MEDIA KIT

2022

What is the Manly Observer?

News + Lifestyle for the lower Northern Beaches

Manly Observer is an online news publication targeting the residents of the state Manly electorate – that's Manly, Fairlight, Balgowlah, Seaforth, Brookvale, Manly Vale, Freshwater, Curl Curl and up to Dee Why. It was a social media first publication (Facebook, then Instagram) which expanded to a website in December 2020 at the request of its loyal, local following.

Why advertise with us?

Because locals love and trust us.

We offer an authentic, trusted and familiar voice to hard-to-reach locals. We offer straight up advice on what's good, what's not and the issues that affect the communities of the Manly electorate. We examine the big topics that engage locals of all ages, but talk about them in an accessible and frank way; our even-handed approach to controversial topics mean we bring together residents from all political persuasions and demographics. We also provide lifestyle content, food reviews and profiles written by the best writers in the area to keep the tone of our publication a mix of light and dark shades.

FREE. FRANK. FAIR

ENQUIRIES: editor@manlyobserver.com.au | Kim 0403 841 958

OUR STATISTICS

2.2M
WEBSITE VIEWS

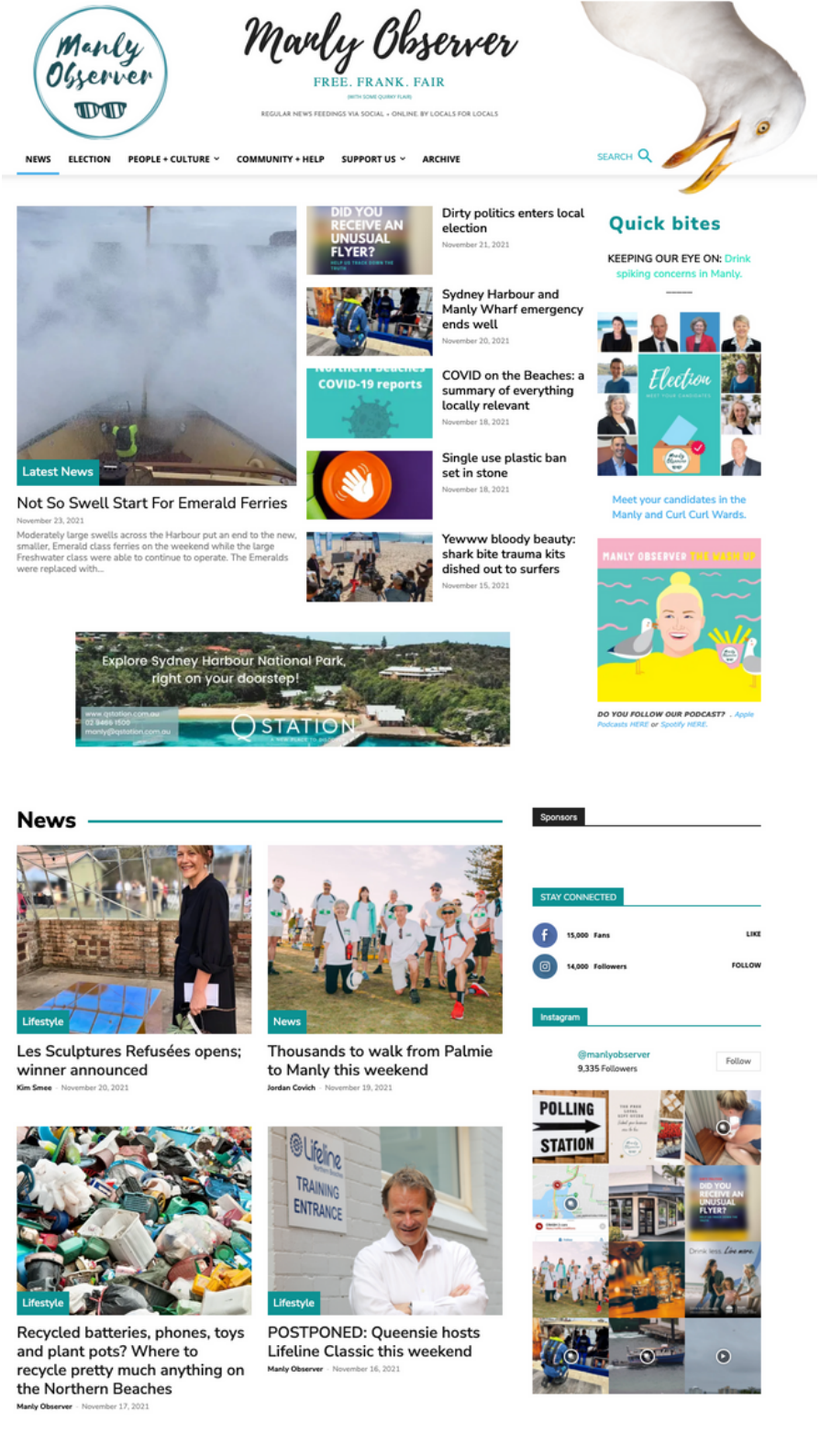
During 2021, Manly Observer has seen huge spikes in website engagement, seeing over 2.2M views.

