

Honi Soit

Australia's only weekly student newspaper. News, culture and satire since 1929.

Published by the Students' Representative Council, University of Sydney

honisoit.com



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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 the uni semesters (26 editions per year). It has a print run of 2000 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 70 000 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 also feature in the online e-book of the print edition published on our website.

Social media

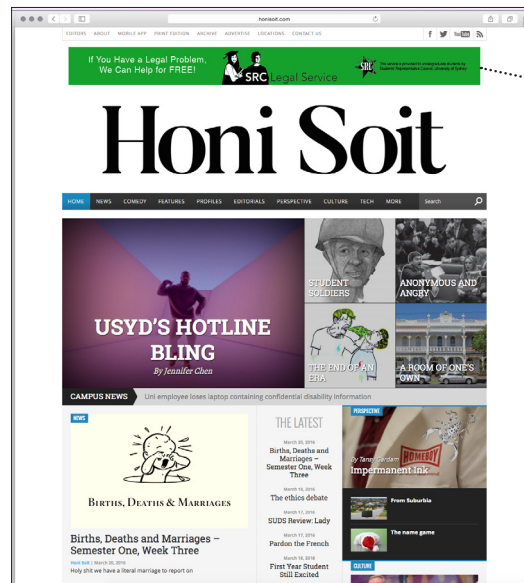
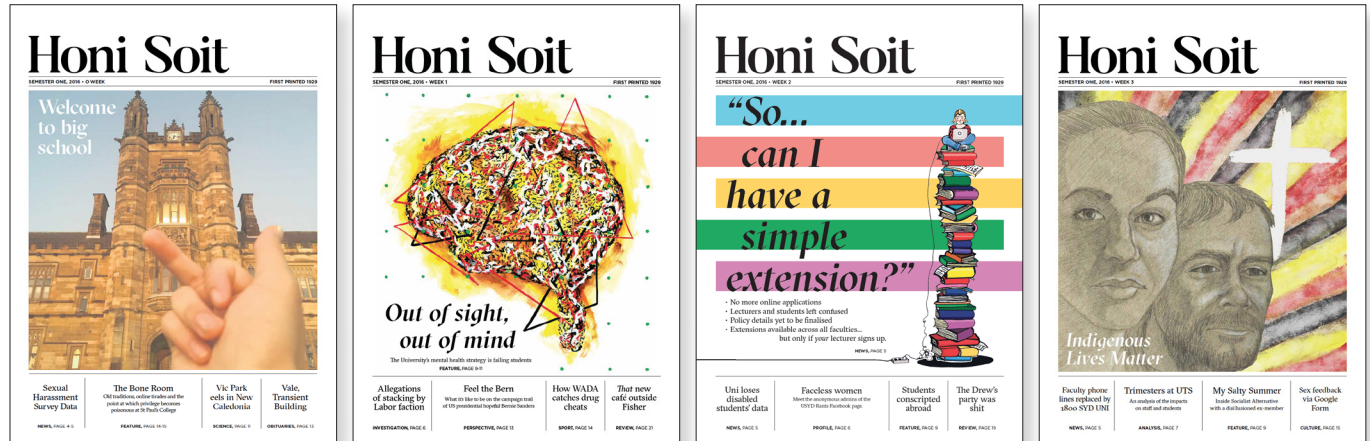
Instagram: @honi_soit (over 4 750 followers)

Facebook: /honisoitsydney (over 16 500 followers)

Twitter/X: @honi_soit (over 8 000 followers)

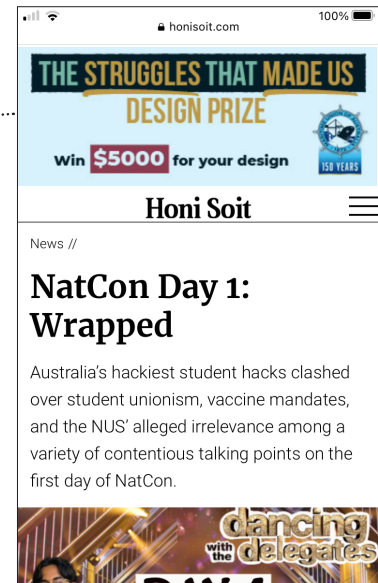
We don't provide adspace on our socials, but we post feature articles and breaking news approximately 5 times each week and link through to the Honi Soit website which features the leaderboard banner ad on every page. Content is posted regularly outside of semesters, making this a good adspace option all year round.

