

Media Kit

EUREKA STREET



## EDITORIAL PROFILE

Eureka Street is a vibrant and growing digital platform for sharing new ideas and commentary on current events in politics and culture. Established in 1991, it has long been one of the most respected independent publications in Australia.

Our readers enjoy leading, balanced analysis of local and international politics, culture, religion and current affairs, from an independent perspective. They turn to us because of our diverse stable of respected writers who range from veteran commentators to cage-rattling digital natives.

Each week Eureka Street features new illustrations from award winning cartoonists Fiona Katauskas and Chris Johnston. It is also home to the fortnightly podcast ChatterSquare, hosted by consulting editor Fatima Measham.

Eureka Street offers the ideal way for advertisers to share in Australia's number one magazine of ideas, comment and analysis.

Key characteristics\* of Eureka Street readers:

- High spending power, and open to the online marketplace
- Politically aware, computer literate and well-educated
- Regularly consumes products related to literature, arts and entertainment
- Engaged in current debates on culture and society
- Interested in current theological questions

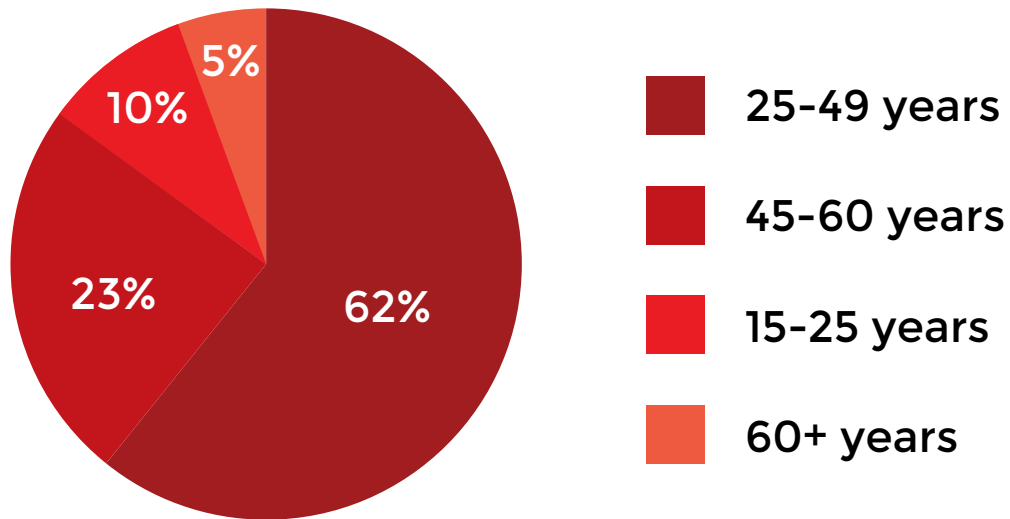
\*AWS

Our statistics show that every unique visitor visits the site twice a month on average, and reads approximately five pages every time they visit, ensuring frequent exposure to your advertisement.

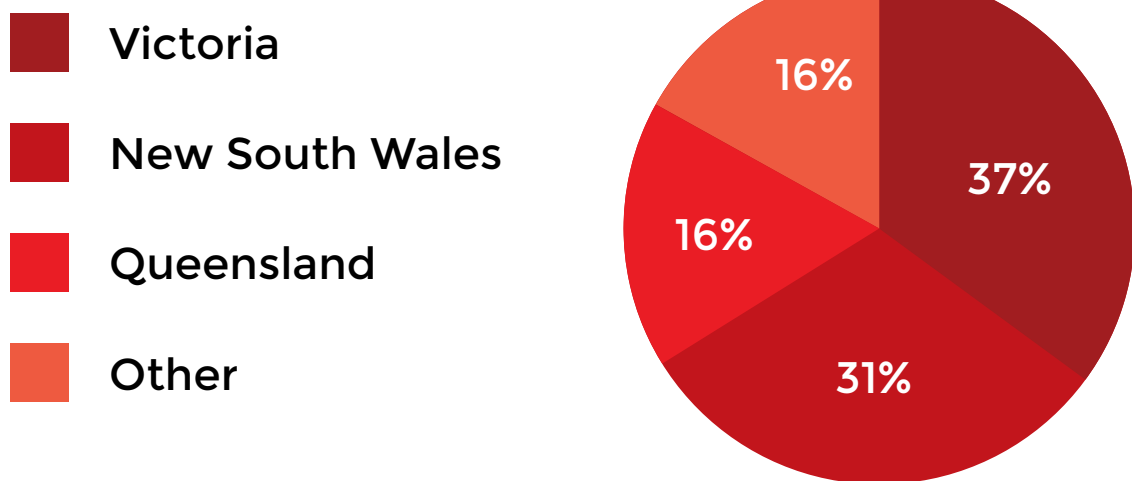
Our advertising manager will generate a report for you at the end of each month (on request), showing how many people saw your ad and how many clicked through.