37K
USER ACTIVITY

Manly Observer has had a large number of unique users through the site (average as at 11/21). We average about 150,000 local views a month.

58K+
SOCIAL MEDIA

Manly Observer enjoys over 30k Facebook page followers and a further 28k on Instagram, these figures are continuously growing.



Who is behind Manly Observer?

Manly observer provides frank, fair, and useful information about the local area.

Manly Observer was created by former newspaper editor, radio producer and government media advisor, Kim Smee, who lives with her husband and son in Manly. She is helped by a number of local writers and creatives including Faye James, Wendy Kay and videographer Tikky Hes.

Frustrated by a lack of access to quality local news, Kim created the news publication in winter of 2020 to provide a forum for hyperlocal happenings. It has become so well-read by locals it hit news headlines at the beginning of 2021 after a very successful website launch.

CONTRIBUTORS:

KIM SMEE
Founder & Editor

ALEC SMART
Photojournalist

WENDY KAY
Entertainment Editor

FAYE JAMES
Lifestyle Editor

BELLA BUDA
Community Journalist

PAUL CARPENTER
Cartoonist

JORDAN COVICH
Cadet Contributor

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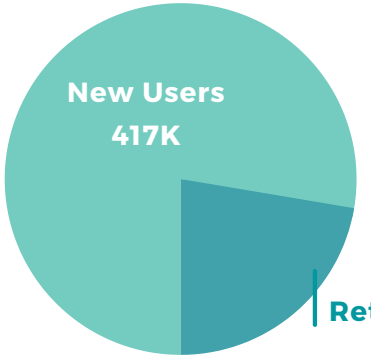
More insights?

The following data was sourced in November 2021 from a Google Analytics review of the Manly Observer account.

3m 58s

Average engagement time for desktop users.



New/ Existing

Users visiting our site

Top Ranking Google Searches

- ✓ Manly News
- ✓ Manly Newspaper
- ✓ Northern Beaches Covid Cases
- ✓ Breaking News Manly

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OUR SOCIAL MEDIA IN 2021/22

842K
PEOPLE REACHED

Our Facebook reach has seen a 205% increase from the previous year. As at March 2022 the reach was 3M +

190K
MONTHLY REACH

Our reach has seen huge improvements, attaining this number in just one month, November 2021. It was five times this in March 2022.

2.1M
ENGAGEMENT

Our engagement has seen a 572% increase from the previous year.

25K
FOLLOWERS

Our Instagram followers are highly engaged, with over 500k engagements in March 2022

How can I advertise with you?

We have a number of options available for your advertising needs, this allows you to better cater toward your business goals. We do ask for all content and creative materials to be supplied, however can offer design work at an additional cost.

Our Packages:

Primary MO Sponsor (4 week minimum term)

This package grants high exposure across our website with both banner and square ads throughout site pages, including the homepage. These placements will vary between desktop and mobile viewing, however from this you can expect at least 40k impressions. Alongside, we offer sponsored social media posts to our large audience.

Secondary MO Sponsor (4 week minimum term)

This package grants medium exposure across our website with square ads throughout site pages, including the homepage. These placements will vary between desktop and mobile viewing, however from this you can expect at least 25k impressions. Alongside, we offer sponsored social media posts to our large audience.

Sponsored Article (subject to approval, includes editorialising)

This offers an entire page dedicated to your article, the sponsored article will also be given a placement on the homepage for a month.

