



Get results with
affordable, local
digital advertising

Really.

New England Times

NATIONAL/AGENCY – July 2025

Why advertise with New England Times

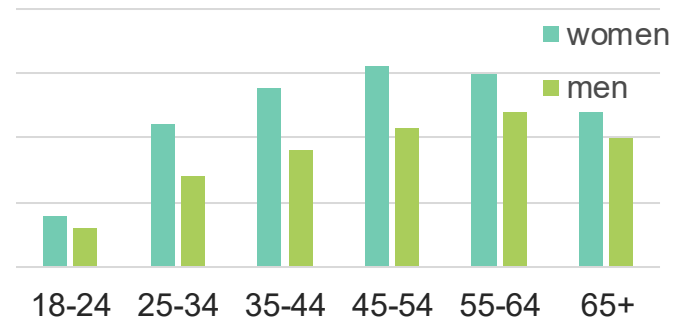
New England Times is a local digital news service covering the New England region of New South Wales, home to over 185,000 people. **We are not your typical local news outlet:** we report real news, including hard news and investigations. And it's all paywall free.

New England Times enjoys a very loyal readership who spend a long time on the site - often longer than 1 minute. **That means your ad is more likely to be seen.**

As we do not have paywalls on our site and make a significant effort to cover news and events in all parts of the region, we can offer you **a bigger and more diverse audience** than any other local media outlet. Our largest cohort of readers are engaged, strong women, aged 35-64, with above average wealth and education, but we have good penetration into all demographics.

We currently have **over 30,000 unique readers** on average each week, over 6000 subscribers to our email list with open rates above 30%, and our social media reach is over 500,000 views per month.

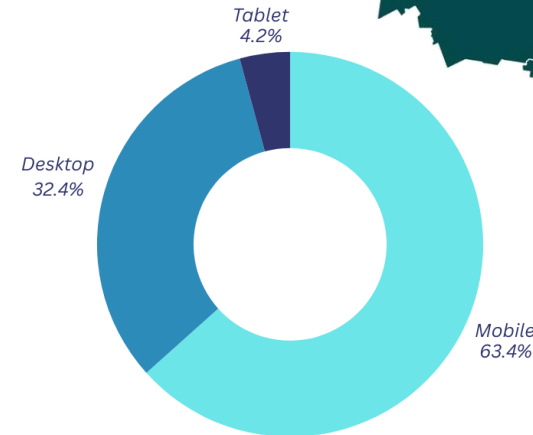
About our readers



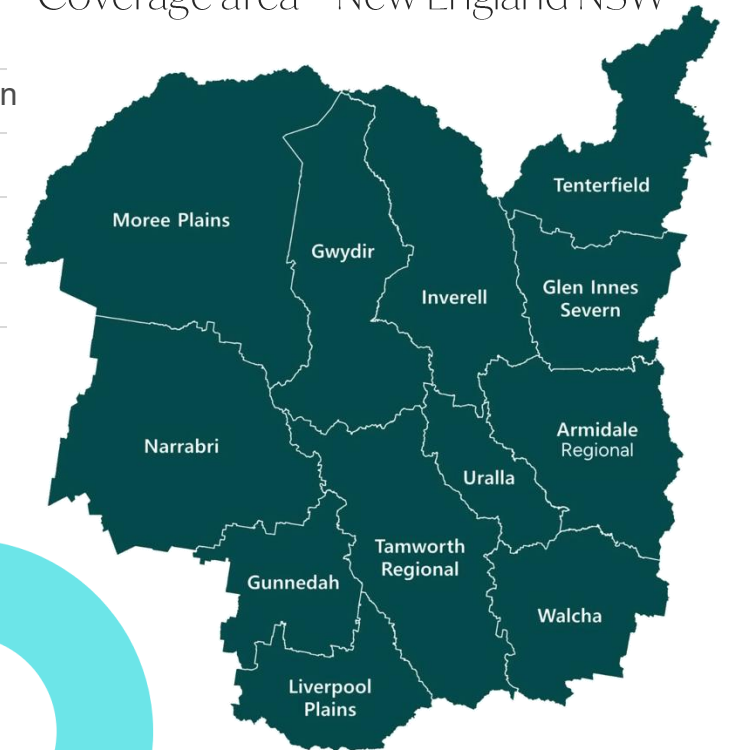
Top locations

1. Armidale
2. Tamworth
3. Inverell
4. Glen Innes
5. Moree
6. Tenterfield
7. Gunnedah
8. Uralla
9. Guyra
10. Walcha

Devices



Coverage area – New England NSW



Advertising Options - Banners

Banner ads are wide and interrupt the flow of the page, demanding attention, and allow the communication of detailed information. They are your best choice for high click through rates, event advertising, and when you want to make a big impact in a shorter period of time.

