Honisoit

Australia’s only weekly student newspaper. News, culture and satire since 1929.
Published by the Students’ Representative Council, University of Sydney

honisoit.com
About Honi Soit newspaper

Honi Soit has been published by the Students’ Representative Council, University of Sydney since 1929 and has a proud reputation of being the most vibrant and prestigious student publication in Australia. It has an illustrious alumni of student editors who have gone on to become well known faces in the media and in public life.

Honi Soit is a tabloid sized weekly, produced during semesters (26 editions per year). It has a print run of 2 000 and is distributed free at over 62 locations on Sydney University campuses including main campus, and the Conservatorium of Music. This includes newspaper stands in foyers, cafes, faculty desks and libraries.

Published weekly during semester (2000 copies, 26 editions per year)
Tabloid size newspaper, full colour throughout, distributed free.

Target the student market

There are over 45 000 students and nearly 10 000 staff at Sydney University. Honi Soit offers an exciting opportunity for you to capture the undergraduate and postgraduate student markets. University students represent a lucrative potential market: they are high discretionary spenders, and are an important force in the youth market.

honisoit.com

Honi Soit is online! (Average UV’s per edition: 16 000)

Leaderboard banner ads (970 x 90 px for desktop and 360 x 140 px for mobile) are available. Your ad will feature at the top of every page of the site and be displayed exclusively for 1 full week, including click through to your site.

Print display ads will feature in the online ebook of the print edition, published on our website as well as in the printed copies.

Social media

Facebook: /honisoitsydney (over 16 500 followers)
Twitter: @honi_soit (over 7 200 followers)

We post feature articles and breaking news approximately 5 times each week and link through to the Honi Soit website.

Online advertising

Leaderboard banner ads (970 x 90 px for desktop and 360 x 140 px for mobile) are available. Your ad will feature at the top of every page of the site and be displayed exclusively for 1 full week, including click through to your site.

A selection of Honi Soit covers
### ADVERTISER DETAILS
- **First name**
- **Surname**
- **Company name**
- **Company ABN**
- **Telephone**
- **Mobile**
- **Fax**
- **Email**
- **Address**

### PRODUCTION SCHEDULE 2022

<table>
<thead>
<tr>
<th>Issue #</th>
<th>Ad deadline (THURS)</th>
<th>On stands (WED)</th>
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<tr>
<td>2201</td>
<td>17 Feb</td>
<td>23 Feb</td>
</tr>
<tr>
<td>2202</td>
<td>24 Feb</td>
<td>2 Mar</td>
</tr>
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<td>2203</td>
<td>3 Mar</td>
<td>9 Mar</td>
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<td>2204</td>
<td>10 Mar</td>
<td>16 Mar</td>
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<td>2205</td>
<td>17 Mar</td>
<td>23 Mar</td>
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<td>2206</td>
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<td>6 Apr</td>
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<tr>
<td>2208</td>
<td>7 Apr</td>
<td>13 Apr†</td>
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**Mid Semester Break (18–22 Apr)**
- 2209 (Wk 9, Sem 1) 21 Apr 28 Apr
- 2210 (Wk 10, Sem 1) 28 Apr 4 May
- 2211 (Wk 11, Sem 1) 5 May 11 May
- 2212 (Wk 12, Sem 1) 12 May 18 May
- 2213 (Wk 13, Sem 1) 19 May 25 May

**Mid Year Break**
- 2214 (Wk 1, Sem 2) 28 Jul 3 Aug
- 2215 (Wk 2, Sem 2) 4 Aug 10 Aug
- 2216 (Wk 3, Sem 2) 11 Aug 17 Aug
- 2217 (Wk 4, Sem 2) 18 Aug 24 Aug
- 2218 (Wk 5, Sem 2) 25 Aug 31 Aug
- 2219 (Wk 6, Sem 2) 1 Sept 7 Sept
- 2220 (Wk 7, Sem 2) 8 Sept 14 Sept
- 2221 (Wk 8, Sem 2) 15 Sept 21 Sept

**Mid Semester Break (26–30 Sept)**
- 2222 (Wk 9, Sem 2) 29 Sept 6 Oct
- 2223 (Wk 10, Sem 2) 6 Oct 12 Oct
- 2224 (Wk 11, Sem 2) 13 Oct 19 Oct
- 2225 (Wk 12, Sem 2) 20 Oct 2 Nov

### SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
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<th>Base Cost</th>
<th>Incl. gst</th>
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<td>385mm</td>
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<td>$440</td>
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<td>177mm</td>
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<td>86mm</td>
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### ADDITIONAL SPECIFICATIONS

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<tbody>
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</tr>
<tr>
<td>Right hand page</td>
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<table>
<thead>
<tr>
<th>Tick</th>
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</tr>
<tr>
<td>Right hand page</td>
<td>+10%</td>
<td>$350</td>
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### ONLINE ADVERTISING - honisoit.com

<table>
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<th>Tick</th>
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<th>Depth</th>
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<td>Banner (mobile)</td>
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<td>140px</td>
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### DISCOUNTS AVAILABLE (More than one discount may apply)

- Local small business 10%
- Not-for-profit organisation 10%
- Offering discounts to students 10%
- 3 or more ads in one booking 10%

Please indicate intention to pay by credit card. A credit card surcharge of 2% applies. Payment by EFT does not incur a surcharge. Payment details will be listed on your invoice.

* Allow 5mm bleed on full page artwork. ** Advertiser to provide insertions to Spotpress by ad deadline date. † Issue distributed on Thursday, due to public holiday earlier that week. Honi Soit is a non-profit newspaper, and does not pay agency commission.

Information current 14/12/21
Shaun Harris:
“They all say that she was faking it. How could she fake dying over three days?”

Honi Soit

A visual guide to ad sizes

Web leaderboard banner (desktop)
W: 970px  x  H: 90px

Web leaderboard banner (mobile)
W: 320px  x  H: 140px

Full Page
W: 275mm  x  H: 385mm

Half
W: 118.5mm  x  H: 192.5mm

Quarter
W: 57mm  x  H: 177mm

Quarter Horiz
W: 242mm  x  H: 88mm

Eighth
W: 57mm  x  H: 177mm