



# Media Kit & Rate Card

## Print & Digital

THE BYRON SHIRE

**Echo**

**Echo**  
.net.au

# Who we are

## The Byron Shire Echo

A vibrant, independent community newspaper covering the Northern Rivers, with a particular focus on the Byron Shire and surrounds. Established in 1986 to give a voice to the rise of the counterculture in the area, *The Echo* has maintained a fierce pursuit of truth, and supported the irreverent, quirky voice of the community ever since.

With **22,000 printed copies delivered door to door** throughout the Byron Shire and strategic deliveries to the wider region, *The Echo* offers the most effective and comprehensive coverage, by far.

*Go to page 6 for more Byron Echo details*

# www.echo.net.au

*The Echo's* website is a fully-established free news platform, covering the Northern Rivers and NSW Far North Coast. With great SEO, offering high traffic and consumer reach, it hosts a strong local subscriber base and is a 'go-to' reference point for the community.

**Fun fact:** the online readership increases significantly as soon as there is a local news event. Past events have seen readership jump by over 10,000 people in one day!

*Go to page 10 for more Echo online details*

Unrivalled reach and an engaged readership

22,000 printed copies weekly

30,000 online readers weekly

Four decades contributing meaningfully to our community



**BE SEEN  
IN PRINT  
AND  
ONLINE**



# Our audience and the *Echo* advantage

Our readers are part of a diverse, creative and thriving community that *The Echo* has been an integral part of for almost four decades. *The Echo's* audience is educated and interested in local news and events. Engaging different demographics and audience types due to the vast amount of content including news, letters, articles, sports, property, services, lifestyle, dining and much more.

So if your business is local, or needs to reach our local audience, *The Echo* offers compelling and effective multi-channel advertising options.

## *Echo* readership statistics

- 22,000 printed copies delivered door-to-door throughout the Byron Shire
- 1.5 million total website users annually\*
- 30,000 online active users weekly\*
- 7,000 online subscribers receiving daily EDM sent Monday to Friday
- 9,200 Facebook followers  
📘 'Echo Publications'
- 9,500 Instagram followers  
📷 @byronshireecho

\*Online audience statistics compiled October 2025.  
Data collected using Google Analytics for 12 months to October 2025.

## Media kit contents:

4. Distribution
5. News + advertising a powerful combo
6. Advertising rates + advertiser testimonials
7. Advertising sizes
8. Targeted opportunities
9. Regular features
9. Echo Property
10. The Echo online
11. Digital advertising

