

Celebrate Inclusion:

I-DAY FEATURE

Be part of Canberra Weekly's first I-Day feature and showcase your business, service, or event as inclusive and community-focused. Reach thousands of Canberrans in homes, venues, and public spaces while aligning your brand with inclusion and accessibility ahead of International Day of People with Disability on 3 December.

This is a unique opportunity to connect with people with disability, their families, carers, and the broader community. Don't miss your chance to show support, raise awareness, and engage with an audience across Canberra!

In partnership with Advocacy for Inclusion and the I-DAY 2025 Community Steering Committee

(see partnership letter on the third pages)

Thursday 27 November Edition

Increase your exposure and sales by using our multi-channel solutions

MAGAZINE ONLINE EDITORIAL SOCIAL MEDIA E-NEWSLETTER

Target a local engaged audience reaching over **400,000** across all platforms



87,000

WEEKLY MAGAZINE READERS

54% FEMALE

46% MALE



68,000+

SOCIAL MEDIA AUDIENCE



30M+

SOCIAL IMPRESSIONS IN 2024 (12 MONTHS)



1.4m

WEBSITE USERS



9M+

OVERALL SOCIAL REACH 2024 (12 MONTHS)

+ Numbers are dynamic and may change over time.

    @canberradaily

canberradaily.com.au

Our advertising packages

BEST VALUE

BOOSTER

MAGAZINE (2 for 1 deal)
 Full page display ad + **Bonus** Full page editorial
 +
ONLINE
 Online listing + E-newsletter inclusion + Link to website
 +
SOCIAL
 Individual Facebook boost

~~\$2,900~~ | **\$1,410**
 Regular price (inc GST) | Feature price (inc GST)

500-600 words & 2-3 image to be supplied

MOST POPULAR

ESSENTIAL

MAGAZINE (2 for 1 deal)
 Half page display ad + **Bonus** Half page editorial
 +
ONLINE
 Online listing + E-newsletter inclusion + Link to website

~~\$1,500~~ | **\$830**
 Regular price (inc GST) | Feature price (inc GST)

300 words & 1 image to be supplied

STARTER

MAGAZINE (2 for 1 deal)
 Quarter page display ad + **Bonus** Quarter page editorial

~~\$800~~ | **\$450**
 Regular price (inc GST) | Feature price (inc GST)

120 words & 1 image to be supplied

BOOSTER

STARTER

ESSENTIAL

Exclusive Feature Offer Banner Ads for Only \$150 (Normally \$440)!

Feature Deadlines

Magazine and Digital publication runs from Thursday to Wednesday.

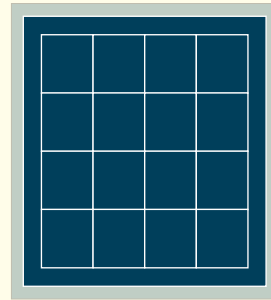
PRINT DEADLINES (PRIOR TO EDITION DATE)	
Booking deadline	Tuesday 18 November
Material deadline	Wednesday 19 November
Publication date	Thursday 27 November

to book into this feature or call **Vivek** on **0489 154 620** for more details

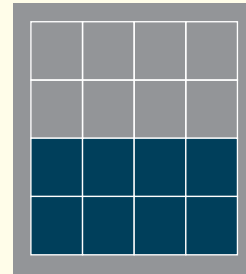
Artwork Specifications

MAGAZINE

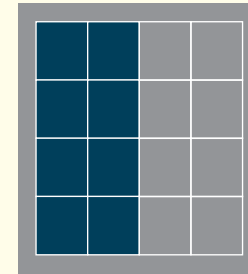
- Please supply finished ads in **PDF format only**.
- **Full Page** ads to include 5mm bleed - please also ensure that all text and non-bleed images are placed 5mm from trim edge.
- All images to be high res (300 DPI at printing size) and colours to be CMYK.
- Finished artwork supplied by Monday 5pm prior to edition date.



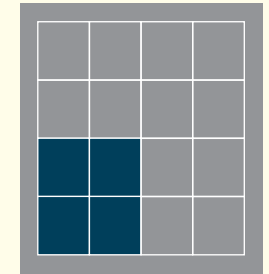
FULL PAGE (FP)
235MM (W) X 275MM (H)
+ 5MM BLEED



1/2 HORIZONTAL (HPH)
213MM (W) X 125MM (H)



1/2 VERTICAL (HPV)
105MM (W) X 253MM (H)



1/4 SQUARE (QP)
105MM (W) X 125MM (H)

ONLINE DISPLAY ADS

- All four specs to be provided
- Supply as **JPG, PNG** or **GIF**.
Max file size is **300kb**
- Please include a keyline for ads with white backgrounds/edges

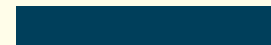
Artwork supplied not to spec will be requested to be resupplied. The client assumes all responsibility for obtaining copyright clearance for all advertisement content when material is supplied. No responsibility can be taken for the omission of an advertisement due to a missed deadline or the supply of incorrect material.



