

**TorchPublishing**

Phone: **9795 0000** | Fax: **9795 0096**  
47 Allingham Street, Condell Park, NSW 2200  
[www.localnewsplus.com.au](http://www.localnewsplus.com.au)  
[www.torchpublishing.com.au](http://www.torchpublishing.com.au)



# Advertising**Information** **2024**

Canterbury-Bankstown Torch  
Auburn Review  
[LocalNewsPlus.com.au](http://LocalNewsPlus.com.au)

# MissionStatement

To provide a high quality source of local news and media using traditional print media and new digital editions while upholding award-winning independent journalism in the culturally diverse and thriving heartland of Sydney.

## ContactInformation

### Canterbury-Bankstown Torch

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Canterbury Bankstown Torch  
47 Allingham Street, Condell Park 2200  
P.O. Box 113, Bankstown 1885  
A.B.N. 46 008 462 404  
Phone: 9795 0000  
Classifieds: 9795 0011  
Fax: 9795 0096  
Email: [torch@torchemail.com.au](mailto:torch@torchemail.com.au)

### Auburn Review

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Auburn Pictorial Review  
47 Allingham Street, Condell Park 2200  
P.O. Box 113, Bankstown 1885  
Phone: 9795 0000  
Classifieds: 9795 0011  
Fax: 9795 0096  
Email: [review@torchemail.com.au](mailto:review@torchemail.com.au)

### Local News Plus

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LocanNewsPlus  
47 Allingham Street, Condell Park 2200  
P.O. Box 113, Bankstown 1885  
A.B.N. 46 008 462 404  
Phone: 9795 0000  
Email: [sales@torchemail.com.au](mailto:sales@torchemail.com.au)  
[www.localnewsplus.com.au](http://www.localnewsplus.com.au)

# Products



auburnreview



Founded in 1920 by the Engisch family, Torch Publishing has been a proud member of the Canterbury Bankstown district ever since. We have a large, modern printing facility in Condell Park which is used to print our own award winning newspapers and magazines plus many independently owned mastheads.



\*45,000 copies weekly | delivered Wednesday

The Canterbury-Bankstown Torch is the flagship of the Torch Group of local community newspapers. Part of the local community since 1920, the Torch has immense credibility and is widely renowned for its reporting of community news, local affairs and for acting as the community's watchdog for over 90 years.

First choice for local advertisers, the Torch is the market leader for Retail, Real Estate and Entertainment advertising. Local businesses rely on the Torch for employment advertising, while local tradespeople and the community generally depend on and

make use of the Directories and Classifieds pages each week.

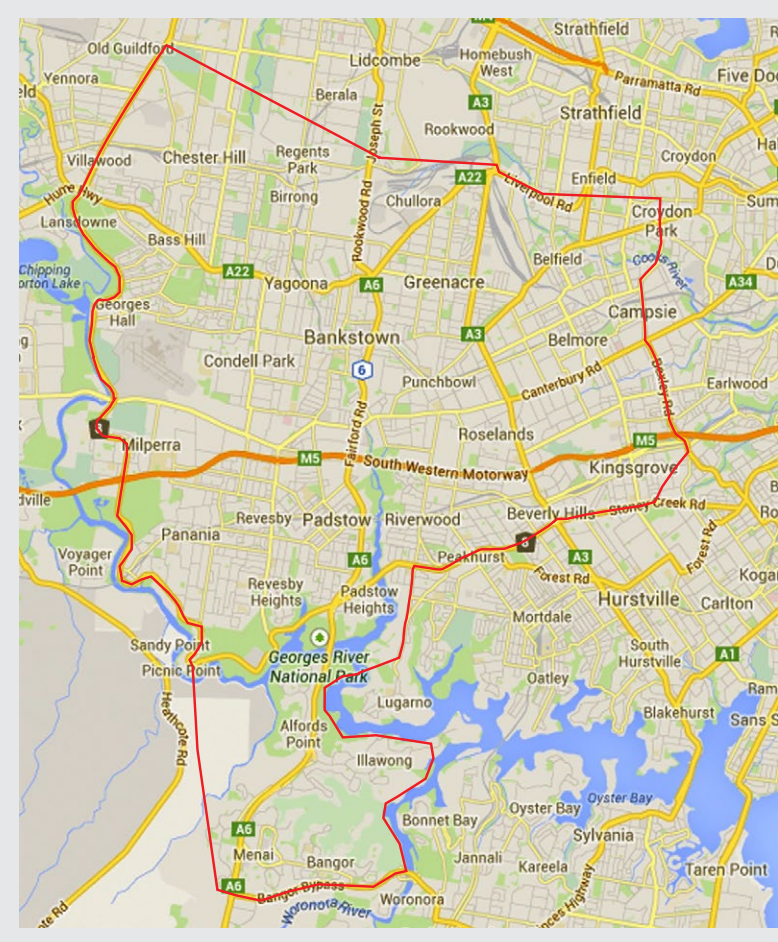
The Torch proudly supports and is involved in a wide range of community events and activities including: both Bankstown and Canterbury Business Awards, Christmas Carols and Australia Day celebrations, Bankstown Rotary and local community festivals in Bankstown, Lakemba, Campsie, Revesby and Panania. 2014 Runner-Up 'Best Community Newspaper in Australia'.

