

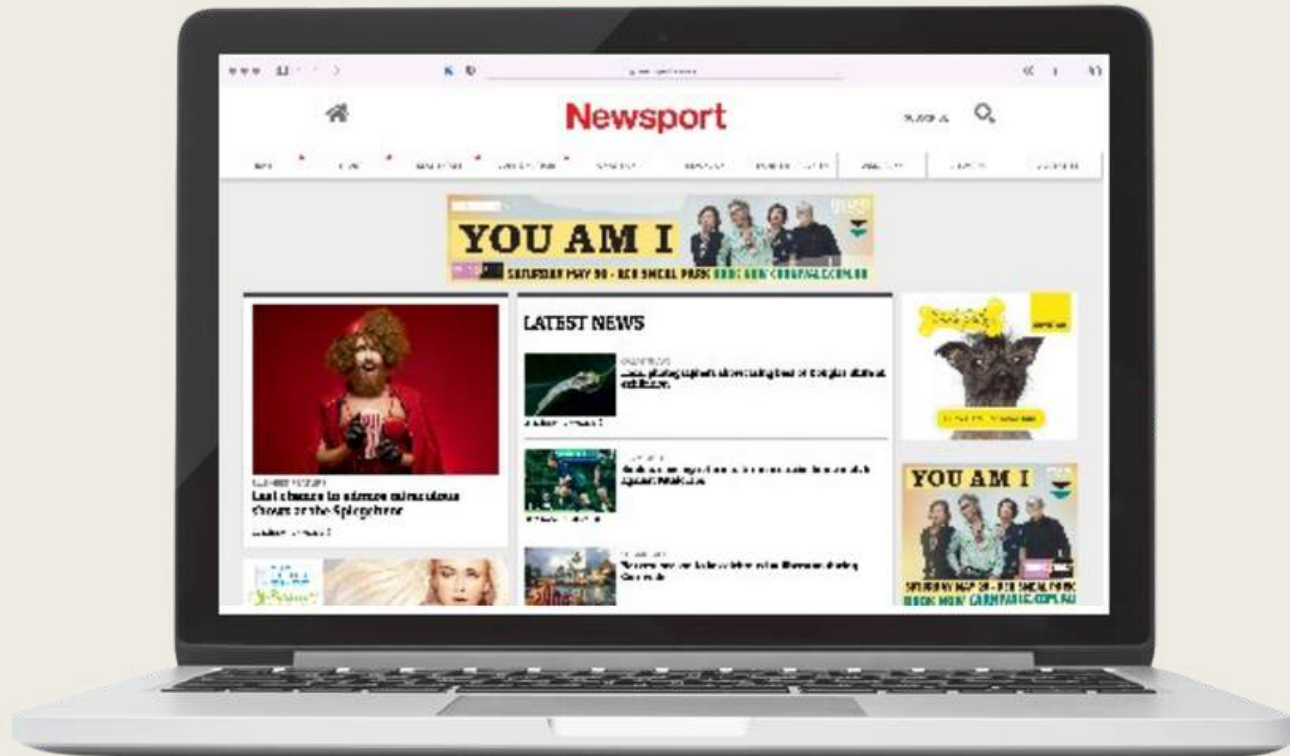


2026 MEDIA KIT

Douglas Shire News
Newspport

WHY ADVERTISE WITH NEWSPORT?

Easily accessible from your phone and computer!



Douglas Shire News
Newsport

ABOUT US

Newsport is Far North Queensland's premium free digital news platform and fortnightly newspaper.

Locally owned and operated for over 15 years, we deliver trusted local news, stories and advertising from Cairns to Cape York, keeping communities informed, engaged and connected.

Local newspaper:

Our fortnightly newspaper is distributed throughout the entire Douglas Shire region.

Print run: 2000

Digital services:

The daily news website, email alert newsletter, and active social media channels reach 73,000+ monthly readers, 12,000 email subscribers, and 19,000 social media followers.

WHAT MAKES NEWSPORT DIFFERENT?



