

# From The River To The Reef

media kit



Shire of  
**CARNARVON**  
CATCH A *taste* OF THE GREAT LIFE

From The River  
To The Reef



# ABOUT THE NEWSLETTER

The Shire of Carnarvon's Community Newsletter was first introduced in 2019 as a way to keep residents informed about Shire updates and upcoming events. Since then, it has evolved into a vibrant and inclusive monthly publication that not only shares important civic updates but also celebrates the stories, events, and people who make Carnarvon and Coral Bay unique.

Now distributed in both print and digital formats, the newsletter has expanded its reach and relevance across the region. Recent additions include a comprehensive events calendar that brings together key happenings from the Shire, local community groups, and small businesses, as well as regular community news features that highlight milestones, achievements, and initiatives driven by locals. A monthly business spotlight now also shines a light on the people behind our local enterprises, giving readers insight into the passion and innovation that shapes our local economy.

Looking ahead, the newsletter will continue to grow with the introduction of new storytelling features such as This Life, a series that captures



the voices and lived experiences of long-time residents, celebrating the richness of life in the region through stories of growing up, raising families, building careers, and giving back.

As a trusted local publication that informs, connects, and inspires, the newsletter offers sponsors a meaningful platform to engage with a broad and loyal audience, while supporting a publication that reflects the true spirit of the community.

# From The River To The Reef



## DISTRIBUTION

From the River to the Reef is a free, monthly publication designed to connect with the people of Carnarvon and Coral Bay, and those interested in staying informed about what's happening across our Shire. With a strong community focus, the newsletter is available in both print and digital formats, ensuring maximum accessibility and visibility.

Printed copies are distributed through key locations with high local engagement. The newsletter is also available online via the Shire's website and sent directly to email subscribers, expanding its reach to those who prefer digital access.

Plans are already underway to increase the number of printed copies and extend distribution to additional community spaces and businesses, allowing us to reach even more residents and visitors each month.

Especially those who choose not to engage digitally. By supporting us as Gold Partners, we also hope to begin publishing a full page fortnightly in the Midwest Times, further extending our reach across the Gascoyne and beyond.

For sponsors, this growing distribution network offers a valuable opportunity to connect your brand with a broad and engaged audience, while supporting a publication that celebrates local stories, events, and the vibrant identity of our region.

### AVAILABLE AT:

- Local cafés & eateries
- Seniors Hall
- Short-stay accommodations
- Coral Bay
- Visitor Centre
- Library & Art Gallery
- Shire Administration
- Online + email subscriptions



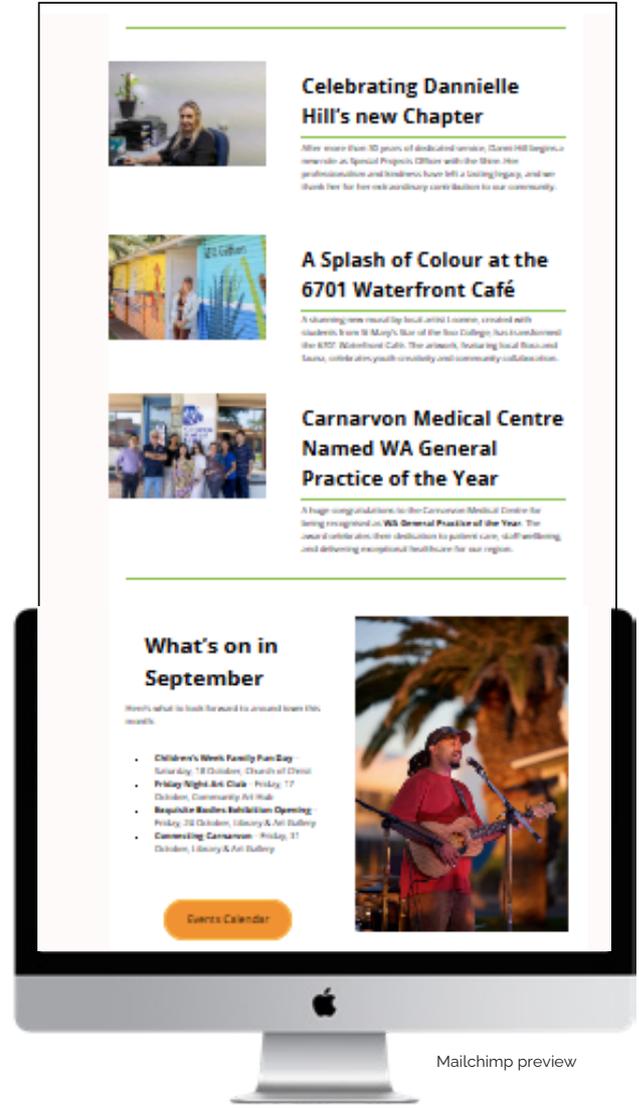
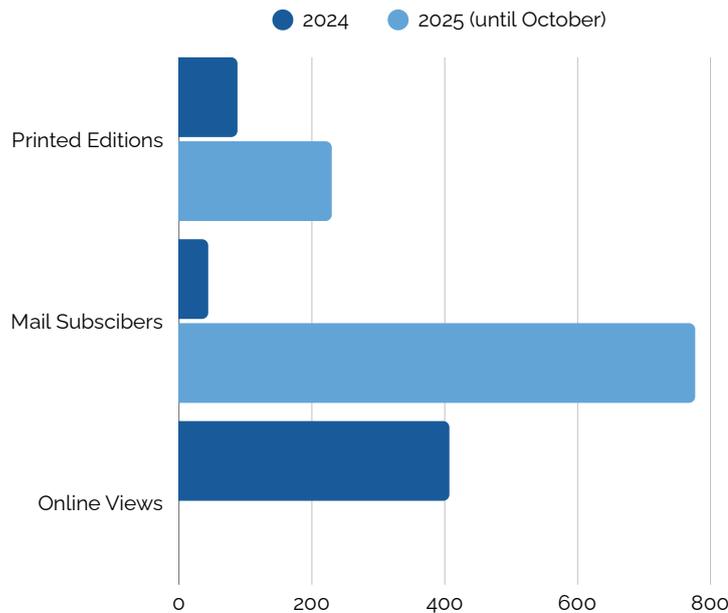
Plans are underway to further expand distribution locations and increase print run.

