

**UNDER EMBARGO UNTIL 12.01AM TUESDAY 21ST JANUARY 2025**

## **ACM APPOINTS JARRAH PETZOLD AS CHIEF MARKETING OFFICER**

TUESDAY, JANUARY 21, 2025 - Australia's largest independent publisher, Australian Community Media (ACM), has announced the promotion of Jarrah Petzold to Chief Marketing Officer.

ACM is home to more than 100 trusted local news brands serving regional and rural communities across Australia.

Since joining ACM 18 months ago as Director of Marketing, Petzold has been instrumental in driving growth and innovation. Under his leadership, ACM's regional and agricultural news subscriptions have achieved double-digit growth. He has overseen the marketing strategy for the successful transformation of ACM's Western NSW brands to a new "digital + weekend" publishing model, as well as the launches of new businesses including agricultural brokerage Farmers Finance Australia and the regional jobs platform ViewJobs.

In his expanded role, Jarrah will lead ACM's commercial strategy alongside research, creative, trade, and consumer marketing functions. His focus on aligning ACM's marketing and commercial efforts successfully positions the company to continue delivering on its mission of connecting businesses with regional consumers and strengthening regional communities.

ACM Managing Director, Tony Kendall, said: "Jarrah's experience and strategic approach will be an asset to this role. He has already proven himself as a transformative leader, and we look forward to seeing him bring that energy and expertise to ACM's commercial strategy."

"I am grateful to take a greater role in the commercial side of our business," said Jarrah. "Looking ahead to 2025, I'm excited by our team, our strategy, and our purpose: connecting businesses with regional consumers and keeping communities strong, informed, and connected."

Jarrah's appointment reflects ACM's commitment to transforming its business model, supporting regional audiences, and delivering innovative solutions for its commercial partners.

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For more information or interview opportunities, please contact: Sally Roscholler - Trade Marketing Manager, 0419 246 100.

### **About ACM**

ACM is Australia's largest independent publisher collectively reaching 2.3 million\* in print and over 3.3 million\* online each month. The ACM network comprises close to 100 brands, including leading regional news mastheads the Newcastle Herald, The Canberra Times, Illawarra Mercury, The Examiner, The Border Mail and The Courier. The Agricultural division, ACM Agri, reaches 78%\*\* of Australian farmers each month with a national footprint of agricultural specialist brands (The Land and Queensland Country Life), marketplaces (Farmbuy and



Ag Trader) and events (Agquip and Farmfest). We are passionate about keeping our communities strong, informed and connected. ConnectNow with ACM.

*Source: \*Roy Morgan Single Source, Oct 23 - Sept 24, P14+. `IPSOS IRIS October 2024, Audience (Unique Audience). \*\*McNair Yellow Squares QARS, 2023-24.*