Visual Direction

- Showcase the regions lifestyle imagery (beaches, marina, rainforest)
- Highlight tourism + local community
- Custom visuals can be tailored for each advertiser's targeted audience

Douglas Shire News
Newsport

UNIQUE AND WIDE REACH

Highly engaged mix of residents, business owners, affluent travellers and region investors.

Coverage across The Douglas Shire, surrounding regions and strong outside the region visibility.

ENGAGED AUDIENCE

Integrated campaigns across digital, print, editorial, newsletter and social platforms with high click through rate.

OUR AUDIENCE (OVER 30 DAYS)



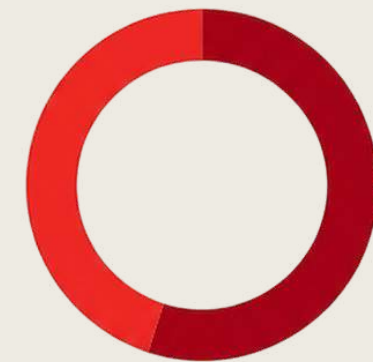
KEY METRICS:

- Readers: 73,000+
- Loyal readers: 48,000
- Page views: 170,000+
- Avg. Session Duration: 1:45 min
- Newsletter Subscribers: 12,000+
- Social Media Followers: 18,000+

Data from GA4

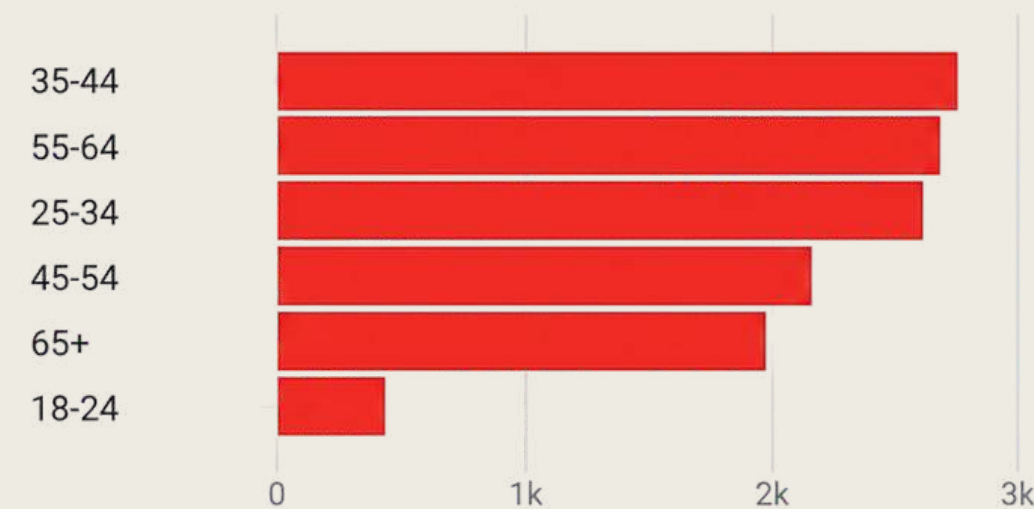
AUDIENCE DEMOGRAPHICS:

Gender:



● FEMALE 45.1%
● MALE 54.9%

Age Groups:



TOP LOCATIONS:

