The Melburnian

Built like Melbourne.

Layered, local & connected.



themelburnian.au
@themelburnianofficial

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One city. One paper. One website. Everything you need to reach the people who live and work right across the City of Melbourne.

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We've been telling this city's stories for over two decades.

It started in 2003 with one local paper for a brand-new suburb: *Docklands News*. Built to keep residents and businesses informed, engaged and connected when no-one else was bothering to look that closely.

The model worked. So we did it again, and again. *Southbank.* The *CBD*. In 2021 we added *Inner City* and *North West City*, becoming the only dedicated local news service covering the entire City of Melbourne.

Five mastheads. One mission. Now one paper.





News built on the structure of Melbourne itself.

The tram map is how Melbourne is actually experienced: connected across neighbourhoods, layered with different journeys, always in motion. We made it our identity. Every suburb gets its own coloured line and marker, the city's geography turned into a navigation system.

Each suburb keeps its own voice and colour, but every line connects into one network. That's the whole point of The Melburnian: one publication made up of many local voices, sitting right at the centre of it all.

Who we are now.

Hyperlocal, culturally tuned content that reflects how Melbourne actually lives.

Who are we?

Written by Melburnians, for Melburnians. We reintroduce the city's news through its suburbs, with a deep read on the cultural landscape and why local matters.

For Melburnians

Real stories, relevant and reflective of the people reading them. A local-first approach means people feel seen, understood and connected to their own suburb.

Local first, always real

We don't introduce culture, we move with it. Elevating the people, places and happenings within each suburb, the news locals genuinely want to see and hear.

5 ways in.

Print earns trust. Web carries the full story. Social drives discovery. The podcast keeps people close. Every channel reinforces the next.

Newspaper	Editorial, authoritative, high-quality local stories. Authority & trust.
Website	Expanded stories, searchable archive, podcast access. Engagement.
Social	Local relevance, sneak peeks, events. Community-driven.
Email	40,000+ subscribers across the consolidated eNews.
Podcast	Deeper dives into what's locally relevant. Loyalty & community.

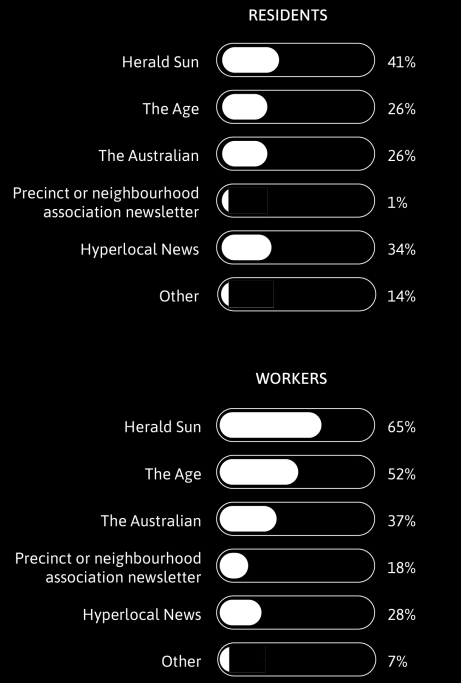
Our Influence.

[Print]

Our reader is your customer. As fierce advocates for our local communities, we're a trusted source of the news that matters to locals, and the relationship runs both ways.

The numbers back it up. Residents and workers are more likely to read us (a monthly publication) than they are to pick up daily titles like *The Age* or the *Herald Sun*, and we rank well with visitors too.

Demographic data: Roy Morgan Research, City of Melbourne & SGS Economics and Planning.



Print.

One masthead delivered to every apartment and house across the City of Melbourne. We are a trusted, authoritative record of local life.



Distribution.

We deliver to every business & household's letterbox across the city of Melbourne.

Staggered through the month and dropped to every apartment and house, many in strata. As a local paper we reach letterboxes, mail rooms and owners' corporations where others can't. Pick-up points include newsstands, supermarkets, convenience stores, cafés, restaurants, bars and hotels.