Best national advertisement - Community Newspapers of Australia 2015.

**Booking deadline:** 12 noon Thursday week before publication. **Copy deadline:** Friday 5pm.

\*Circulation may change without notice.



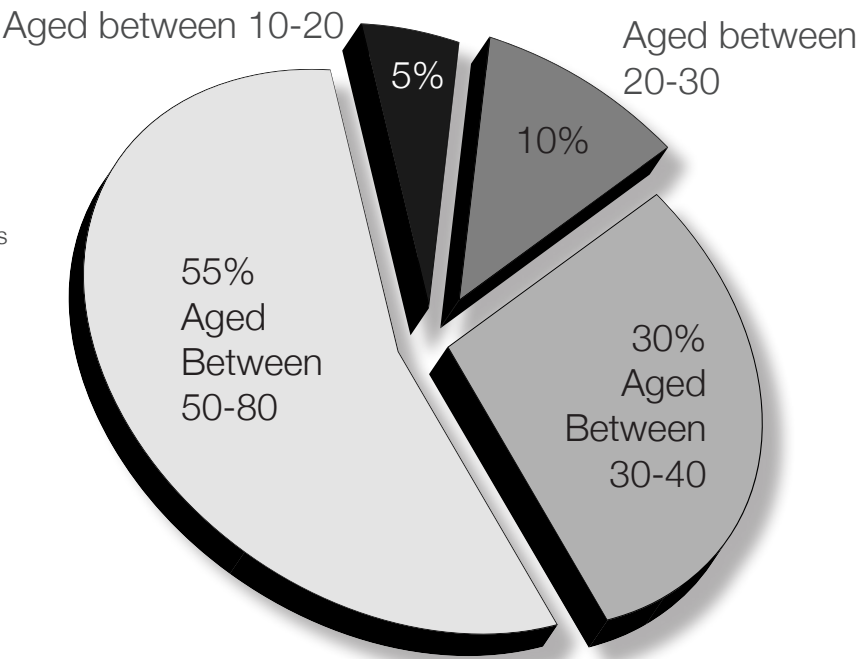


- |               |              |
|---------------|--------------|
| Bankstown     | Milperra     |
| Canterbury    | Mt. Lewis    |
| Bass Hill     | Narwee       |
| Belfield      | Padstow      |
| Belmore       | Panania      |
| Beverly Hills | Picnic Point |
| Birrong       | Punchbowl    |
| Campsie       | Revesby      |
| Chester Hill  | Riverwood    |
| Chullora      | Roselands    |
| Condell Park  | Sefton       |
| East Hills    | Villawood    |
| Georges Hall  | Wiley Park   |
| Greenacre     | Yagoona      |
| Lakemba       |              |

Demographic**Information**

Circulation  
45,000 copies weekly

85% Delivery to residential homes  
10% Commercial drops  
5% Bulk drops



Figures by Torch Publishing Company.  
Circulation may change without notice.

Find us on facebook 



\*21,000 copies weekly | delivered Tuesday

For over 50 years, the Auburn Review Pictorial has been the leading newspaper in this diverse, multi-cultural region of Sydney.

First choice for advertisers needing to reach their local community, the Review is the main newspaper serving the Auburn municipal area. A major supporter of community events and sponsors of the Auburn Small Business Awards and the 'Youth Stage' and Auburn Council's Australia Day festivities, the Review is proud of its commitment to the Auburn community. The Review works closely with Auburn Council to