Douglas Shire (Port Douglas, Mossman, Daintree) - 6,000

Greater Cairns and Tablelands - 14,000

New South Wales - 16,000

Victoria - 14,500

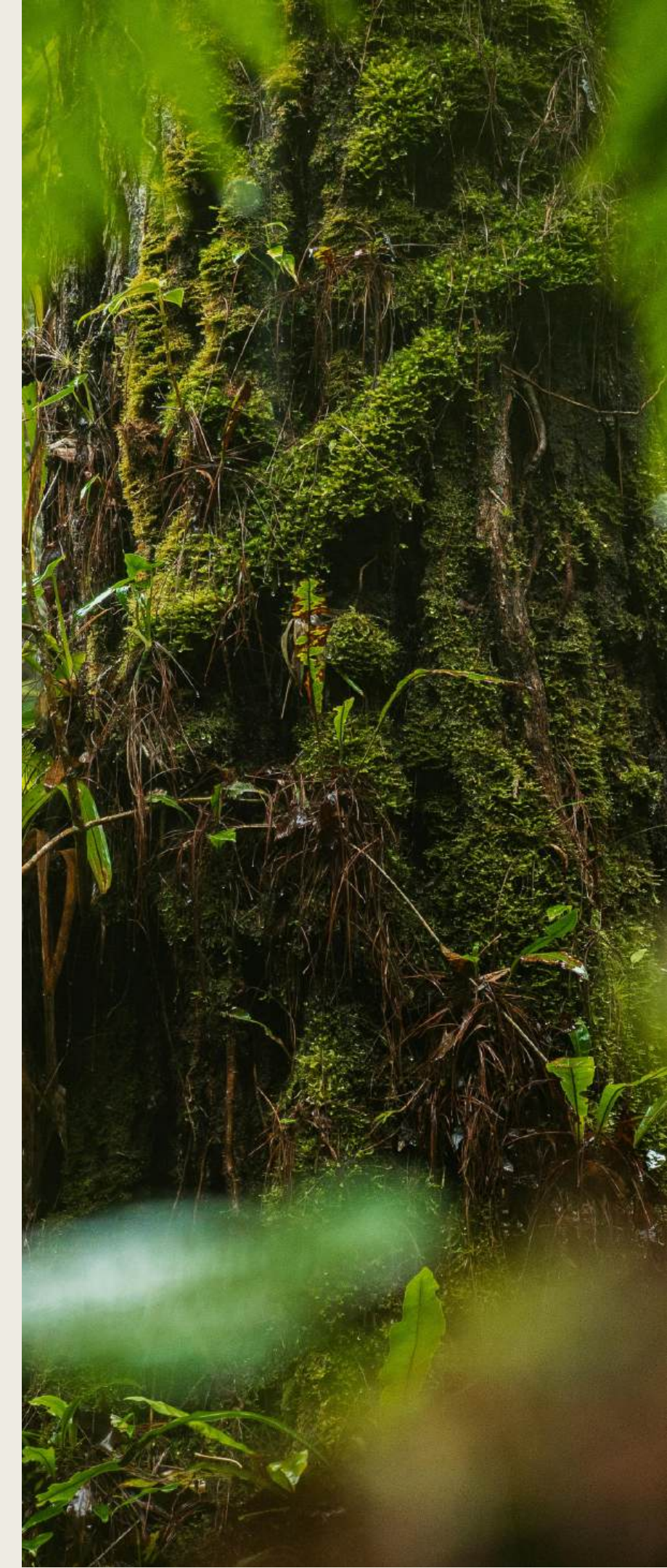
South Australia - 6,000

Western Australia - 4,000

International (inc Singapore, United Kingdom, New Zealand, United States) - 2,500

INTERESTS:

- Local happening / news
- Local events & community news
- Property & investment
- Dining, hospitality & lifestyle
- Outdoor living & marine activities
- Tourism & travel experiences



FEATURE EDITORIAL

TELL YOUR STORY THROUGH EDITORIAL STYLE CONTENT CRAFTED BY OUR TEAM

- Custom-written article aligned with your brand, written by one of our Journalists
- Positioned within Newsport's editorial flow
- Promoted across website + social channels (print optional)

BENEFITS:

- Higher engagement than traditional ads
- Builds trust with readers
- Drives measurable traffic and conversions



📅 18/03/2026

NEW VENTURE

Pokea adds a fresh lunch option in Port Douglas

Douglas Shire News
Newspport

TRUSTED ADVERTISING PARTNERS

WE PROUDLY WORK WITH LOCAL AND NATIONAL BRANDS ACROSS:

- Tourism & hospitality
- Real estate
- Retail & lifestyle
- Events & experiences
- Government and Council

DON'T JUST TAKE OUR WORD FOR IT...

“Newsport’s insight, dedication, and professionalism make advertising easy and rewarding. Their strong understanding of the Port Douglas community has been invaluable support for our business, and we look forward to continuing the partnership.”