200,000+
Reach Each Month

80,000
Copies Each Month

188,500
Residents

40,000+
Businesses

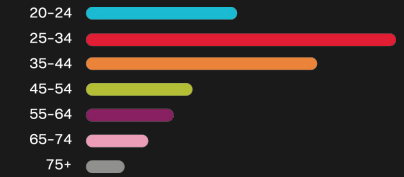
Reach & Demographics.

188,500+
Residents

93,500+
Households

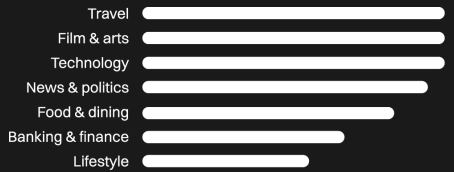
494,800+
Jobs

Age



Skews young, professional and inner-city. A 25–44 core that lives, works and spends in the heart of Melbourne.

Audience Interests



Distribution: 65% apartment buildings · 30% pick-up points · 5% office buildings.

Media Engagement

78%
Read a newspaper (print + web)

72%
Read a newspaper online

SIZE	DIMENSIONS	PRICE
Full Page	(h) 365mm × (w) 255mm	**$9800 +GST**
Half Page	(h) 175mm × (w) 255mm	**$5200 +GST**
Third Page	(h) 115mm × (w) 255mm	**$3600 +GST**
Quarter Page (H) **Quarter Page (V)**	(h) 85mm × (w) 255mm (h) 175mm × (w) 126mm	**$2800 +GST**
Brick (H) **Brick (V)**	(h) 61mm × (w) 168mm (h) 147mm × (w) 81mm	**$1200 +GST**
Eighth Page	(h) 86mm × (w) 126mm	**$950 +GST**
Double Banner	(h) 60mm × (w) 255mm	**$1500 +GST**
Single Banner	(h) 30mm × (w) 255mm	**$750 +GST**
Trade Services Card	(h) 40mm × (w) 61mm	**$280 +GST**
What's On entry	Calendar event listing	**$180 +GST**

Why it works.

One placement now reaches every suburb in the City of Melbourne, no more buying five separate titles to cover the city.

Long-term bundle value.

Sliding fee scale for ongoing bookings, plus value-adds on quarter page and larger: free editorial, free artwork, free Meta boosts and a free business directory listing.

Zoned advertising.

Need to focus on a specific precinct rather than the entire city? Zoned advertising options are available, allowing campaigns to be distributed to selected suburbs, neighbourhoods or distribution areas across The Melburnian network. Enquire within to discuss targeted distribution quantities and precinct-specific opportunities.

Loading fees apply to the first five pages and the back page. Artwork: PDF, CMYK, mn 200dpi,
no bleed, no crop marks. We can set up and design artwork for you

1/4 Page
(h) 175 mm x (w) 126 mm

Brick Horizontal
(h) 61 mm x (w) 168 mm

Brick Vertical
(h) 147mm x (w) 81 mm

1/8 Page
(h) 86mm x (w) 126 mm

Single Banner
(h) 30 mm x (w) 255 mm

Double Banner
(h) 60 mm x (w) 255 mm

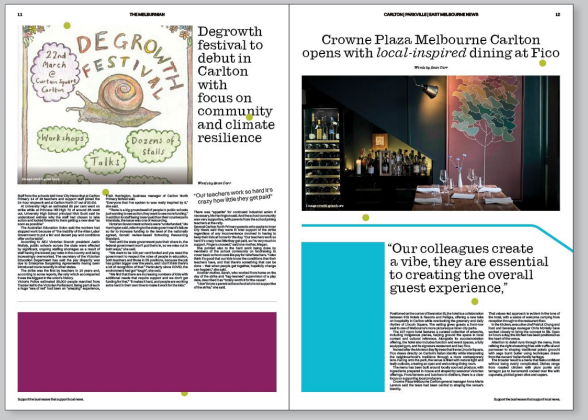
1/4 Page Horizontal
(h) 85 mm x (w) 255 mm

1/3 Page
(h) 115 mm x (w) 255 mm

Full Page
(h) 365 mm x (w) 255 mm

1/2 Page
(h) 175mm x (w) 255 mm





Wraparound

Make the first impression count.