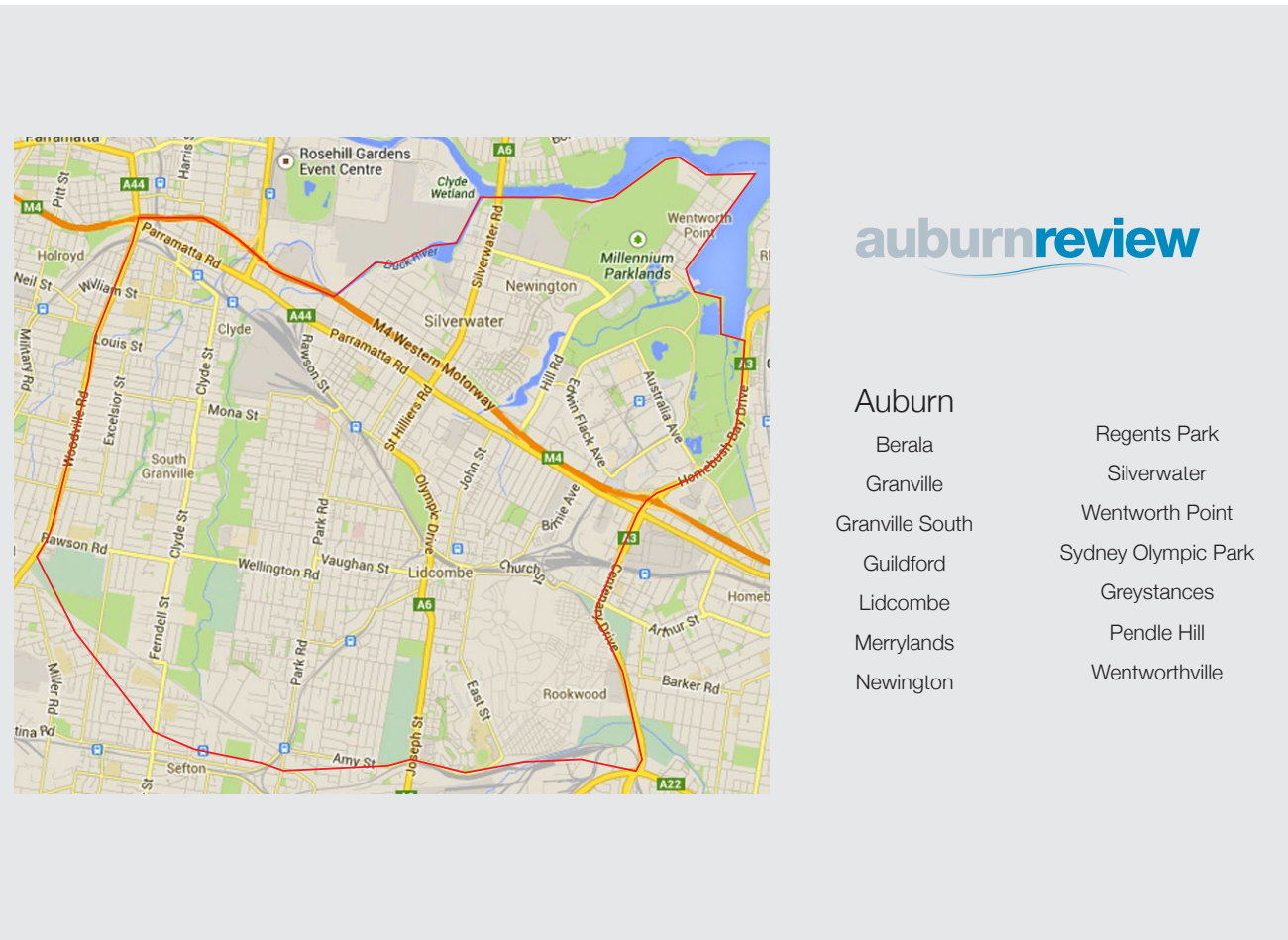
support and promote a range of community events, including the Mayor's Charity Golf Day each June.

The annual School Citizenship Awards are just one of the community service initiatives instigated by the Auburn Review over the years.

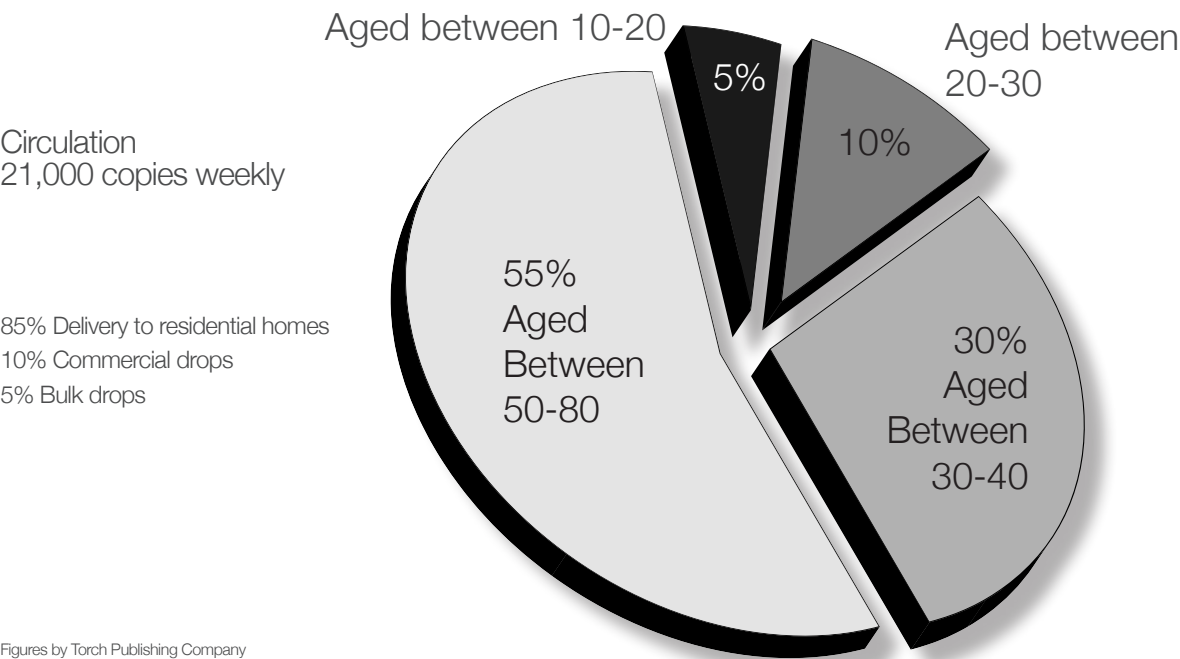
**Booking deadline:** 12noon Thursday week before publication. **Copy deadline:** Monday 11am.