Ad À la Carte - Website/ Social Media

Subject to availability, our À la carte has numerous options with a two week commitment period (flexible if necessary).

Our Prices:

Ad Package	Price
Primary MO Sponsor	$750/week
Secondary MO Sponsor	$600/week
Sponsored Article	$1,100/month
À la carte - Website	
Premium Homepage Ad (square)	$850/week
Regular Homepage Ad (square)	$600/week
À la carte - Social Media	
Instagram Post + Story	$300 + $50/post
Facebook Post	$250/post
Boost	$75 + boost value

Our Formats:

Website Square
1000x1000px

Social Media Tile
1080x1080px

IG Story
1080x
1920px

Strap Banner
1950x510px

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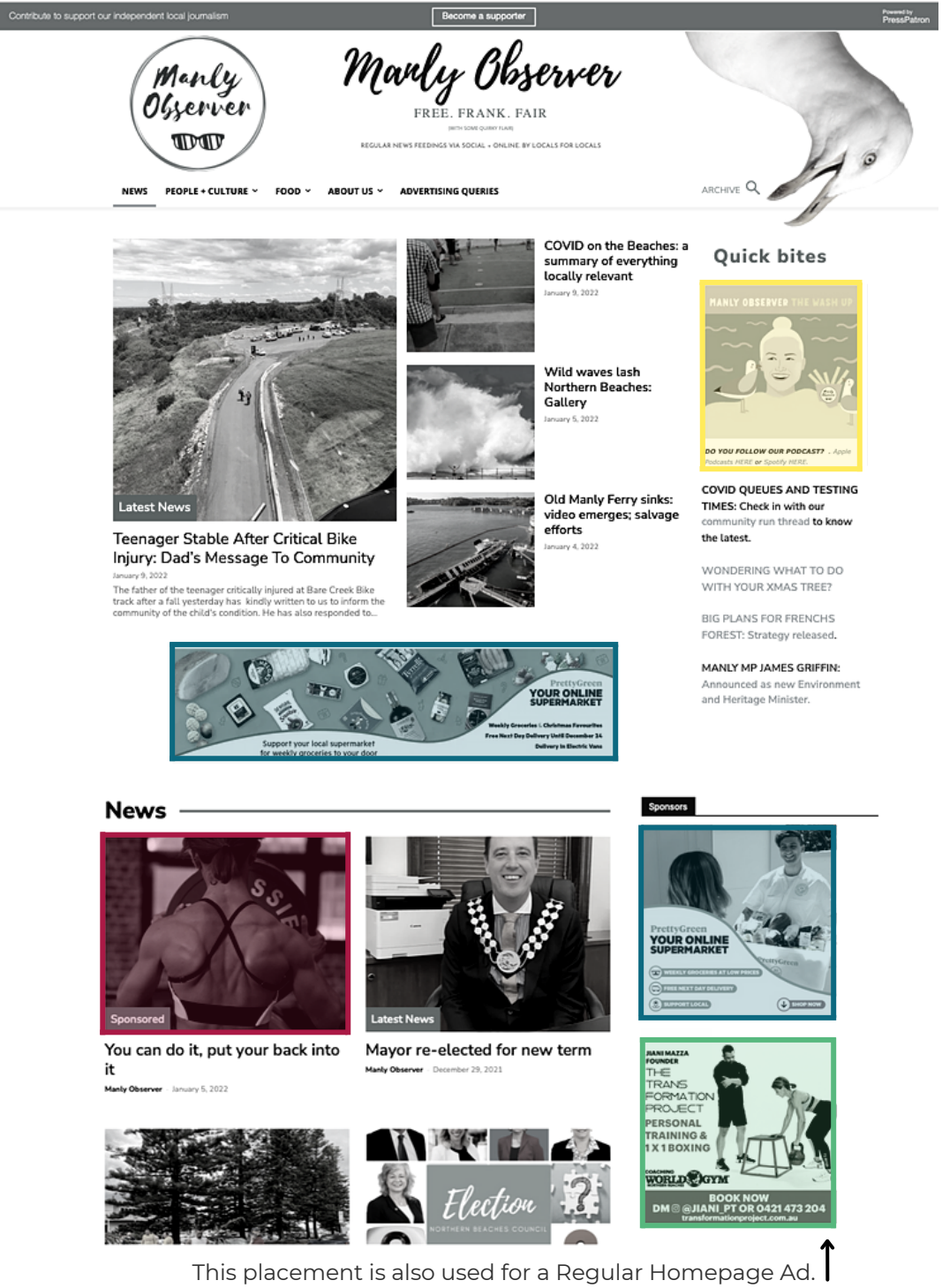

This placement is also used for a Regular Homepage Ad.

