

media kit



#heartofthehinterland

COOROY RAG

Community NEWSPAPER

The Cooroy Rag has been the trusted voice of the Sunshine Coast Hinterland community since 1961, proudly connecting residents with local news, events and stories.

Published every three weeks, the Cooroy Rag has built a strong reputation for being the community's newspaper, offering a direct line to the heart of the hinterland.



Get in touch!

Sarah



0481 906 451



advertising@cooroyrag.com.au

Kelly



0481 510 253



sales@cooroyrag.com.au

Why advertise with us?



Community Focussed

Our newspaper is at the heart of the community, allowing advertisers to connect directly with locals.

Broad Content

We cover local news, health, events, community, sports, animals and more!

High Engagement

With a fiercely local readership of up to 25,000 per edition and a growing online presence, your message reaches a broad and engaged audience.

Affordable Rates

Our advertising rates are designed to be accessible for local businesses, providing a cost effective way to promote your products and services.

FREE design service

We will happily create your ad at no extra cost (allowing for one free round of changes), taking the stress out of advertising.

I definitely get calls directly because of my ad in the Cooroy Rag. The whole process was really easy and the team has been a pleasure to work with.
- Jazper



8,000

Copies published every 3 weeks

25,000

Average readership each issue

3000

Facebook followers

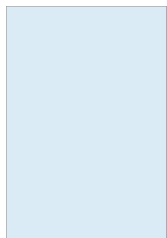


Reach your market

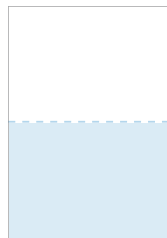
Advertise with us

#heartofthehinterland

1. Choose your ad size



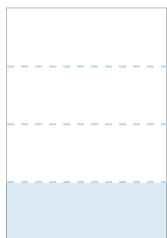
Full Page
\$990
262mm w x 379.5mm h



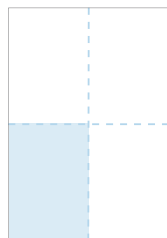
Half Page Horizontal
\$545
262mm w x 183mm h



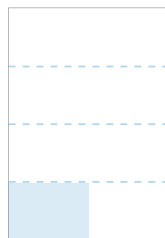
Half Page Portrait
\$545
129mm w x 369mm h



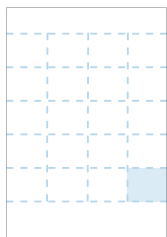
Quarter Page Horizontal
\$275
262mm w x 91.5mm h



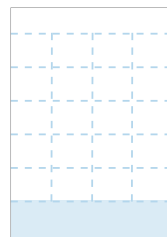
Quarter Page Portrait
\$275
129mm w x 183mm h



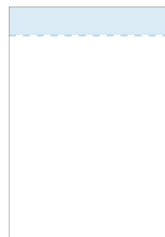
Eighth of a Page
\$125
129mm w x 89.5mm h



Classifieds / Trades Ad
\$50
62mm w x 48mm h



Trades Bottom Strip Ad
\$250
262mm w x 57mm h



Page Sponsorship Strip Ad
\$150
262mm w x 27mm h

Artwork Specifications

- Ad size: as per above
- Hi-Res PDF: CMYK, 300dpi, 100% scale, embed fonts
- No RGB or spot colours
- No crop marks

2. Choose your dates

Publication Date TUE	Booking & Ad Brief Deadline FRI 5PM	Supplied Ad & Real Estate Editorial Deadline WED 5PM
February 4	January 17	January 22
February 25	February 7	February 12
March 18	February 28	March 5
April 8	March 21	March 26
April 29	April 11	April 16
May 20	May 2	May 7
June 10	May 23	May 28
July 1	June 13	June 18
July 22	July 4	July 9
August 12	July 25	July 30
September 2	August 15	August 20
September 23	September 5	September 10
October 14	September 26	October 1
November 4	October 17	October 22
November 25	November 7	November 12
December 16	November 28	December 3

3. Make your booking

For more information or to make your booking, reach out to our fantastic team by phone or email!

Sarah

☎ 0481 906 451

✉ advertising@cooroyrag.com.au

Kelly

☎ 0481 510 253

✉ sales@cooroyrag.com.au

**FREE
AD DESIGN**

We'll create your ad for free, including one round of changes. Additional changes will incur a fee. Contact your sales rep for rates.

T&C's

Pricing and dates effective 1 January 2025. Custom size ads may be priced and placed at our discretion. Trades and Services ads run for a minimum of 6 editions after which, run until cancelled. Our booking and content supply deadlines are set. If you have booked an ad and content is not received by 12noon on deadline day, your last most recent ad will be repeated or will be held over until a future edition. Advertising bookings are subject to space availability. All new clients are required to pay upon approval of their ad for the first 3 bookings. Credit card payments accepted.