\*Circulation may change without notice.





Demographic**Information**

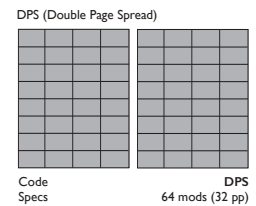


Figures by Torch Publishing Company

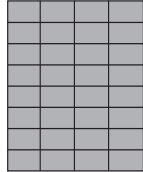
Find us on facebook 

The Torch Publishing Group papers provides an extensive and economical way to reach potentially hundreds of thousands of readers every week. We have sections for general news, real estate, dining out, entertainment, sport and many special features throughout the year. We use industry standard module sizes for compliance with most other media companies.

You can supply your own ad, or we can make one for you. All ads can be proofed online.

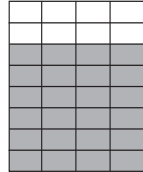


8 mods high, 4 mods wide



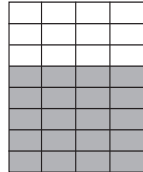
Code **T84 - 37.4 x 8**  
Specs 374 x 259.6  
No of Mods 8x4 = 32

6 mods high, 4 mods wide



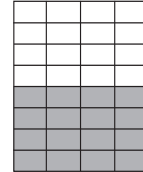
Code **T64 - 28 x 8**  
Specs 280 x 259.6  
No of Mods 6x4 = 24

5 mods high, 4 mods wide



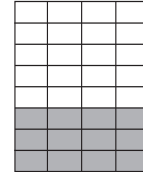
Code **T54 - 23.3 x 8**  
Specs 233 x 259.6  
No of Mods 5x4 = 20

4 mods high, 4 mods wide



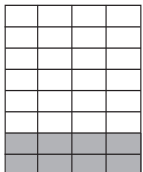
Code **T44 - 18.6 x 8**  
Specs 186 x 259.6  
No of Mods 4x4 = 16

3 mods high, 4 mods wide



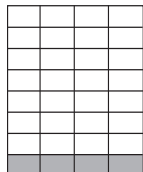
Code **T34 - 13.9 x 8**  
Specs 139 x 259.6  
No of Mods 3x4 = 12

2 mods high, 4 mods wide



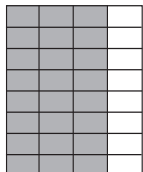
Code **T24 - 9.2 x 8**  
Specs 92 x 259.6  
No of Mods 2x4 = 8

1 mod high, 4 mods wide



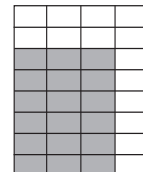
Code **T14 - 4.5 x 8**  
Specs 45 x 259.6  
No of Mods 1x4 = 4

8 mods high, 3 mods wide



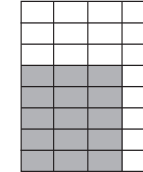
Code **T83 - 37.4 x 6**  
Specs 374 x 194.2  
No of Mods 8x3 = 24

6 mods high, 3 mods wide



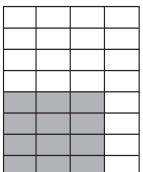
Code **T63 - 28 x 6**  
Specs 280 x 194.2  
No of Mods 6x3 = 18

5 mods high, 3 mods wide



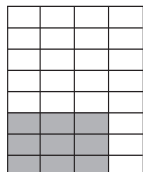
Code **T53 - 23.3 x 6**  
Specs 233 x 194.2  
No of Mods 5x3 = 15

4 mods high, 3 mods wide



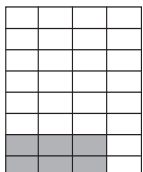
Code **T43 - 18.6 x 6**  
Specs 186 x 194.2  
No of Mods 4x3 = 12

3 mods high, 3 mods wide



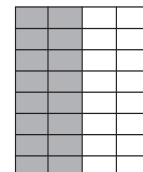
Code **T33 - 13.9 x 6**  
Specs 139 x 194.2  
No of Mods 3x3 = 9

2 mods high, 3 mods wide



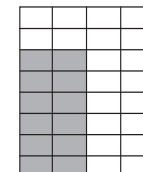
Code **T23 - 9.2 x 6**  
Specs 92 x 194.2  
No of Mods 2x3 = 6

8 mods high, 2 mods wide



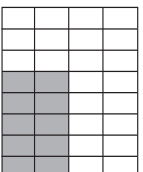
Code **T82 - 37.4 x 4**  
Specs 374 x 128.8  
No of Mods 8x2 = 16