A selection of Honi Soit covers



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.



TO BOOK AN ADVERTISEMENT: Please fill out this form and email by 10am on ad deadline date. Your booking will be processed and an invoice will be sent back to you.
All invoices must be paid by 2pm on the ad deadline date. Payment details will be on your invoice.

ADVERTISER DETAILS

First name _____

Surname _____

Company name _____

Company ABN _____

Telephone _____

Mobile _____

Email _____

Address _____

_____ Post Code _____

PRODUCTION SPECIFICATIONS

Artwork to be supplied by email by 2pm on ad deadline date.

Print ads:

File formats: PDF, TIFF, JPEG, PNG or EPS.

Mode: CMYK. Resolution: 300dpi. *Add 5mm bleed to full page artwork.

Web banner ads:

Supply two sizes (970 x 90px for desktop, and 360 x 140px for mobile).

File formats: JPG, PNG or GIF. Mode: RGB. Resolution: 72dpi.

Include the URL for your campaign for click-through link.

Files will be placed in Honi Soit as supplied. Any errors in preparation of content are the advertiser's responsibility. Additional artwork preparation fees will apply if adjustments are required.

CONTACT DETAILS

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2025 PRODUCTION SCHEDULE

Tick	Issue #	Ad deadline (WED prior)	On stands (WED)
<input type="checkbox"/>	2600 (Welcome-Week)	11 Feb	18 Feb
<input type="checkbox"/>	2601 (Wk 1, Sem 1)	18 Feb	25 Feb
<input type="checkbox"/>	2602 (Wk 2, Sem 1)	25 Feb	4 Mar
<input type="checkbox"/>	2603 (Wk 3, Sem 1)	4 Mar	11 Mar
<input type="checkbox"/>	2604 (Wk 4, Sem 1)	11 Mar	18 Mar
<input type="checkbox"/>	2605 (Wk 5, Sem 1)	18 Mar	25 Mar
<input type="checkbox"/>	2506 (Wk 6, Sem 1)	25 Mar	1 Apr

Mid Semester Break (6-12 April)

<input type="checkbox"/>	2507 (Wk 7, Sem 1)	8 Apr	15 Apr
<input type="checkbox"/>	2508 (Wk 8, Sem 1)	15 Apr	22 Apr
<input type="checkbox"/>	2509 (Wk 9, Sem 1)	22 Apr	29 Apr
<input type="checkbox"/>	2610 (Wk 10, Sem 1)	29 Apr	6 May
<input type="checkbox"/>	2611 (Wk 11, Sem 1)	6 May	13 May
<input type="checkbox"/>	2612 (Wk 12, Sem 1)	13 May	20 May
<input type="checkbox"/>	2613 (Wk 13, Sem 1)	20 May	27 May

Mid Year Break (2 June – 1 August)

<input type="checkbox"/>	2614 (Wk 1, Sem 2)	29 July	5 Aug
<input type="checkbox"/>	2615 (Wk 2, Sem 2)	5 Aug	12 Aug
<input type="checkbox"/>	2616 (Wk 3, Sem 2)	12 Aug	19 Aug
<input type="checkbox"/>	2617 (Wk 4, Sem 2)	19 Aug	26 Aug
<input type="checkbox"/>	2618 (Wk 5, Sem 2)	26 Aug	2 Sept
<input type="checkbox"/>	2619 (Wk 6, Sem 2)	2 Sept	9 Sept
<input type="checkbox"/>	2620 (Wk 7, Sem 2)	9 Sept	16 Sept
<input type="checkbox"/>	2621 (Wk 8, Sem 2)	16 Sept	23 Sept