Paul Parrant, General Manager, Oaks Port Douglas Resort

“Working with Newsport to promote our business is always a great experience. The team understands our needs and tailors packages that align perfectly with our goals. It is a pleasure working with such wonderful people.”

Ranaul Crabb, General Manager, Niramaya Villas and Spa

Douglas Shire News
Newsport





DEMOGRAPHIC & AUDIENCE

Douglas Shire Residents - 6,000 per month
Greater Cairns and Tablelands - 14,000 per month
Douglas Shire Visitors - 43,000 per month

Inc Brisbane, Sydney, Melbourne, Townsville,
Adelaide, Gold Coast, Perth and Other

Douglas Shire News
Newsport

EDITORIAL:

Written by a professional
journalist to showcase your
business or event

\$750

EMAIL ALERT:

Share /2

\$200

Exclusive

\$400

FOR 1 INCLUSION

DISPLAY ADS:

60,000 impressions p/w

\$630

50,000 impressions p/w

\$580

40,000 impressions p/w

\$530

30,000 impressions p/w

\$480

LONG TERM:

From \$150 per week

ex gst

Contact: aggy@newsport.com.au

DIGITAL EXAMPLES:



Branding Campaign



Promoting an event/product

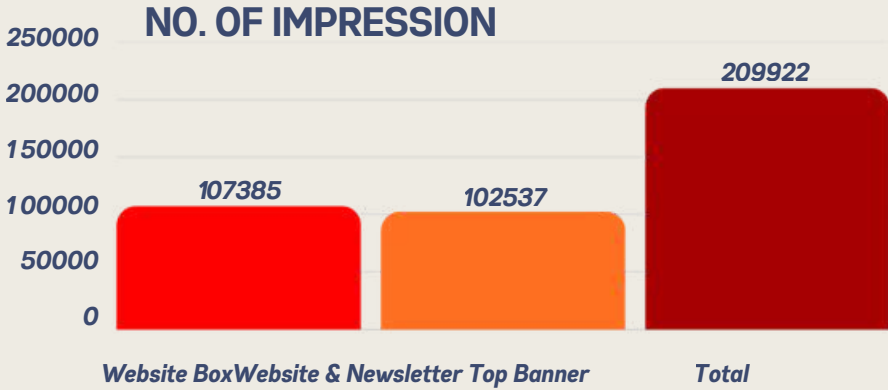


BANNER SPECS: 728 X 150

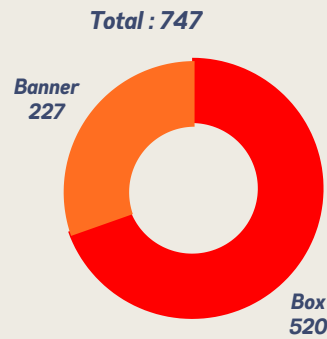
BOX SPECS: 300 X 250

PERFORMANCE:

WEBSITE AD ENGAGEMENT METRICS



NO. OF CLICKS
Across Newport, Newsletter,
and Palm Cove Beach cam



CLICK-THROUGH RATE = 0.356%

*Impressions indicate the number of times the ads were displayed on users' screens.

BUSINESS FEATURE:

Average of **1250** readers

CAMPAIGN RESULT EXAMPLE:

Over a 4 week campaign for Savannah Sounds, both the BNR's and BOX's received:

180485
Total Impressions

295
Total Clicks

20955
Total Hovers

0.356%
Click-Through Rate



DISTRIBUTION:

North Mossman

- Wonga Beach Servo
- Newell Beach Takeaway
- Scomazzon's Farm

Port Douglas

- Port Village
- The Tin Shed
- IGA
- BP
- Capaninna

Mossman

- Woolworths
- Club Mossman
- Mossman Newsagency
- Mossman Hardware
- Council

As well as libraries, medical centres, cafes and hotel lobbies across the region.

EDITORIAL:

Written by a professional journalist to showcase your business or product, published on both the website and in print.

\$1,000

ADS:

Full page	\$2,520
1/2 page	\$1,260
1/4 page	\$630
1/8 page	\$320
1/16 page	\$170

Want to save money?

