

January 2026

 nit.com.au

ADVERTISING & MEDIA KIT

WHO WE ARE

The National Indigenous Times is a 100% Indigenous-owned and operated digital and print news organisation. Each month, our online news platform reaches thousands of individual readers.

Reaching over a million readers nationally through a partnership with 7West Media and The West Australian, our print newspaper is produced and distributed in Western Australia on the final Tuesday of each month. Additionally, in partnership with NewsCorp, it is printed on Wednesdays and circulates across Queensland, New South Wales, Victoria, South Australia, the Northern Territory, and Tasmania.

OUR MISSION

We are dedicated to keeping the community informed of issues and events of importance to their lives and livelihoods.

Our number one focus is telling the stories of Aboriginal and Torres Strait Islander people, and on reporting the events and decisions that impact on the lives of Indigenous people across Australia.

Our duty is to report without fear or favour, to speak truth to power, and to provide a voice for Indigenous people.



ABOUT NIT

OUR AUDIENCE

We have a diverse and growing base of readers, with strong representation across all adult age groups, particularly between the ages of 24 and 55. Our website has an international audience especially in New Zealand and Canada where we have reciprocal news sharing arrangements.

TAILORED ADVERTISING APPROACH

We will work with you as a valued client to understand your business and provide a tailored approach to help you achieve your outcomes, within your budget and timeframes.

SOCIAL MEDIA

2025 Aggregated Performance (All Brands)

These statistics represent the combined performance of all social media channels (Facebook, Instagram, LinkedIn, TikTok, X/Twitter, YouTube) for the period Jan 01 – Dec 31, 2025.

Total Impressions: 53,290,695

Growth: 📈 142% increase from 2024 (21.9M).

Total Engagement (Reactions & Likes): 1,865,437

Growth: 📈 38.5% increase from 2024 (1.3M).

Video Views: 18,000,260

Growth: 📈 66.9% increase from 2024 (10.7M).

Total Posts Published: 15,544

Volume: Down 9.9% from 2024 (17,243), indicating a strategy shift toward higher-impact content rather than volume.

Post Link Clicks: 340,564

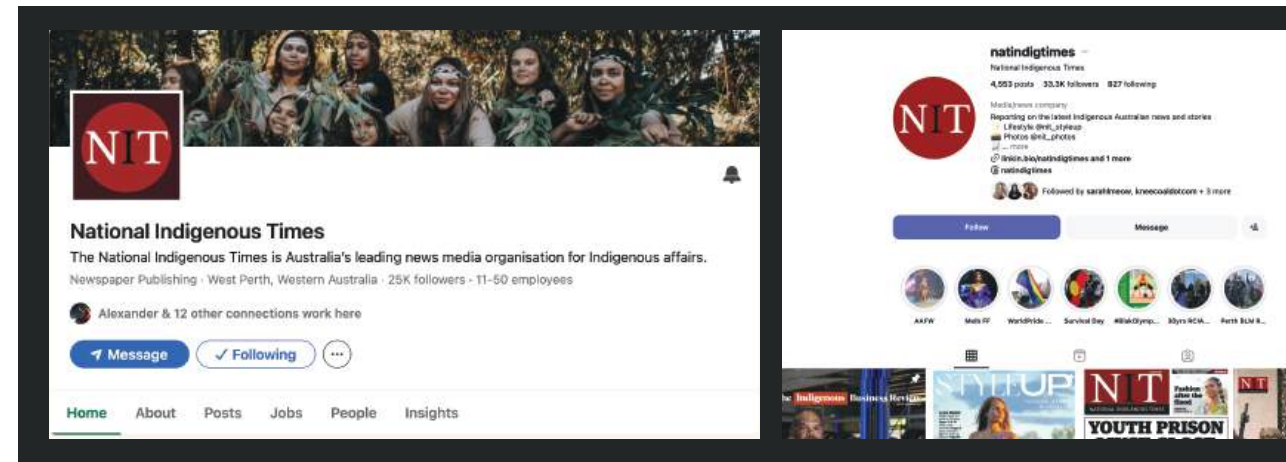
Growth: Down 10.9% from 2024.

Total Shares: 202,334

Growth: 📈 54.4% increase from 2024.

Total Followers (Combined): 201,724

Growth: 📈 61.4% increase from 2024 (124,973).