Where will my ads be seen?

Our packages allow your ads to be made prominently visible on the Manly Observer home page and individual article pages.

KEY: The colours allocated to each of our offers correlate to where these ad placements can be found.

- Primary MO Sponsor
- Sponsored Article
- Secondary MO Sponsor
- Premium Homepage Ad

Reg at Manly Beach late last year, as photographed by @sim.photog

Seal to the stars, local Northern Beaches celeb Reg the Australian Fur Seal has left us at last for more southern shores.

Manly Observer sat down with the Vice President of ORRCA, Jools Farrell, on Sunday afternoon at the site of Reg's first ever and possibly last ever local sighting at Long Reef wherein she revealed he had now moved on further down the south coast, perhaps never to return. The interview was captured by our local film crew friends and will be available before Friday on our website.

Reg first visited us in early October 2020 and made repeated visits to our most populated beaches for three months.

MOST POPULAR

Young and emerging artists at Manly Art Gallery this month
February 1, 2021

'People think because you deal with shit, you are shit': KENNY theatre review
January 30, 2021

More bus route outrage as drivers forced to "face off" in narrow back streets
January 30, 2021

Sitting down for the skinny on our flabbiest furry friend, Reg
January 29, 2021

Load more

- Advertisement -

With a Primary/Secondary MO Sponsor package, ads will also be displayed on article pages.

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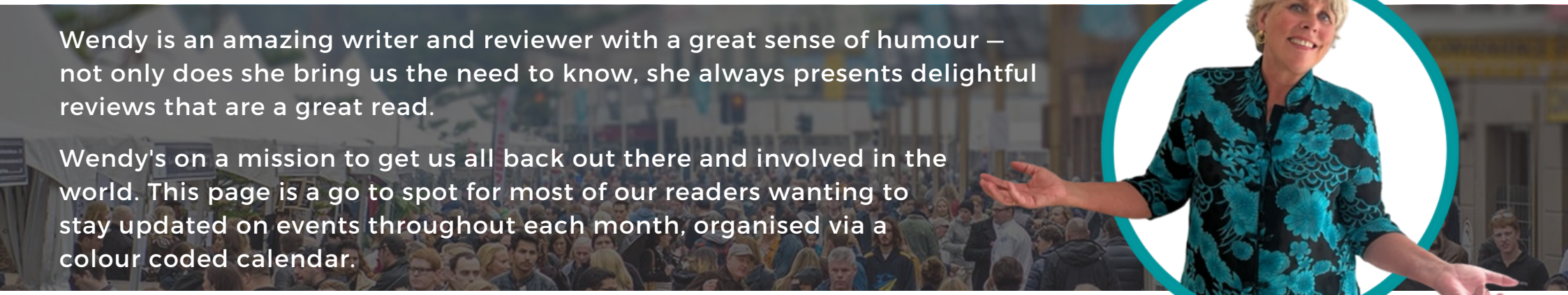
But wait... there's more?

Alongside our advertising packages that are available to you, we also offer a unique placement on our long-awaited What's on with Wendy page - a dedicated spot to discuss everything happening along the Northern Beaches as well as over the bridge.



Wendy is an amazing writer and reviewer with a great sense of humour – not only does she bring us the need to know, she always presents delightful reviews that are a great read.

Wendy's on a mission to get us all back out there and involved in the world. This page is a go to spot for most of our readers wanting to stay updated on events throughout each month, organised via a colour coded calendar.

The colour key is a representation of the vast event types we cover, and also signals some important target audiences.

Calendar Colours

- Local Entertainment
- Family
- All of the rest
- Free + Community
- Over the Bridge

Event Page Ad Placement

You can highlight your upcoming event via a large banner on this page. We offer the spot at a weekly or monthly rate. It is free to list most events but ticketed niche events we wouldn't normally list can be listed for just $50.