## Get in touch!

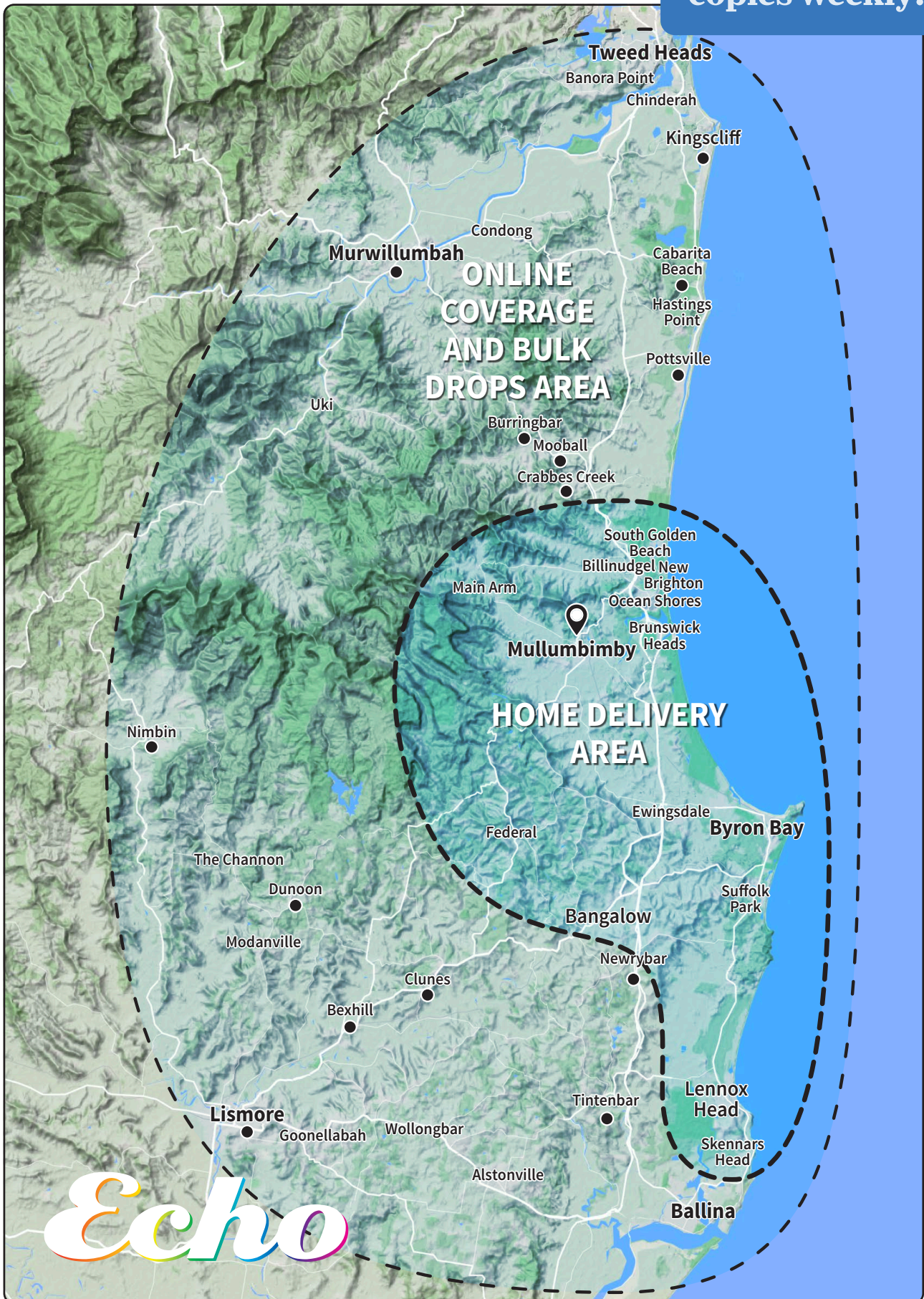
*The Echo's* friendly sales team are ready to assist you find the package best tailored to your needs!

Contact: 02 6684 1777 or  
[adcopy@echo.net.au](mailto:adcopy@echo.net.au)



# Distribution

22,000 printed  
copies weekly!



# Did you know?

**Premium news combined with advertising is proven to give a massively better result for the advertising!**

**18.1 million or 82% of Australians read the news each week!**

Statistics prove that news has a heavily-engaged and economically-resilient audience, reading multi-category content across news platforms.

Evidence proves that placing advertising with news content in both print and on digital news platforms gives a six times higher brand lift than a general placement across the internet.

Advertising in printed newspapers or around digital news gives greater unprompted recall than the run of the internet.

Print and digital news in combination generates 3.5 times greater brand lift compared to run of the internet social media advertising.

News advertising is immersive, it enables impactful results. Readers are not simply doom scrolling, they are an engaged audience spending time on each page.

Information on this page sourced from Roy Morgan Research.

# Advertising rates

Current *Echo* rates available on request

## Get in touch!

The *Echo*'s friendly sales team are ready to assist you find the package best tailored to your needs!

Contact: **02 6684 1777**  
or [adcopy@echo.net.au](mailto:adcopy@echo.net.au)

## Deadlines

**Bookings:**  
12pm Thursday

**Cancellations:**  
12pm Thursday

**Material:**  
12pm Friday

**Classifieds:**  
12pm Tuesday

# Advertiser testimonials

"*The Byron Shire Echo* is hands-down one of the most effective marketing channels we have. In our experience, everyone in the community reads *The Echo*, and outside of word-of-mouth, it delivers better results than social media, radio, or any other platform we've tried. When we run campaigns through *The Echo*, we consistently see stronger engagement and more informed audiences turning up to our events. Their team is friendly, responsive, and genuinely understands how to communicate with our local community. For Spaghetti Circus, *The Echo* isn't just advertising – it's partnership."