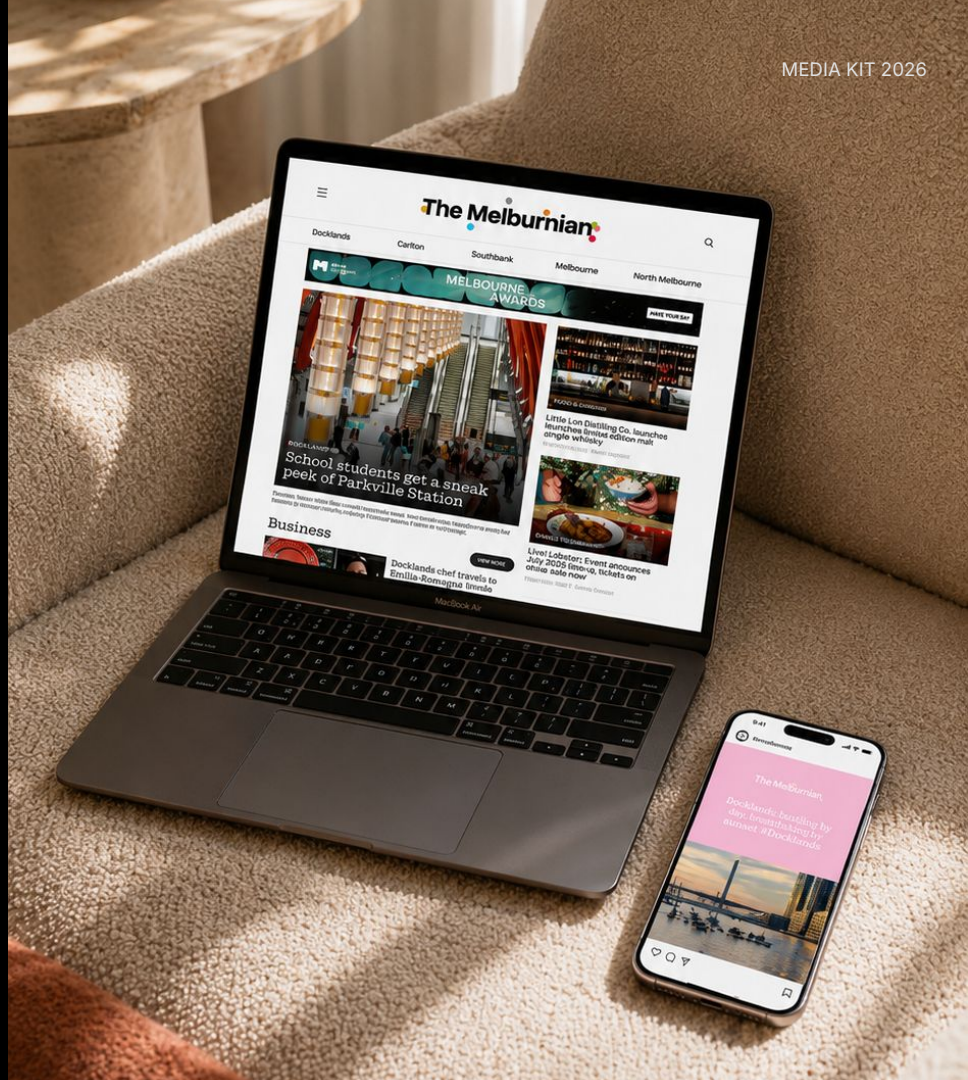
Our premium gloss wraparound places your brand on the front of The Melburnian, delivering maximum visibility before readers even open the paper. Available across the full distribution network or selected precincts to target specific areas of the city. Enquire within for more information.

WRAP/INSERT	PRICE
Wrap (4×1/2pp onsert)	**POA**
Insert (per copy)	**POA**



Online.

One website. themelburnian.au
More monthly views than there are residents.



More monthly views than there are residents.

Five separate sites are now one destination. Constantly updated with stories from the paper plus news and events as they happen, with suburb sections that let readers filter to their own patch.