## CUSTOMER AGE RANGE



## LOCATION OF READER



## ADVERTISING SPECIFICATIONS

Marketing packages include linked advertisement (to chosen URL) on [www.eurekastreet.com.au](http://www.eurekastreet.com.au) and the accompanying e-newsletter.

Packages can be specifically tailored to suit the needs of your business or organisation.



### WEBSITE ADVERTISING

Unique visitors per month: 40,000+

Prices quoted exclude GST

Display unit	Dimensions	Cost per month
Panorama Banner	W 980px x H 120px	\$1250
MRec	W 300px x H 250px	\$800

(all ads run on rotation, max 5 ads at any one time)



## NEWSLETTER ADVERTISING

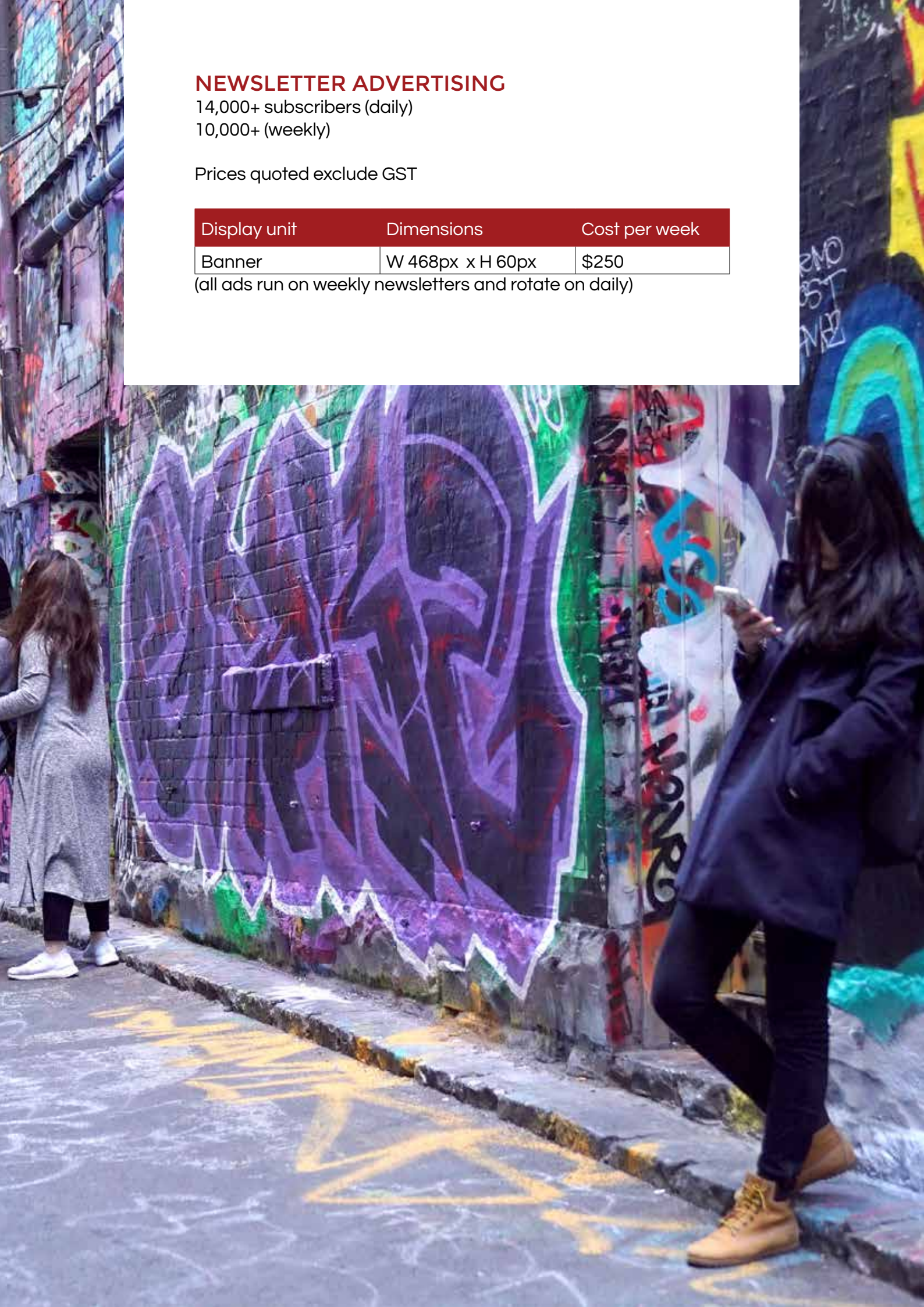
14,000+ subscribers (daily)

10,000+ (weekly)

Prices quoted exclude GST

Display unit	Dimensions	Cost per week
Banner	W 468px x H 60px	\$250

(all ads run on weekly newsletters and rotate on daily)



**EUREKA STREET**

**Advertising enquires:  
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