6 mods high, 2 mods wide



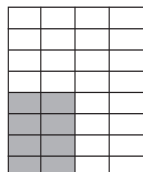
Code **T62 - 28 x 4**  
Specs 280 x 128.8  
No of Mods 6x2 = 12

5 mods high, 2 mods wide



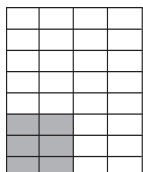
Code **T52 - 23.3 x 4**  
Specs 233 x 128.8  
No of Mods 5x2 = 10

4 mods high, 2 mods wide



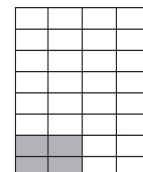
Code **T42 - 18.6 x 4**  
Specs 186 x 128.8  
No of Mods 4x2 = 8

3 mods high, 2 mods wide



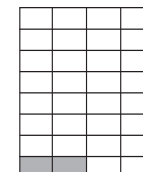
Code **T32 - 13.9 x 4**  
Specs 139 x 128.8  
No of Mods 3x2 = 6

2 mods high, 2 mods wide



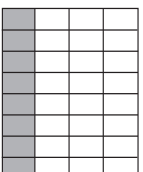
Code **T22 - 9.2 x 4**  
Specs 92 x 128.8  
No of Mods 2x2 = 4

1 mod high, 2 mods wide



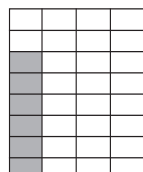
Code **T12 - 4.5 x 4**  
Specs 45 x 128.8  
No of Mods 1x2 = 2

8 mods high, 1 mod wide



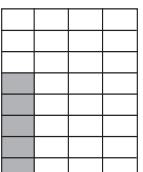
Code **T81 - 37.4 x 2**  
Specs 374 x 63.4  
No of Mods 8x1 = 8

6 mods high, 1 mod wide



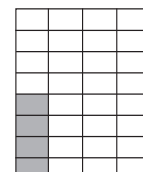
Code **T61 - 28 x 2**  
Specs 280 x 63.4  
No of Mods 6x1 = 6

5 mods high, 1 mod wide



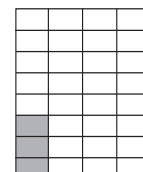
Code **T51 - 23.3 x 2**  
Specs 233 x 63.4  
No of Mods 5x1 = 5

4 mods high, 1 mod wide



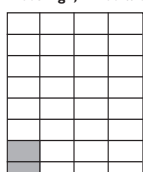
Code **T41 - 18.6 x 2**  
Specs 186 x 63.4  
No of Mods 4x1 = 4

3 mods high, 1 mod wide



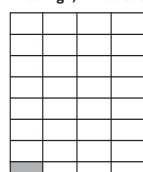
Code **T31 - 13.9 x 2**  
Specs 139 x 63.4  
No of Mods 3x1 = 3

2 mods high, 1 mod wide



Code **T21 - 9.2 x 2**  
Specs 92 x 63.4  
No of Mods 2x1 = 2

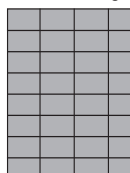
1 mod high, 1 mod wide



Code **T11 - 4.5 x 2**  
Specs 45 x 63.4  
No of Mods 1x1 = 1

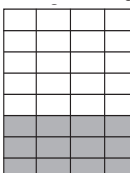
4 Page Wrap

Outside Back Page



Code  
Outside Front Page  
Outside Back Page

Outside Front Page



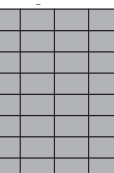
**WRAP**  
12 mods  
32 mods

Inside Front Page



Code  
Inside Front Page  
Inside Back Page

Inside Back Page



**WRAP**  
32 mods  
32 mods



l.h.brown&co

BANKSTOWN

9709 2399

CONDELL PARK

\$720,000



SELF MANAGED STRATA !

Spacious street facing townhouse in small complex of 3. Self managed with very low outgoings and rented to excellent tenants. Downstairs features include fully tiled living areas, large modern kitchen with gas cooking and breakfast bar, internal laundry and toilet facility. Upstairs 3 good size bedrooms, master with en suite bathroom and walk in robe, large main bathroom with corner spa and a family room. Two good size courtyards, double lock up garage, ducted air conditioning and alarm. Walking distance to Bankstown Hospital, schools and transport.

Address: 1/62 Gleeson Avenue, Condeell Park  
Inspect: Saturday 11.30 am - 12.00 pm  
Details: Mario Urizar 0411 177950

GUILDFORD

FOR SALE



CHARMING HOME PLUS LARGE STUDIO !

Well maintained 3 bedroom home situated in a quiet street and in close proximity to shops, transport, schools and leagues club. Bonus of a large, multi-room studio, ideal for the hobby enthusiast, home office, teenage retreat or granny flat conversion. Features include 3 good size bedrooms, separate lounge, eat in kitchen, neat bathroom, sunroom/study, double carport, undercover bbq area and good size backyard. Total land area of 595 square metres with ample space for a new granny flat.