Mid Semester Break (28 Sept – 4 Oct)

<input type="checkbox"/>	2622 (Wk 9, Sem 2)	30 Sept	7 Oct [†]
<input type="checkbox"/>	2623 (Wk 10, Sem 2) [†]	7 Oct	14 Oct
<input type="checkbox"/>	2624 (Wk 11, Sem 2)	14 Oct	21 Oct
<input type="checkbox"/>	2625 (Wk 12, Sem 2)	21 Oct	28 Oct

SIZES

Tick	Size	Width	Height	Base Cost	Incl. gst
<input type="checkbox"/>	Full Page *	275mm	385mm	\$816	\$897.60
<input type="checkbox"/>	Half	118.5mm	359.5mm	\$440	\$484.00
<input type="checkbox"/>	Half Horiz.	242mm	177mm	\$440	\$484.00
<input type="checkbox"/>	Quarter	118.5mm	177mm	\$280	\$308.00
<input type="checkbox"/>	Quarter Horiz.	242mm	86mm	\$280	\$308.00
<input type="checkbox"/>	Eighth	57mm	177mm	\$173	\$190.30
<input type="checkbox"/>	Sixteenth	57mm	86mm	\$93	\$102.30

ADDITIONAL SPECIFICATIONS

Tick	Position	cost excl. gst (add to base cost)
<input type="checkbox"/>	Back cover +25%	
<input type="checkbox"/>	Right hand page +10%	

Tick	Artwork	cost excl. gst (add to base cost)
<input type="checkbox"/>	Design/pre-press	\$90/hour (minimum 1 hour)

ONLINE ADVERTISING - honisoit.com

Tick	Size	Width	Depth	Base Cost	Incl. gst
<input type="checkbox"/>	Banner (desktop)	970px	90px	\$350	\$385
	Banner (mobile)	360px	140px		

DISCOUNTS AVAILABLE (More than one discount may apply)

<input type="checkbox"/>	Local small business	10%
<input type="checkbox"/>	Not-for-profit organisation	10%
<input type="checkbox"/>	Offering discounts to students	10%

Payment details will be listed on your invoice.

* Allow 5mm bleed on full page artwork.

[†] Issue distributed on Thursday, due to public holiday earlier that week.

Honi Soit is a non-profit newspaper, and does not pay agency commission.

A visual guide to ad sizes

Full Page
W: 275mm x H: 385mm*
*plus 5mm bleed

Half
W: 118.5mm
x
H: 359.5mm

My Salty Summer

Liam Donohoe reflects on his bitter-not-so-sweet summer as a member of Socialist Alternative.

Art by Brigitte Samaha and Katie Thorburn.

10 PEOPLE **HONI SOIT SEMESTER 1 • WEEK 2**

Shaun Harris:
“They all say that she was faking it. How could she fake dying over three days?”

Subeta Vinuturajah met someone who taught her more in thirty minutes than any University class ever did.

Half Horiz
W: 242mm x H: 177mm

Quarter
W: 118.5mm
x
H: 177mm

Eighth
W: 57mm
x
H: 177mm

16th
W: 57mm
x
H: 86mm

My Salty Summer

Liam Donohoe reflects on his bitter-not-so-sweet summer as a member of Socialist Alternative.

Art by Brigitte Samaha and Katie Thorburn.

Quarter Horiz
W: 242mm x H: 86mm

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

Honi Soit

USYD'S HOTLINE BLING
by Jennifer Chen

CAMPUS NEWS

THE LATEST

Web leaderboard banner (mobile)
W: 360px x H: 140px

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News //

NatCon Day 1: Wrapped

Australia's hackiest student hacks clashed over student unionism, vaccine mandates, and the NUS' alleged irrelevance among a variety of contentious talking points on the