180K+
Monthly Views

53%
Mobile Traffic

SIZE	DIMENSIONS	PRICE
Leaderboard (top)	1940 × 240px · every page	**$2,600 +GST**
Leaderboard (bottom)	1940 × 240px · every page	**$1,300 +GST**
Leaderboard – mobile (top)	640 × 200px · every page	**$2,600 +GST**
Leaderboard – mobile (bottom)	640 x 200px · every page	**$1,300 +GST**
Brick rectangle (right sidebar)	600 × 500px · every page	**$660 +GST**
Brick tall (right sidebar)	600 × 1200px · every page	**$330 + GST**
Guest article + backlinks	500 – 600 words	**$660 +GST**

Artwork accepted in any format (jpg, png, svg, gif).

Email

42,000+ subscribers, one eNews.

A single, consolidated newsletter across the whole city, with additional weekly area specific bulletins for a hyperlocal experience. Digital PDF editions are downloaded heavily, people still love the newspaper layout.

Social

@themelburnianofficial. Built by Born Social.

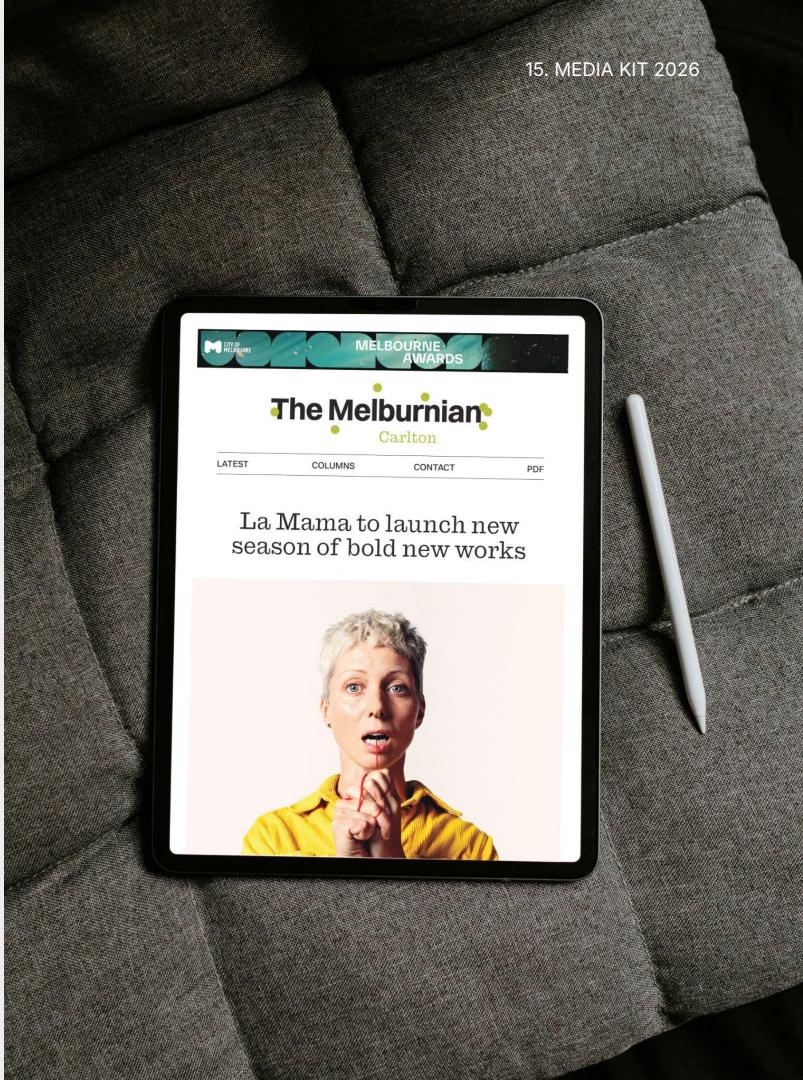
A discovery engine and a community platform. Each suburb carries its own coloured marker, so audiences learn the visual system as they scroll: pink for Docklands, orange for Southbank, lime for Carlton, and on through the network.



Email & social rates

ITEM	SPECS	PRICE
Email banner	600 px × 300 px	**$660 +GST**
Boosted posts Single image, multiple (carousel*), and video.	1:1 – story, carousel, video (w) 1080 px x (h) 1080 px Vertical Story Posts (w) 1080 px x (h) 1920 px	**POA**
Email feature boost	Editorial add-on	**$660 + GST**

Boosted posts featured on Facebook & Instagram. Carousels 1:1, 10 images max.
Artwork in jpg, png or mp4.