Banner ads can also be run in our weekly and daily emails.

In-story banner

- Leaderboard: 970 x 90 px, 1 only at the top of story pages
- Standard: 970 x 250 px
- Large: 970 x 485 px (2:1)

Email banner

- Leaderboard: 970 x 90 px, 1 only at the top of the email
- Standard: 970 x 250 px
- Large: 970 x 485 px

LB ▼



SMALL ▼



LARGE ▼



Advertising Options – Sidebar

Sidebar ads don't interfere with a reader's experience of the page but have impact through frequency. By running a cheaper advertisement more often, people are more likely to see it, retain it, and act on it over time. This is your best choice for maintaining brand awareness.

Sidebar ad options

- Medium: 300 x 250 px
- Square: 300 x 300 px
- Large: 300 x 400 px



MEDIUM ▲



SQUARE ▲



LARGE ▲

Advertorial and Sponsored Content

Advertorials and sponsored content are a tried-and-true way to promote your business, event, or organisation by embedding your brand within the news content our readers are seeking.

An advertorial is a story-type ad about your business, while sponsored content is a news piece that presents your product or client experience in a way that allows people to understand what your business does in context. We recommend a combination of both for maximum effect.

Advertorial

- Approximately 600 words advertorial, including a large in-story banner ad 970 x 485 px anchored within the page.
- Optional professional photography

Sponsored content

- Approximately 600-800 words story about desired subject, product or client success story, produced by our journalists including professional photography, standard in-story banner ad - 970 x 250 px anchored within the page, a large in-story banner ad 970 x 485px anchored at the bottom of the page.

Note: We include a clear 'advertorial' or similar indicator at the top of any paid -for content. No other advertising appears on advertorial and sponsored content pages.

ADVERTORIAL

New look, same trusted expertise: New England Hydraulics and Diesel

 **Ingrid Rothe**
March 29, 2025

[Facebook](#) [X](#)



New England Hydraulics and Diesel (NEHD) is the go-to expert for hydraulic and diesel solutions in the New England region. Known for their technical expertise and customer-focused approach, NEHD has built a reputation for delivering high-quality servicing, repairs, and custom solutions. Now, they're taking a bold new step forward with a refreshed look that reflects their commitment to excellence.

The new branding, complete with updated signage, new logo, and a brand new website is more than just a cosmetic change – it's a reaffirmation of NEHD's dedication to serving their customers high performance solutions needs and providing exceptional service. Whether you're in agriculture, construction, or transport, NEHD remains the trusted name for keeping your equipment running at peak performance.

Solving real-world problems: A case study in craftsmanship

NEHD's expertise goes far beyond routine repairs and maintenance. They specialise in engineering solutions that help

Public Notices

With most parts of the region no longer having printed newspapers, it can be very challenging for Councils, Developers and others to place Public Notices as they are required to do.

Public Notices are more than a legal requirement, however, they are an important public service.

If you need to place a Public Notice, we are happy to run this for you. We will create a dedicated page for your notice with all the information you need to communicate, and a matching ad that will run across our sites. You can also choose to direct the ad to a page on your website.

We recommend a large sidebar or square ad for the best result, but a public notice can be run as any advertisement, booked at the standard daily or weekly rates.

There is no additional charge for the creation of a public notice page if you provide all the content.

Please note that you should check the relevant legislation or guidelines to ensure that a digital public notice will be sufficient to meet your legal obligations.



The screenshot shows the New England Times website on Friday, July 4, 2025. The page features a public notice titled "PUBLIC NOTICE: TILBUSTER QUARRY". The notice is for an "ABORIGINAL CULTURAL HERITAGE ASSESSMENT" and invites those who may hold cultural knowledge relevant to determining the significance of Aboriginal objects and/or places at the site of a proposed quarry at 747 Puddledock Road, Tilbuster, to register for the community consultation process by 5pm on 18 January 2025. A large green arrow points from the text on the left to the public notice on the website. The website also includes a search bar, navigation links (LATEST NEWS, LOCAL NEWS, DIRECTORY, ENGAGE, EVENTS, ABOUT), a "JOIN OUR EMAIL LIST" button, and a "SUBSCRIBE" button. The "Have your say" section is also visible.

Contact info

Advertising team

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Phone

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Kath: 0481 381 140

Important notes

- Please see your quote for specific rates and offers.
- Additional charges may apply for creative work and processing if you want to make many or frequent changes to your advertising.
- No discounts or rebates are payable for creative, advertorial or sponsored content provided by the client.
- Sidebar ads appear on the side of the page on a computer, and at the bottom of the story on a phone.
- The number of ad placements is limited. All advertising is offered subject to availability.
- The New England Times may, at our absolute discretion, refuse to publish any advertisement without giving any reason.
- Payment is required in advance of your advertisement appearing on the website.