



# The Point ESG News Site Media Kit

2023

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PROUD MEMBER OF  
**LINA**  
Local & Independent News Association





# What is *The Point*?

## Local news with a conscience

*The Point* is a free and independent local news service. We produce digital community news with a focus on the issues you care about the most - nature, social justice, democracy, climate, health, housing...

Our news is available 24/7 on our website, or delivered weekly to your inbox. We also run webinars and live events.



# Why advertise with us?

**Because the Coast is our home and we care about it as much as you do**

We love the Central Coast. We care about its people, lifestyle and exquisite environment. Locals need independent, factual news they can trust and that is exactly what we deliver. We focus on the things that matter to you the most: the environment, fairness, justice and human rights and we keep a close eye on government. The Arts are also an integral part of life on the Central Coast and so *The Point* covers the latest arts news. Our news is free and our reporting is courageous. Our readers are loyal and we believe they are a perfect match for every ethical Central Coast business or organisation.

# Who is behind *The Point*?

## ***The Point* provides independent, professional reporting for the Coast**

*The Point* was created by former magazine journalist and editor, Jacqueline Pearson, to provide local news 'with a conscience'. She believes digital news is the future for local news. The Coast used to have six or more newspapers. Now it has one. *The Point*, on the other hand, is accessible, free and focused on editorial independence and integrity. Jacqueline has dedicated her career to truth in the public interest. She is helped by a band of talented locals: Stephen Pearson for all things marketing; reporter and marketing ace Tracey Hawkins; and design expert Justin Stanley.



**Jacqueline Pearson**

Director



**Stephen Pearson**

Mentor



**Justin Stanley**

Design and IT



**Tracey Hawkins**

Senior contributor

# Ready for takeoff in 2023-4

+377%

## USERS

Since January 2023 our growth trajectory has been obvious and impressive

+418%

## EVENT COUNT

As our unique user numbers climb so too does their level of engagement. They love us, coming to the page more often and spending more time per page

+3000%

## NEW USERS

The word is out. Coasties are realising that *The Point* is the future of local news on the Central Coast

# Our weekly e-newsletter

Our free subscriber newsletter is well loved by a growing audience. It is sent without fail every Wednesday at 6am and our readers are glued-on. This is an excellent channel for advertising your products and services to a highly-engaged readership!

## 60.3%

### AVERAGE OPEN RATE

This is almost 20 per cent higher than our peers according to Mailchimp analytics

## 16.4%

### AVERAGE CLICK RATE

Comparable organisations have an average click rate of around nine per cent

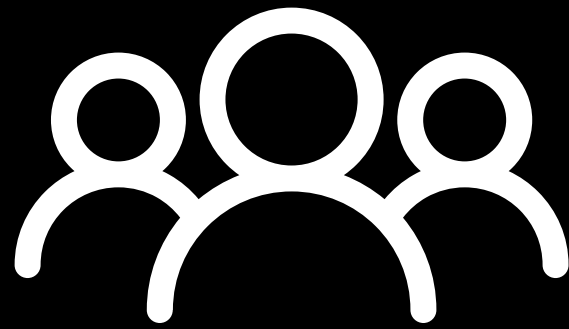
## 0.3%

### LOW UNSUBSCRIBE RATE

Just as our open and click rates are much higher than other businesses in our cohort, our unsubscribe rate is under half that of our competitors. Our audience loves us.

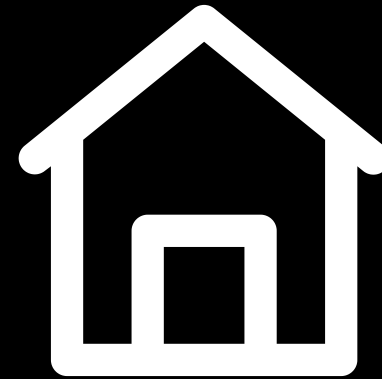
# Key Audience Demographics

It's early days for *The Point* but our dominant demographic has already revealed itself. Our readers are overwhelmingly women 45 years and over. They are tertiary educated professionals, married and mothers. They are active in the community and care deeply about nature, human rights and democracy. We have gleaned this information from our Mailchimp campaigns and ABS data



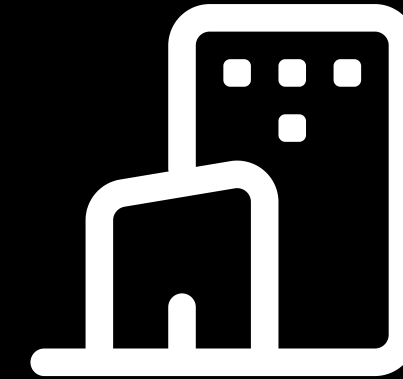
## LOCAL RESIDENTS

Population: 350,000+  
Potential readership: 35,000  
Gender: 75% female / 25% male  
Age: 45+



## HOUSEHOLDS

75% either own home outright or own home with a mortgage



## ECONOMY & BUSINESS

Total number of businesses: 20,000  
Most popular industry of employment:  
Healthcare, construction, services

# How to advertise with us

**We have a number of options available for your advertising needs so you can better achieve your business goals. For a small charge we can also help you to design and develop your advertising materials.**

*The Point* ESG News Site is local news with a conscience. We are a digital-only news publisher. Our news is delivered via our website first. We have a free weekly e-newsletter for subscribers

## ADVERTISING OPTIONS

### **Web-only | 4 week minimum recommended**

We recommend combining banner and MREC ads to maximise your exposure on every page of the website. Your brand or message will be seen in prime digital real estate on our home page, every category page and every article. Over a four-week campaign that gives your thousands of opportunities for our readers to answer your call to action!

### **Web + subscriber newsletter | 1 week minimum term**

The addition of our weekly e-newsletter to your package means you get the reach and frequency of our website traffic along with the attention of our welded-on newsletter audience. Both our click and open rates are almost double those of our competitors according to Mailchimp and we know our e-news subscribers are the perfect match for your messaging

### **The whole kit & kaboodle - web, e-news and social push**

This is our gold standard - maximum web exposure, a connection with our subscribers and a social media push via our facebook, instagram, twitter and linkedin channels. Four weeks is the ideal minimum but talk to us if you want a shorter or longer campaign.

### **Bespoke combos**

No ad campaign is too big or too small for *The Point*. Remember we are the providers of courageous public interest journalism - local news with a conscience - and that extends to the help we offer our advertisers. Talk to us and we will put a bespoke package together to meet your needs and budget!

# Our Prices

AD PACKAGE	PRICE
Leader banner	\$500/month
MREC	\$500/month
Leader banner + MREC	\$900/month
Newsletter	
Newsletter only	\$500/month
Newsletter + 1 web ad	\$900/month
Newsletter + 2 web ads	\$1300/month
Add social media	
Fb, Insta, Linkedin, Twitter posts	\$100/post
Ad design/production	\$50/ad

# Our Formats

Leader banner  
738px x 100px

MREC  
480px x 400px

Newsletter  
insitu  
480px x 400px

Social media  
insitu  
480px x 400px

For more  
information  
visit our website

[www.thepoint.net.au](http://www.thepoint.net.au)

**EDITORIAL AND  
ADVERTISING QUERIES  
TO:**

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TREE > PROFIT