Our Prices:

Ad Package	Price
Event Page Ad	$450/week
	$1,000/month

Our Format:

Strap Banner
1950x510px

This placement will sit directly above/below our calendar. It presents as a large square on mobile. (1000X1000px)

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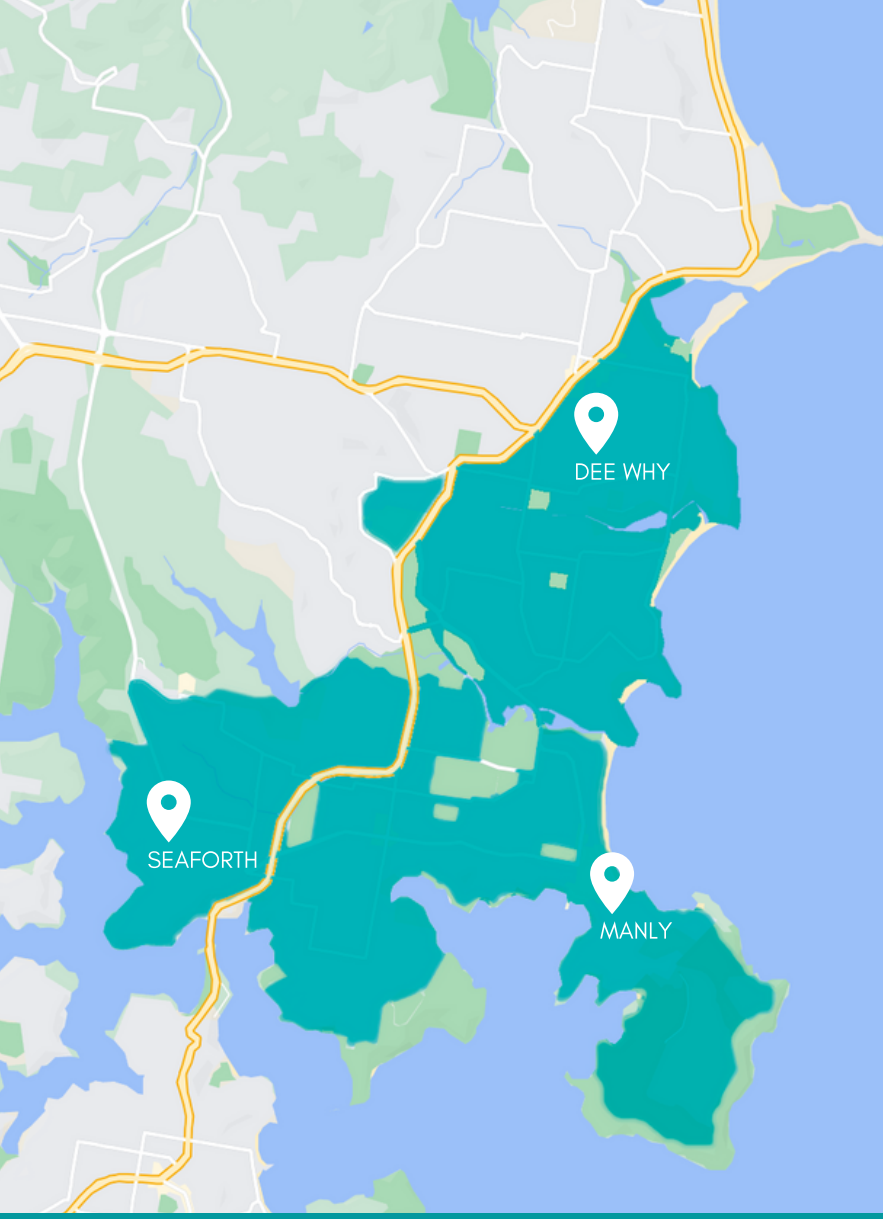
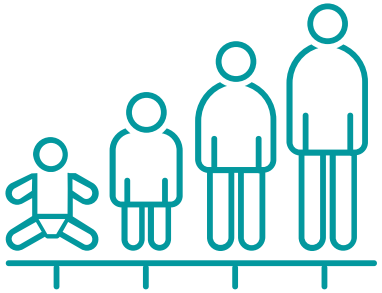


Who can we expect to reach via Manly Observer?