– Obi McDonald-Saint, Spaghetti Circus

"*The Echo* is the number one place to advertise your business in the Northern Rivers. Can't believe the amount of work just one small ad has given us. The team is very easy to work with and very reliable and the price very fair for the amount of returns. Highly recommended."

– Jake Selby, Working Windows

"The Byron Bay International Film Festival has worked with *The Echo* for 20 years. Although the demographic of Byron has changed dramatically over that time *The Echo* has continued to reach the residents passionate about our community and its culture."

– Jaimee Skippon-Volke,  
Festival Director

"We are a small local family-run business and have been using *The Echo* for some time. From the outset the staff were amazing! So helpful, supportive and proactive. Always on hand with advice and suggestions. It has made our advertising so much more effective and successful. What I have to say I love and admire most is the respect *The Echo* has from its followers. How fantastic to have a respected local paper with local staff supporting local businesses! We are so glad we're a part of the paper."

– Amy Vidler, Swap a Bottle

# Advertising sizes

## Byron Echo print advertising sizes

Byron Echo ad sizes are expressed as the number of columns, by the height in centimetres. One column equates to one-sixth of the width of a page. For example a two-column wide, 12cm-high ad is called a “12x2”.



Common ad sizes shown above, talk to your rep about other sizes options using the column widths and height notes listed here.

Note that *The Echo's* magazines and niche publications will have different sizes and requirements to the *Byron Echo* sizes listed here.

## Print advertising tech specs

**Preferred format is a high quality PDF** made to the correct trim size, with no bleed, no crop marks or any other printers' marks, using newsprint-appropriate colour settings and colour values.

While we can accept a wide range of material, we recommend that ads are designed by an experienced print design professional, or that you provide *The Echo* with clear instructions for us to create your ad for you.

*More detailed technical specifications available on request.*

## Column widths

- 1 column ad: 41mm
- 2 column ad: 85mm
- 3 column ad: 129mm
- 4 column ad: 173mm
- 5 column ad: 216mm
- 6 column ad: 260mm

## Height

Note that 2mm is taken off the centimetre height of all ads to allow for space between ads. For example, a 12cm ad will be 118mm high.

# Targeted opportunities

The various sections of *The Echo* provide opportunities and positions to suit any complete marketing strategy. Whether you want to leverage the credibility of our public interest journalism, or a position designed to maximise support for your specific industry, your account manager can help develop a marketing strategy that is just right for you.

Placements to suit  
any advertiser!

## Local News

Coverage of local events, personalities, community affairs, developments, local politics, and more. *The Echo's* journalists pride themselves on their researched and realistic public interest journalism. A prime position for advertisers to take advantage of the benefits being seen alongside reputable news content.

## Comment

*The Echo's* editors and expert columnists fearlessly tackle the important issues of the day. While not everyone will share our bias, we unashamedly put it out there without fear or favour.

## Letters, Articles

A forum for the whole community in action, the lively letters section is closely followed by our readers. Our general articles pages tackle wide-ranging topics of interest to our readers.

## Sport

Where local sporting legends of all kinds have their time to shine.

## Good Taste

### Eating Out Guide

Your go-to eating out guide, featuring a host of restaurants in the area.

## The Good Life\*

News covering a tasty selection of the region's farmers markets, restaurants, food experiences and events.

## Seven

### Entertainment\*

Seven days of entertainment – the ultimate guide to events happening locally. It includes the region's most comprehensive gig guide, interviews, write-ups, the editor's 'Eclectic Selection' of the week's event picks.

**\*Advertisers in The Good Life and Seven receive complimentary editorial coverage in print and online.**

## Classifieds

Public notices, AGMs, for sale, positions vacant, funeral notices, you name it, you can find it in the Classifieds.