Please contact Aggy for short and long-term packages at aggy@newsport.com.au

PRINT EXAMPLES:



1/16 page

ARTWORK SPECS:

*width x height

1/16 page - 50.25mm x 73mm

1/8 page - 104.5mm x 73mm

1/4 page - 213mm x 73mm

1/2 page - 213mm x 148.5mm

Full page - 213mm x 302mm



1/4 page

PACKAGES:

BUSINESS SUPPORT PACKAGE:

Introductory Package (2 weeks)

- Business Editorial Feature
- 2w BOX / BNR advert campaign
- 10,000 impressions p/w
- Inc. in 1 x Shared Email Newsletter Alert per week

\$790

EVENT PROMOTION PACKAGE:

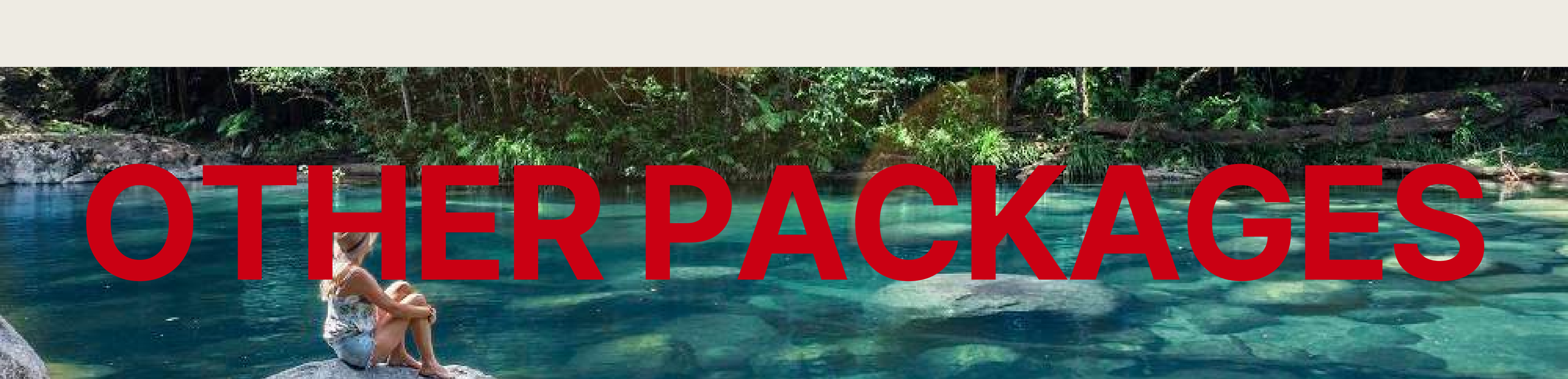
Promotion Package (4 weeks)

- 4 weeks digital ads (BOX / BNR advert campaign)
- 10,000 impressions p/w
- 1/4 print
- Business Editorial Feature

\$1,500

All pricing ex gst





OTHER PACKAGES

POSITIONS VACANT PACKAGE

- Load direct to site
- No artwork cost
- 14 day listings
- Included in Daily Email Alerts
- Douglas focused audience
- Residents and sea-changer readership
- Logo included
- Easy to load and update
- Local customer service :)

\$120 online & optional extra \$50 for print inclusion

REAL ESTATE PACKAGES

Until is Sold or Leased Listing Package - \$150

- Dynamic Listings
- Remains on page until the property sold or leased
- Included in Daily Newsport Newsletter Alerts - 12K subscribers
- Included in the weekly Newsport Market Update - 16K subscribers
- Free access to Open Home and Auction pages with direct link and direct enquiry options
- Open Home and Auctions dates shared in Market Update email
- Included in Daily Newsport Newsletter Alerts

Property Feature Package (+ Listing) - \$750

- 500+ word feature including images and links (casual price \$750)
- Plus an Until Sold Listing

VISIT OUR WEBSITE AT
[HTTPS://WWW.NEWSPORT.COM.AU/](https://www.newsport.com.au/)

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**LET'S CREATE
SOMETHING
AMAZING
TOGETHER**