Our readers are dispersed across the Northern Beaches, but our main focus is on the areas highlighted above.

Key audience demographics?

As a result of our reach, Manly Observer has exposure to varying demographics. From the combined findings of Domain and the Australian Bureau of Statistics 2016 & 2020, alongside our own insights, our most prominent audience can be recognised under the following criteria.



LOCAL RESIDENTS

Population: 80,000+
Average age: 35 to 44
Gender: 75% female / 25% male
39% families / 61% Single

HOUSEHOLDS

47% Owners / 53% Renter
Median House price: $4.2 mil
Median Rent: $1300 p/w

ECONOMY & BUSINESS

Total number of businesses: 33, 492
Most popular industry of employment:
Professional, scientific and technical services

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What have other people said?

Our loyal readers and clients have donated coffees and written reviews to show their support.

FROM OUR READERS/FOLLOWERS:

Tracy Black bought 5 coffees.

Thank you for providing much needed community news to the Beaches. Your posts have been refreshingly neutral without bias, just as news forums ought to be

Share

Jennifer bought 5 coffees.

thanks for your excellent work and updates during lockdown, really appreciated what you did. such a great little source of local news

Share

Jason Mulvihill bought 4 coffees.

Great Reliable & Professional news source. Thanks so much. Keep up the awesome work.

Share

Flick bought 3 coffees.

Haven't seen journalism this good in a long time! Thanks for all your work!

Share

“

We showed up at manly deli after your post about their sandwiches :) We'd been there many years ago but hadn't visit in a while. Your post was a timely reminder that they are still there and we should visit. The sandos were amazing and the staff are super super friendly.

MO is a great account to discover other local accounts/business. I've followed multiple accounts as a result of your posts and sure they will likely convert into a sale or visit from my end.

Keep up the good work! Love your stuff. - Ricky P. Balgowlah

“

What started as an Instagram Page has now become the one-stop-point of REAL reports for locals.

I speak for most of NB when I say that if something is happening, you jump straight on MO to see if there is info and 9/10, you can place bets there will be up to date info in real time, no biases, no opinions, just news. 10/10 Kim! - Yana F.

FROM SOME OF OUR CLIENTS:

Benjamin Kassel, Managing Director, Pretty Green Supermarket

For the launch of Pretty Green Supermarket we have trialed several media outlets and different mediums from print, social influencers to promo flyers. We never achieved the promised results and engagement. When Pretty Green approached Manly Observer, we were positively surprised about the detailed questions we were asked about our business and objectives. We could tell Manly Observer really wanted to understand our business model but also ensured Pretty Green brand values aligned with the Manly Observer audience. Kim definitely falls into the category underpromise and overdeliver. The results have been very satisfying from our end, seeing a significant increase in Instagram followers and new customer acquisition.

It was an absolute delight to work together with Kim. She has been an incredibly valuable strategic media partner. We are pleased to say that Pretty Green continued the partnership with Manly Observer after the initial launch campaign and will do so throughout 2022.

Irene Zalami, Co-Founder, Little Shop of Waffles

We launched Little Shop of Waffles on New Year's Day 2021, right in the middle of the Northern Beaches lockdown. Kim (who never misses a beat) stumbled across our little shop, introduced herself and as she ordered her waffle started to explore more about our brand and proposition. That evening / the next day] she launched the editorial, complete with the video interview, pics and founder quotes. On our fifth day of trading, we only had a small bunch of friends follow us on social media and no other marketing live yet, so the influx of followers could be solely attributed to the Manly Observer article. Furthermore, the steady stream of customers who visited over the month explained that they had discovered us on MO.

If a business is keen to reach our local community we highly recommend working with the Manly Observer - it jump-started our business by increasing awareness and expressing our proposition perfectly.

Jade, Founder, Yoga + Unwind

As I was starting out with my new business, a friend suggested I talk to MO to do some advertising to try help get my brand awareness up. Kim was not only an absolute legend who felt like a friend from the moment we connected but she gave me sound advice not to mention helping me gain new followers. I couldn't be more grateful for all she has done and I cannot recommend her services more highly.

FOR MORE VISIT OUR WEBSITE

WWW.MANLYOBSERVER.COM.AU

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