## Service Directory

A go-to place to find local trades or services. List your business here to make sure when a local needs a tradie, you are in the picture.

## Backlash

Highly read and highly visible, the back page features insights, news snippets, puns and digs by our editor. You never quite know what you might find here.

## Special event features and liftouts

From comprehensive multi-page liftout guides produced in partnership with the region's major cultural events, to bespoke pages for any occasion.

A great opportunity to target select market groups of event patrons.



THE BYRON SHIRE  
**Echo**

# Regular features

The Echo has a number of lifestyle features that reflect the interests of our community. These features are used to support and augment traditional advertising campaigns.

ADVERTISING FEATURES SCHEDULE		
<b>The Arts*</b>	A spotlight on the region's artists and creators, including a monthly artist in focus and comprehensive listing of local art galleries.	1st week of the month
<b>The Scoop</b>	Helping our readers get the scoop on local businesses and relevant business events.	2nd week of the month
<b>Filter Off*</b>	Highlighting local beauty, style, fashion and grooming businesses in an editorial-style feature.	2nd week of the month
<b>Health &amp; Healing</b>	The Byron region is well known for its diverse health and healing offerings. This feature highlights practitioners and venues in the area.	3rd week of the month
<b>Making Spaces</b>	Presenting a large array of stylish and practical businesses – everything you need to make your house a home and your garden a beautiful sanctuary.	4th week of the month
<b>Byron Arts &amp; Industry / Habitat*</b>	The Byron A&I and Habitat precincts have a huge amount of business and services on offer. This feature highlights what you can find and what they have to offer.	4th week of the month
<b>Magic Murwillumbah*</b>	Promoting the wonderful offerings of Murwillumbah – the thriving gateway of the Tweed region with its diverse shopping, museums, the Rail Trail and much more.	Quarterly
<b>School Holidays</b>	Activities to get the kids off their screens during the school break.	Quarterly
<b>Plus: Mothers Day, Fathers Day, Valentines Day, Sustainability, Rail Trail, Sign-Ons, Made Here, Festivals, and more!</b>		

\*Indicated features are also published in a digital version on *The Echo* online.

## Echo Property

The Byron Shire Echo is delivered to almost every home in the Byron Shire, even right up the back to Eureka, Federal, Goonengerry, Wilsons Creek, Clunes and Middle Pocket. We also home deliver in Ballina Shire (Lennox Head, Skennars Head), and bulk drop to Byron Shire high-traffic areas, Ballina CBD, Murwillumbah, Pottsville, Hastings Point, Mooball, Alstonville, Lismore, Nimbin, and Evans Head. 22,000 papers printed every week.

Coupled with our online platform, *The Echo* offers a multi-channel marketing opportunity for agencies and vendors. Digital ads on [www.echo.net.au](http://www.echo.net.au) deliver 25,000+ impressions each week and perform extremely well for clients.

**Real Estate advertising with *The Echo* offers the best value and most effective reach in the Byron Shire.**

ECHO PROPERTY ADVERTISING RATES		
SIZE	CASUAL	FREQUENT
Quarter Page	310	260
Half Page	610	520
Full Page	1,150	1,030
Right hand page loading	+10%	
Business Directory	75 pw (8-week minimum)	
Online MRec (300x250px)	240	



# The Echo online: echo.net.au

The Echo's website is a hub of information and a trusted 'go-to' reference point for the community in the Northern Rivers and NSW Far North Coast. Like the printed *Byron Shire Echo*, it is a respected voice of the community known for championing freedom of speech, independent thinking and independent reporting.

## Strong reputation and loyal readers

The Echo's long history and strong reputation, combined with great SEO, and an established 7,000 electronic direct mail (EDM) subscriber base, makes it the ideal digital platform to get a message out to the Northern Rivers and beyond.