Address: 25 Fairview Street Guildford  
Inspect: By Appointment  
Details: Peter Pisani 0419 411 513

BANKSTOWN

\$490,000 - \$515,000



SPACIOUS TOP FLOOR APARTMENT !

Well maintained security complex located within walking distance to shops, schools and Bankstown CBD. North facing sunny aspect with generous size living spaces and two balconies overlooking McLeod Reserve. Features two good size bedrooms, huge main bedroom with built in wardrobe and private balcony. Modern timber kitchen, neat bathroom, internal laundry and lock up garage. This beautiful apartment would be ideal for first home buyers or investors alike. Investors note rental potential of \$450 p.w. and low strata levies.

Address: 15/134 Meredith Street Bankstown  
Inspect: Saturday 11.30 am - 12.00 pm  
Details: Mario Urizar 0411 177950

GREENACRE

\$1,050,000



HUGE BLOCK OF LAND + GRANNY FLAT !

Nice 3 bedroom brick veneer home located on a huge block of land with a wide 18 metre frontage and total area of approximately 1003 square metres. Features include a large formal lounge, dining area, 3 way bathroom, modern kitchen, family room, drive through garage and granny flat. Possible development site STCA.

Address: 176 Roberts Road Greenacre  
Inspect: By Appointment  
Details: Mario Urizar 0411 177950

366 Chapel Road , Bankstown

www.lhbrown.com.au

6cm deep

REAL ESTATE  
MODULE

2 col 6.3cm wide

4 col 12.9cm wide

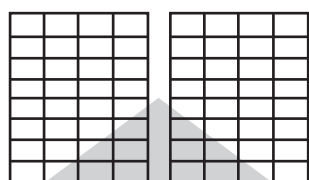
6 col 19.5cm wide

8 col 26.1cm wide

ADVERTISINGINFORMATION

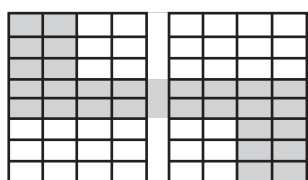
2024

We also have creative shapes available to present your message in completely new ways. Please contact us at ads@torchemail.com.au if you have an idea which is not displayed here or for further information.

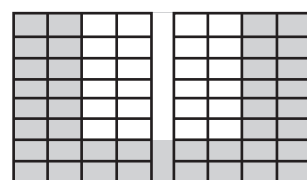


Code Triangle Shape  
Specs 8mods per page (16 total)  
Height: 187 mm x Width: 475.2 mm

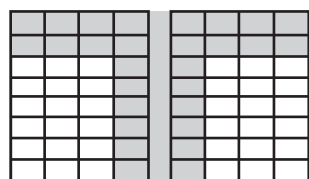
(Can reverse vertically)



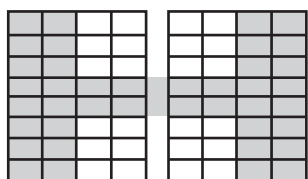
Code Z Shape  
Specs 14mods per page (28 total)  
(Can reverse horizontally)



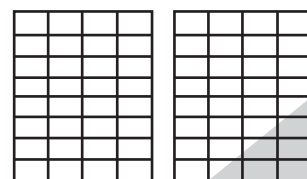
Code U Shape  
Specs 20mods per page (40 total)



Code T Shape  
Specs 14mods per page (28 total)  
(Can reverse vertically)



Code H Shape  
Specs 20mods per page (40 total)



Code Corner Shape  
Specs 6mods per page  
(Can be left or right)

Note: Page loading will apply to all creative shapes.



# Additional Opportunities

sales@torchemail.com.au

## 1. Newspaper wrap advertising

- Wrap advertising is additional pages on the outside of an existing publication exclusively for one client. Wraps offer MAXIMUM revenue potential and exposure and can be added in multiples of four pages.
- The existing newspaper masthead must always appear on the first page of the wrap.