BILLBOARD
970PX (W) X 250PX (H), 72PPI



LEADER BOARD
728PX (W) X 90PX (H), 72PPI



ANCHOR AD
320PX (W) X 50PX (H), 72PPI



MREC
300PX (W) X 250PX (H)
72PPI



Exclusive I-Day Advertising Opportunity with *Canberra Weekly*

To whom it may concern,

Advocacy for Inclusion (incorporating People with Disabilities ACT) and Women with Disabilities ACT, on behalf of the community-controlled I-Day Steering Committee, invite you to participate in the ACT's **International Day of People with Disability (I-Day)** campaign.

What is on offer

Canberra Weekly will publish its first I-Day feature on **27 November 2025**, showcasing inclusive businesses, services, and events across the ACT. This is a high-visibility edition that reaches households, venues, and public spaces across Canberra. It is a practical way to align your brand with inclusion in the week leading up to **I-Day on 3 December**. We invite you to **advertise your business at a discounted rate** for this occasion. The packages are **exclusive to this feature** and represent significant savings compared to regular pricing.

Why you should advertise

December 3rd is the International Day of People with disability (IDPWD). It is observed by the United Nations and celebrated worldwide. The Day provides an opportunity for the community to open its doors to people with disabilities, their families, and caregivers. The ACT is the first and only jurisdiction where IDPWD, or simply I-DAY as we call it, has been handed from the government to be community controlled.

People with disability are an important audience for your service or business. The last census included new figures on the extent of chronic illness and disability for the first time and shows that at least 177,302 Canberrans experience some illness or condition. At the same time, around 86,800 people, about 19.4% of the ACT's population, live with disability requiring some regular assistance. The proportion of people with disability in the ACT **has increased over time**, rising to 19.4 per cent in 2022. The ACT also has a **greater prevalence of reported disability** across all age groups compared to Australia.

There is considerable investment and community interest in disability, largely driven by the National Disability Insurance Scheme (NDIS). The ACT Government is also involved in designing a new support system, while specific strategies are attracting funding, focus, and attention in areas such as health, education, and justice. There are also important initiatives underway in employment and housing for people with disability.

The *Canberra Weekly* has a significant reach across Canberra and can be found in shops, venues, and public spaces throughout the ACT. As a trusted lifestyle publication with a strong reach into Canberra households, *Canberra Weekly* offers a unique opportunity for disability services and providers to connect directly with people with disability, their families, carers, and the broader community.

The *Canberra Weekly* is everywhere – just like disability is experienced everywhere – and this is your chance to show support, be involved and connect with a large audience who may not be aware of your services or venues.



How you can be involved:

Advertise in the feature

- Reach thousands of Canberrans with disability who look to *Canberra Weekly* for what's on in their city.
- Highlight your services in a positive, community-wide demonstration of inclusion.
- Align your brand with the International Day of People with Disability, the ACT's biggest disability celebration event.
- Benefit from **discounted advertising packages** available only to I-Day partners.

Advertising options include:

- Full page ad + editorial feature
- Half page ad + editorial feature
- Quarter page ad + short feature

Join the IDAY Celebration Pass Programme

You can also pair your ad with inclusion in the **Canberra Weekly I-Day Celebration Pass**. The pass is a liftout in the central spread that readers will use to find events and actions across the city. Bearers of the pass who present it during the offer period will be able to use it to access discounts, events, offers and information*. This is a great way to extend your reach and connect with a wider audience.

You can also join the pass programme without advertising.

How you can be involved:

- Promote an I-Day action (e.g., low-sensory hour, access tour, service launch).
- Promote an I-DAY offer (discount, freebies and other offers)
- Promote an I-DAY event (come-and-try session, film screening, performance)

Benefits

- If you include an offer in the Celebration Pass, you will:
- Have your logo and offer in the centre spread
- Attract customers/visitors with disability (research shows people with disability are more likely to travel with a family group)

The Steering Committee and its co-chairs endorse this opportunity; we hope you will join us in celebrating I-DAY together.

Would you like more information about being involved with the Celebration Pass, or would you like to learn more about it? Please contact: Carla Millner-Bradley, Project Lead, by emailing IDAY@advocacyforinclusion.org or calling 02 62574005

*The IDAY Celebration Pass will operate as a goodwill scheme, and entrants should shape their offers accordingly – it will entitle the bearer to the benefits and discounts offered to celebrate IDAY either as a person with a disability, ally or family member. It is not linked to concession cards or other entry criteria.