:

SEM | Advantage | More Local | LTD



SEM

ACM's Search Engine Marketing (SEM) connects you with your target audience through highly targeted online advertising. As a Google partner, we leverage our expertise and industry-leading technology to deliver real-time results.

Amplify your reach and maximise your return on investment with the following add-ons:

ACM Advantage | LTD | Organic Traffic Booster



CONNECTV

ACM ConneTV leverages the power of connected TVs to reach millions of viewers and deliver your video advertising message in a high-impact and engaging format. With its ability to deliver targeted and personalised experiences across multiple screens, ConneTV is a powerful tool for businesses looking to reach their audience and drive brand awareness.

Amplify your reach with the following add-ons:

Spotify | More Local Display | Advantage



SPOTIFY

ACM Spotify provides an effective platform for audio advertising, helping you reach your target audience through engaging and personalised audio experiences. With its broad reach, advanced targeting capabilities and ability to deliver measurable results, advertising on Spotify is a powerful way to connect with your customers.

Amplify your reach with the following add-ons:

Print | Advantage | ConneTV | SEM



PRINT

ACM Print delivers quality independent content to millions of Australians each month, positioning your business in a trusted and brand-safe environment. With over 600 ACM journalists, our print offering allows you to reach your audience in a meaningful way.

Amplify your reach with the following add-ons:

More Local Display | Story Central | Websites | SEM

Did you know?

86% of regional Australians feel that local news helps them feel connected to their community.

Source: ACM Heartbeat of Australia, 2023. n=6,316.

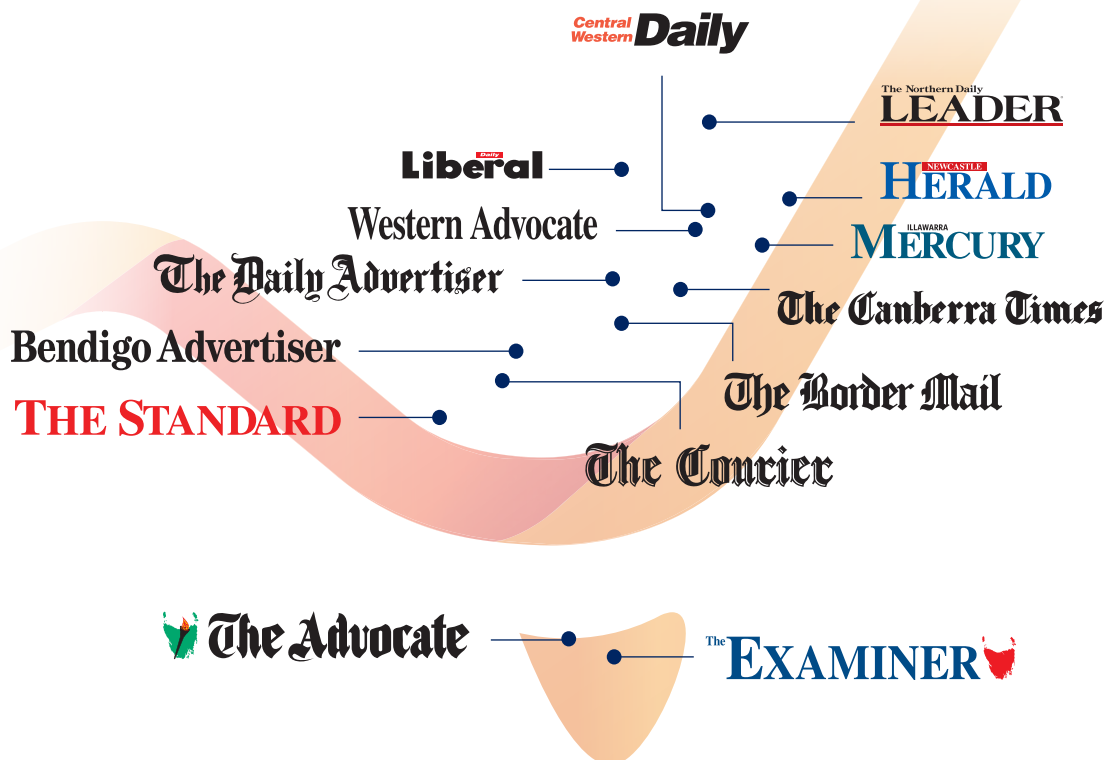


Our team of marketing specialists work with a range of industries including hospitality, finance, accounting, health, property, councils, events, electricity, florists, FMCG, insurance and telecommunications and many more.

Over 100 brands

ACM is made up of more than 100 brands that collectively reach over 4.3 million* Australians. We understand the nuances of regional marketing and can help you find the right place to speak to your local area or introduce your business to an entirely new audience.

Check out some of our leading daily news mastheads



*Source: Roy Morgan Single Source, Mar 2023. People 14+. Monthly audience.