From The River  
To The Reef

# READERSHIP

From the River to the Reef has seen significant growth in both its reach and readership over the past year, reflecting its increasing relevance and connection with the Carnarvon and Coral Bay communities.

In the last 12 months, we've expanded our printed distribution, grown our email subscriber base, and more than doubled our online readership. This growth demonstrates a strong and engaged audience and a clear appetite for local stories, news, and events.



Mailchimp preview

Between 2024 and 2025 (YTD), the newsletter has recorded:

- A 159% increase in website views
- A 1,665% growth in email subscribers
- And a 161% increase in printed editions

These numbers continue to climb as the publication evolves and reaches deeper into the community. With future plans to expand printed circulation and newsletter features, sponsors can be confident their message will be seen by a growing and diverse local audience.

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# SECTIONS & FEATURES



### Shire Update

Highlighting important news, projects, initiatives, and updates from the Shire, keeping the community informed on what's happening at a Local Government level.



### Business Feature

A spotlight on local businesses, showcasing the people behind our region's economy and offering them a platform to share their stories, services, and community contributions.



### Upcoming Events

A centralised events calendar covering both Shire-run and community-organised events. From markets and festivals to workshops and public meetings, this section helps locals and visitors plan their month.



### Community News

Celebrating local achievements, club updates, milestones, and good news stories from around town, this section captures the voices and spirit of our community.



### This Life (Coming Soon)

A future planned series that captures the voices and lived experiences of long-time residents, celebrating the richness of life in the region through stories of growing up, raising families, building careers, and giving back.



### Library & Art Gallery News

Featuring exhibitions, programs, and cultural offerings across Carnarvon's Library and Art Gallery, including children's activities, travelling exhibitions, author visits, and creative workshops.



# PARTNERSHIP

(All prices exclude GST)

Partnering with From the River to the Reef is more than just brand exposure, it's an investment in strengthening local connection and communication across the Shire of Carnarvon. Your support enables us to increase our print capacity, expand distribution to more community spaces, and ensure that this free and accessible publication continues to benefit the community.

As a newsletter partner, you'll also have the opportunity to promote your business or organisation through dedicated placements in both the print and digital editions. From featured stories to brand visibility and targeted exposure to our growing subscriber base, this is a meaningful way to showcase your community support while reaching an engaged local audience.

Together, we can continue to grow a platform that reflects and celebrates the real voices, stories, and events of Carnarvon and Coral Bay.

PARTNERSHIP Benefits - Newsletter Specific	BRONZE	SILVER	GOLD
Social media post announcing partnership	●	●	●
Media release announcing partnership	●	●	●
Whole page inclusion in the Shire's monthly newsletter			●
Half page inclusion in the Shire's monthly newsletter		●	
Quarter page inclusion in the Shire's monthly newsletter	●		
Inclusion in monthly email mailout via Mailchimp	●	●	●
Listing on Share Our Horizons Partnership page on Shire's website	●	●	●
Logo inclusion into Shire's fortnightly advertising in the Midwest Times			●
Prominent logo placement on the back page of the Shire's newsletter	●	●	●



# ADVERTISING RATES

(All prices include GST)

## ADVERTISING RATES monthly

Full page colour:	\$100.00
½ page colour:	\$70.00
¼ page colour:	\$50.00
⅛ page colour:	\$20.00
Event Calendar listing:	FREE



## Print

(width x height in mm)

Full Page

210mm x 280mm  
+ 5mm bleed

Half Page Horizontal

210mm x 130mm

Half Page Vertical

100mm  
x  
280mm

Quarter Page Vertical

100mm  
x  
135mm

Horizontal

210mm x  
70mm

Eighth page

100mm  
x  
70mm



### File types accepted:

- Images to be supplied as high-resolution (300DPI) JPG files.
- Images must not be embedded in Microsoft Word documents.
- Material placed outside the live area could appear incorrectly placed and it is recommended all critical content sits within this area.

Please note: printed colours may vary from how they appear on screen. Executive Media takes no responsibility for any colour discrepancy between screen and print outcomes.



## Partnership Initiatives

We have a full range of program initiatives available to suit every partnership budget and objective. For a tailored partnership option please refer to the open partnership opportunities guide.

These include initiatives across various areas; events, programs, community infrastructure, the built environment, arts and culture, community development, and environmental projects and services.

**Explore additional partnership opportunities across events, infrastructure, and community projects.**



Contact Us

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