



2026-27 ADVERTISING GUIDE

Local stories. Local businesses. Local voices.

ABOUT THE COASTAL VOICE

The Coastal Voice is an independent, locally owned community newspaper serving the North West Coast of Tasmania from Port Sorell to Somerset.

Published monthly and distributed **FREE** of charge, it reaches over **57,900** residents, providing trusted local news, stories and advertising opportunities that genuinely connect with the community.

Volunteer-supported and community driven, The Coastal Voice covers local news, community events, arts and culture, council and civil matters, business features, classifieds and human-interest stories.

As the official print partner of **Spirit FM**, North West Tasmania's new community radio station, The Coastal Voice now offers even greater opportunities for local stories and businesses to be seen, heard and connected across both print and radio platforms.

Advertising submission closes on the third Thursday of each month.

The publication is released online and delivered from the 1st of each month, offering consistent, reliable exposure for businesses and organisations.



Advertising submissions close on the third Thursday of each month.



The publication is released online and delivered from the 1st of each month.

WHY ADVERTISE WITH THE COASTAL VOICE?



CONNECT WITH OVER 57,900 LOCAL READERS ACROSS THE NORTH WEST COAST



TRUSTED, COMMUNITY-FOCUSED NEWS & STORIES



PRINT, ONLINE & SOCIAL MEDIA EXPOSURE



EXPANDING LOCAL REACH THROUGH RADIO ON SPIRIT FM



VOLUNTEER-SUPPORTED & COMMUNITY-DRIVEN

**REACH 100,000 +
ONLINE & SOCIAL VIEWS MONTHLY**

ADVERTISING OPTIONS

Prices valid until 30 June 2027
Inclusive of GST

AD TYPE	DIMENSIONS (mm)	B&W PRICE	COLOUR PRICE	PREMIUM LOCATION
Business Card	65mm (H) x 93mm (W)	\$95	\$150	-
Quarter Page	67mm (H) x 190mm (W)	\$190	\$300	-
Quarter Flyer	135mm (H) x 93mm (W)	\$190	\$300	-
Half Page	135mm (H) x 190mm (W)	\$375	\$600	-
Full Page	277mm (H) x 190mm (W)	\$750	\$1200	-
Quarter Page Premium Location	67mm (H) x 190mm (W)			\$500
Full Page Premium Location	277mm (H) x 190mm (W)			\$1800
Community Event Promotion	By consultation			Print donation
Social Media Only Event Promotion	By consultation			Print donation
Artwork / Creative Production	By consultation			By consultation

Please supply complete graphic material as a PNG or JPEG file without bleed or crop marks, in the correct dimensions by 12pm on the third Thursday of each month.
5% discount available for 6-month bookings paid in advance.
10% discount available for 12-month bookings paid in advance.

All requests for creative services to be made at least 7 days prior to deadline.

COMMUNITY CLASSIFIEDS

Our classifieds offer a cost-effective way to reach a highly local, engaged audience.



\$3 PER LINE

Ideal for individuals, traders and small businesses. Affordable, practical and community-focussed.

Classifieds are charged at \$3.00 per line, billed monthly on the 1st, with a 5% discount available for 12-month bookings paid in advance.

Buy, sell, promote locally!

ONLINE MEDIA

In 2024, NW community media purchased *The Central Coast Voice* and rebranded to *The Coastal Voice*. Our online media provides reliable, continuous content with an average of 100,000 social views per month. Subscribers have direct access to our Flipbook and Downloadable editions with long form and unique content not published in print. The site and social media are fast-growing source of Coastal events, community stories and local information.



Coastal Business Advertising



Long Form and bonus content on downloadable format



Partnered with Spirit FM Radio



Catalogue of Editions

Proudly supporting
NORTH WEST TASMANIA
COMMUNITIES



thecoastalvoice.au



facebook.com/
thecoastalvoice.au



Local stories.
Local businesses.
Local voices.