Podcast

The Melburnian is expanding beyond traditional publishing through the launch of the Future Melbourne podcast — a new platform exploring the big issues shaping our city's future.

The pilot season reached thousands of listeners and featured conversations on housing, urban renewal, transport, safety, culture, development and city life, bringing together civic leaders, industry voices and community perspectives from across Melbourne.

As The Melburnian evolves into a digital-first media platform, *Future Melbourne* will continue to grow across podcast, video and social formats, creating new opportunities for audience engagement and storytelling.

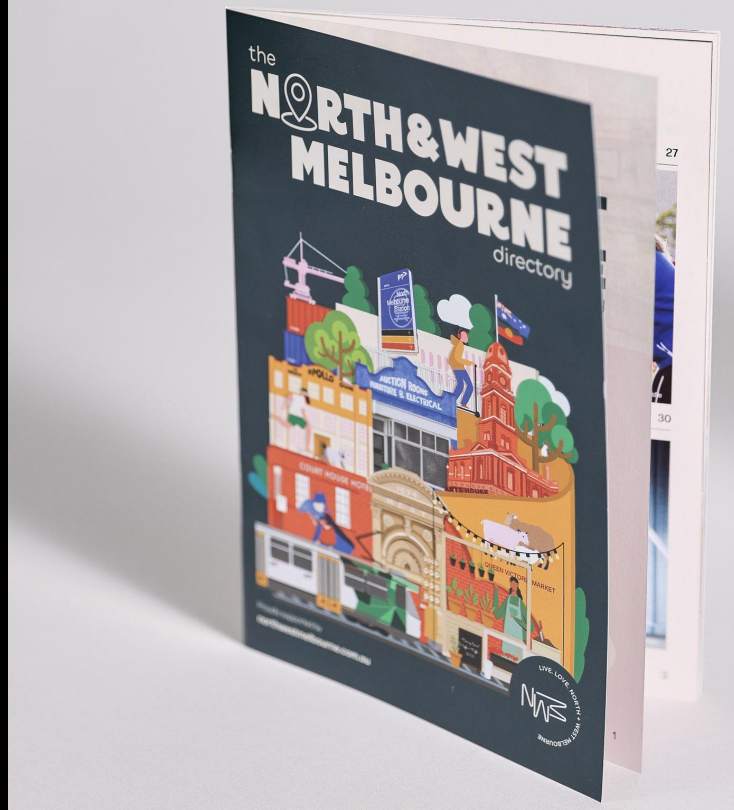
Sponsorship, branded collaboration and partnership opportunities are available. Enquire within to discuss integrated campaigns and custom opportunities.

Future Melbourne



Services.

Connecting Melbourne through design,
distribution, storytelling, directories and digital content.



Editorial

Print & Online

After more than an ad? An editorial feature tells your story properly. Written by our qualified journalists, with professional photography, published in print and online, and boosted across social.

Bundle it with most ad bookings, or take it on its own.

Standard packages from

$1,890+

+GST – tailored to your needs



Directories

Unchanged, and still going strong. We own and publish four annual directories, distributed to every home, business, hotel and precinct in their areas, plus City of Melbourne visitor centres.

SELECTED RATES	DETAIL	PRICE
Back Cover (full page)	Premium position	**$4,000 +GST**
Inside Front / Back Cover	Premium position	**$2,800 +GST**
Full Page (standard) **Half Page**	(h) 210 × (w) 148mm (h) 105 x (w) 148mm	**$1,000 +GST** **$550 +GST**
Listing	25 words + image	**$300 +GST**
Online leaderboard banner	desktop + mobile	**$1,100 +GST**



Melburnian Reels

A hero video for your business.

On-shoot management, creative direction, lighting and equipment, all on location. Usage covers organic & paid social, web and email.