## The Echo online includes:

- A digital daily news service covering news from Byron, Ballina, west to Lismore, and north to the Queensland border.
- Well written articles and opinion pieces on wide-ranging topics of importance to the local audience.
- A real community forum featuring a lively letters to the editor section and responsibly moderated comments.
- Extensive archives of past *Byron Shire Echo* newspapers.
- Niche publications: *Byron Healing*, *Sustainability*, and *Eat Drink Magazine*.
- Popular high-traffic pages such as the North Coast Gig Guide, the North Coast Market Guide and the Good Taste Eating Out Guide.
- Online versions of selected *Echo* special features.
- Plus much more!



**Unbeatable  
online reach  
to the local  
audience**

**1.5 million unique  
users annually**

**30,000 active  
users weekly**

**7,000 EDM  
subscribers**

**9,200+ Facebook  
followers:**

**Facebook 'Echo Publications'**

**9,500+ Instagram  
followers:**

**Instagram @byronshireecho**



**Echo**  
**.net.au**

Online audience statistics  
compiled October 2025.  
Data collected using Google  
Analytics for 12 months to  
October 2025.

# Digital advertising opportunities

25,000+ ad impressions weekly on echo.net.au  
7,000 subscribers

## If you have a message, we have an audience!

The Echo online is a great way to increase brand awareness in the region, and beyond, and be seen ahead of your competitors.

Ads on echo.net.au deliver a minimum of 20% share of voice, averaging more than 25,000 page impressions per week, plus click-through rates are well above industry standards. The daily EDM is sent to 7,000 subscribers Monday to Friday.

## Digital advertising rates

Rates are for delivery on echo.net.au for one week.

### Leaderboard – \$360

Premium position, appears at the top of the website.

### In-Content Banner – \$300

In-content banners appear inserted part-way down the page.

### Medium Rectangle (MRec) – \$240

Premium display advertising position, upper right of page or inserted in-content on mobiles.

### Small Rectangle (SRec) – \$80

Affordable display advertising.

### Maximum Exposure Package – \$600

Includes: Leaderboard, MRec and SRec.

### EDM Mailer Banner – \$300

Delivered in The Echo's daily news EDM mailer, direct to 7,000 subscribers for one week Monday to Friday.

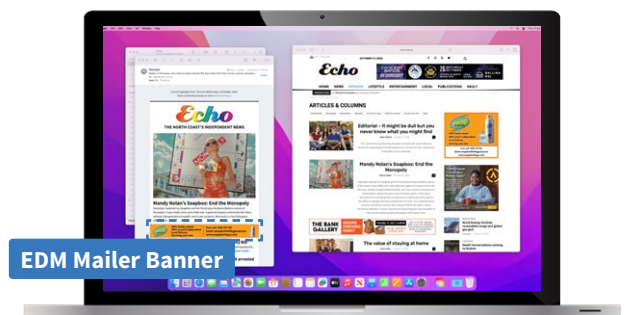
Ad is same size as Leaderboard.

### Sponsored Content\* – \$440

An article about your business or organisation, written by you, and featured on echo.net.au. Deliver your message directly to our readers, surrounded by regular news content.

The article is featured for four weeks, with a bonus homepage pointer for one week. Placement is dependent on the category suited to the content. Article length is unlimited, but must be a minimum of 600 words, with at least one image.

\*Subject to being deemed appropriate by our editor (mining, gambling, smoking and vaping are not appropriate content).



## Digital advertising sizes

### Leaderboard, In-Content Banner, EDM Mailer Banner:

Dimensions on website: 728 x 90 pixels  
Provide at 2x density: **1456 x 180 pixels**

### Medium Rectangle:

Dimensions on website: 300 x 250 pixels  
Provide at 2x density: **600 x 500 pixels**

### Small Rectangle:

Dimensions on website: 300 x 100 pixels  
Provide at 2x density: **600 x 200 pixels**

**Note:** Refer to our separate Online Advertising Technical Specifications before designing an ad.



# Get in touch!

The Echo's friendly sales team are ready to assist you find the package best tailored to your needs!

Contact: 02 6684 1777 or [adcopy@echo.net.au](mailto:adcopy@echo.net.au)

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

# Echo Publications