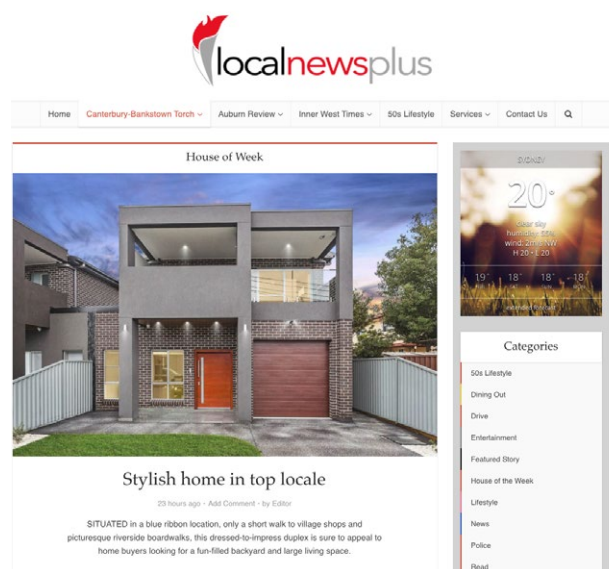
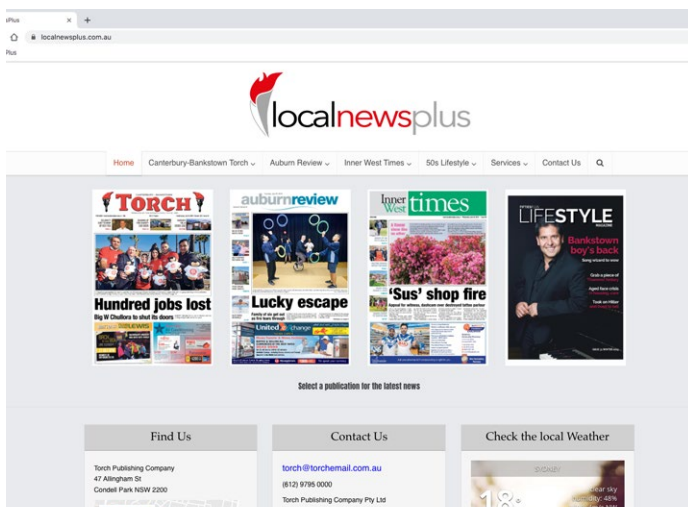


## 2. Newspaper inserts

- Promotional material inserted directly into the newspaper
- Flyers, brochures, catalogs, leaflets
- Printing of promotional material can also be quoted on request
- Minimum 10,000 insertions
- Targeted advertising by postcode or suburb



localnewsplus.com.au/?page\_id=40#4



**LocalNewsPlus** is a fast, attractive local news platform built on industry standard platforms to support all major devices and browsers.

Since its launch in 2014 it has gone through numerous changes and improvements and has seen millions of page view consumed.

Our latest version is averaging around twenty thousand views a month and trending upwards. We promote heavily in the paper and via our social media, including linked posts on our very popular Facebook page.

It is simple and intuitive to navigate whilst presenting vast amounts of local news and general interest stories.

We offer digital advertising where ads can be placed according to geo-location, browser, platform and many other parameters. Digital ads can be shown for a specified number of views, clicks, duration or for specific dates.

You can even request very specific sections or pages for your ads.

For example:

Do you just want to advertise in Sport?

Do you just want the News section of the Review?

Do you just want the Real Estate section of Torch?

LocalNewsPlus is a great extension of the printed papers which provides advertising opportunities which can't be reproduced in print.

## Additional Information

"Read the Paper" Flipbooks (just like reading the print version)

Popular Competitions

Email marketing list

Social Media Feeds and active Facebook pages

Detailed analytics for advertisers with direct links

Multiple award winner - CNA\* Best Website

Local News Plus provides access to industry standard ad sizes for publishing.

Ads can be placed in sidebars, footers, headers or inline with content. They can also be specified for certain pages, sections, by geo-location or as popup ads. Please contact us for information regarding pop-up ads.

All ads must be suitable for viewing by all age groups. We reserve the right to disqualify any ads which we feel are unsuitable.

**We only accept ads in jpeg, gif or png file formats. They must be received 3 days prior to publishing.**

## Advert sizes

Name	Dimensions	Animated	File Size
MREC (medium rectangle)	300px (w) x 250px (h)	Yes	40kb
Half Page	300px (w) x 600px (h)	Yes	40kb
Skyscraper (tower)	160px (w) x 600px (h)	Yes	40kb
Leaderboard	728px (w) x 90px (h)	Yes	40kb
Billboard	970px (w) x 250px (h)	No	40kb
Popup	Please contact us	Yes	40kb
MREC (medium rectangle)	300px (w) x 250px (h)	Yes	40kb

Our Ad Centre at [http://www.localnewsplus.com.au/?page\\_id=4163](http://www.localnewsplus.com.au/?page_id=4163) has examples and further information.

## Ad Centre

### Advertising Information

Advertising on LocalNewsPlus can give you wide exposure to our digital audience. We utilise Facebook to drive traffic to our site and publish a wide variety of local news, sport, real estate and lifestyle content. We also offer regular competitions for readers. We support standard media sizes (see below) and allow static or animated files with links and extensive reporting.

To advertise, please call 9795 0000 during business hours or email [lnp@torchemail.com.au](mailto:lnp@torchemail.com.au) and we can deal via email.