ITEM	SPECS	PRICE
Cinema Reels	1×15s & 1×30s	**$2,800 +GST**
Talent	4 – 5 recommended	**$150pp +GST**
Instagram Reel	x3	**$450 +GST**
Still shots ×20	2hr shoot	**$500 +GST**





Design

Let us design your next ad.

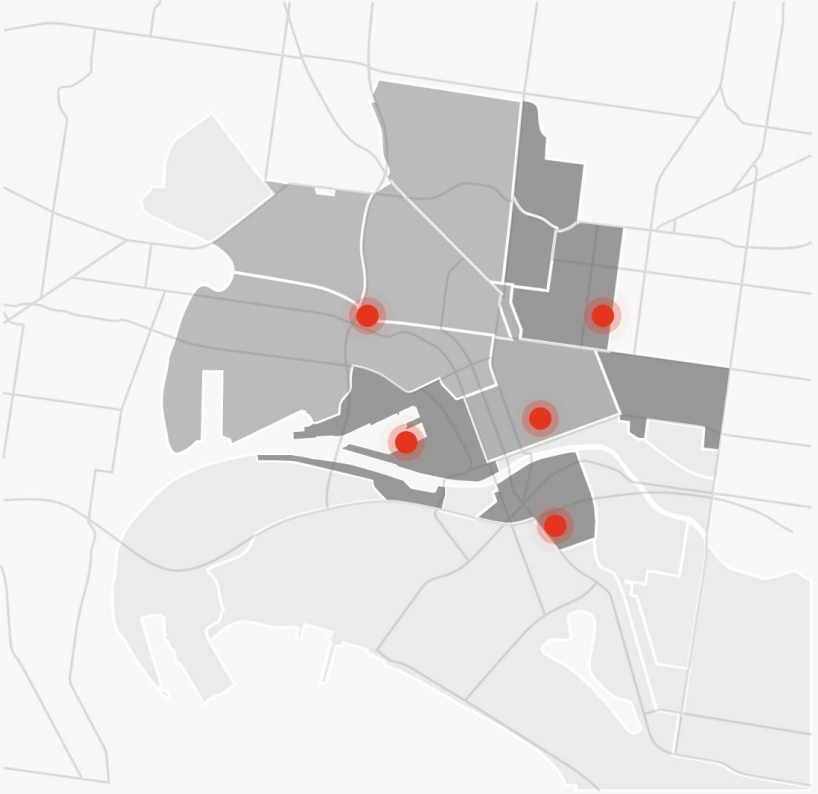
Send us your logos, photos, text or napkin sketches and we'll do the rest.

$200 +GST. Starting rate · packaged free with quarter page & larger bookings

Distribution

Let us deliver your next campaign.

Access our trusted distribution network to reach apartment mailrooms, letterboxes, businesses and key locations across Melbourne's inner city. Enquire within.



Key dates.

2026/27

One masthead, one monthly edition for the whole City of Melbourne, with suburb sections inside. Booking and material deadlines >>>

ISSUE	MONTH	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION STARTS
1	Sep	Wed 2 Sep	Thur 3 Sep	Wed 9 Sep
2	Oct	Wed 7 Oct	Thur 8 Oct	Wed 14 Oct
3	Nov	Wed 4 Nov	Thur 5 Nov	Wed 11 Nov
4	Dec/Jan	Wed 2 Dec	Thur 3 Dec	Wed 9 Dec
5	Feb	Wed 3 Feb	Thur 4 Feb	Wed 10 Feb
6	Mar	Wed 3 Mar	Thur 4 Mar	Wed 10 Mar
7	Apr	Wed 7 Apr	Thur 8 Apr	Wed 14 Apr
8	May	Wed 5 May	Thur 6 May	Wed 12 May
9	Jun	Wed 2 Jun	Thur 3 Jun	Wed 9 Jun
10	Jul	Wed 7 Jul	Thur 8 Jul	Wed 14 Jul
11	Aug	Wed 4 Aug	Thur 5 Aug	Wed 11 Aug

Thank you.

We look forward to working with you.

ADVERTISING
advertising@themelburnian.au
(03) 8689 7980

LOCATION
208/198 Harbour Esplanade
Docklands VIC 3008

ONLINE
themelburnian.au
@themelburnianofficial

The Melburnian