#### Mrec



The most popular size for advertising on web sites. This has become the standard ad format for most news organisations as it can easily be accommodated in stories, sidebars, footers and blocks of stories. [Click to see some examples and further information.](#)

#### LeaderBoard

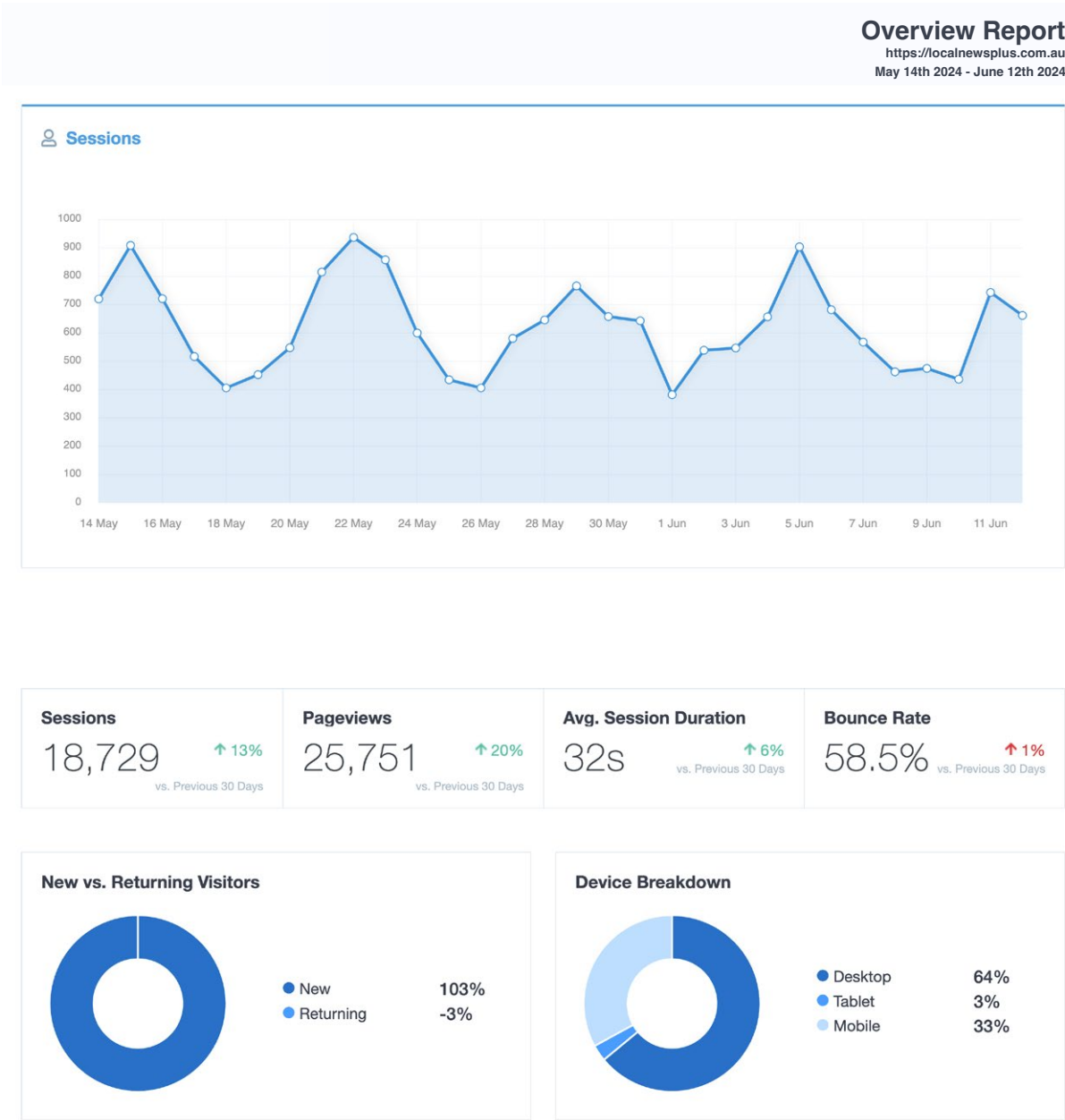




LocalNewsPlus aims to provide an attractive, economical and effective way to promote your product.

With this in mind, every ad which appears on LocalNewsPlus is monitored and tracked to register impressions, clicks and click through rates.

If you place an ad on our site we can provide you with a direct link to analytics specific to your ad. We can also offer reporting via email if desired but the live statistics are always up to date. You can see what works the best for your business.



# Contact**Information**

## **Canterbury-Bankstown Torch**

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Canterbury Bankstown Torch  
Unit 1, 47 Allingham St, Condell Park 2200  
P.O. Box 113, Bankstown 1885  
A.B.N. 46 008 462 404  
Phone: 9795 0000  
Classifieds: 9795 0011  
Fax: 9795 0096  
Email: torch@torchemail.com.au

## **Auburn Review**

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Auburn Pictorial Review  
Unit 1, 47 Allingham St, Condell Park 2200  
P.O. Box 113, Bankstown 1885  
Phone: 9795 0000  
Classifieds: 9795 0011  
Fax: 9795 0096  
Email: review@torchemail.com.au

## **Local News Plus**

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LocanNewsPlus  
Unit 1, 47 Allingham St, Condell Park 2200  
P.O. Box 113, Bankstown 1885  
A.B.N. 46 008 462 404  
Phone: 9795 0000  
Email: sales@torchemail.com.au  
www.localnewsplus.com.au