SOCIAL MEDIA

Individual Brand Snapshots (Current Status)

Breakdown of specific account metrics based on the provided profile screenshots and report data.

National Indigenous Times (NIT)

Instagram (@natindigtimes): 55.9K Followers | 1.7M Total Likes

Facebook: Major driver of link clicks (referenced as top source in PDF trends).

Top Content: Accounted for the highest viral engagement in 2025 (see Top Posts below).

Style Up

Instagram (@nit_styleup): 8,941 Followers | 1,193 Posts

LinkedIn: ~2,000 Followers (2K listed on **page**)

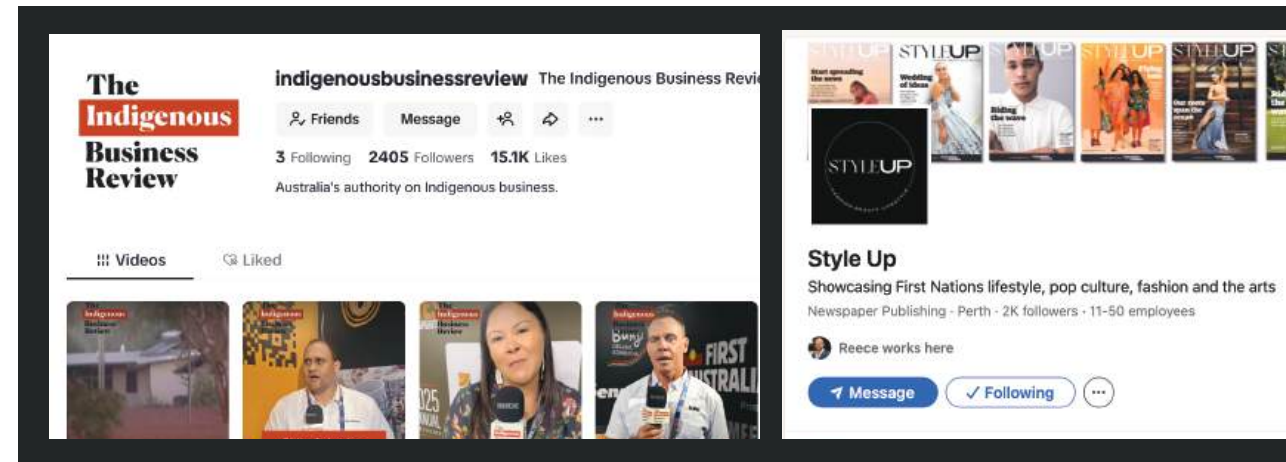
Focus: Fashion, lifestyle, and pop culture.

The Indigenous Business Review (IBR)

Instagram (@the_ibr_au): 1,831 Followers

LinkedIn: ~5,000 Followers

TikTok (@indigenousbusinessreview): 2,405 Followers | 15.1K Likes





ADVERTISING: NEWSPAPER

January 2026

nit.com.au



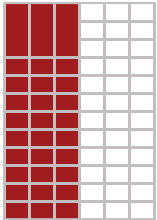
RATE CARD

POSITION	RATE CARD	MODULES	SPECIFICATIONS
Full Page	\$36,000	M12x6	380mmH x 270mmW
1/2 Page H	\$20,000	M6x6	188mmH x 270mmW
1/2 Page V	\$20,000	M12x3	380mmH x 134mmW
1/3 Page H	\$18,000	M4x6	124mmH x 270mmW
1/3 Page V	\$18,000	M12x2	380mmH x 88mmW
1/4 Page H	\$15,000	M3x6	92mmH x 270mmW
1/4 Page V	\$15,000	M6x3	188mmH x 134mmW
Front Page Strip	\$20,000	M2x6	60mmHx270mmW
Double Page Spread	\$58,000	M12X12	380mmH x 560mmW
Double Half Page Spread	\$36,000	M6X12	188mmH x 560mmW
Double Quarter Page Spread	\$20,000	M3X12	92mmH x 560mmW
Junior Page	\$23,000	M9X4	284mmH x 180mmW
Tile Ad	\$4,500	M4x2	124mmH x 88mmW

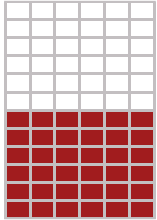


1. All prices listed are excluding GST.
2. Advertising spaces within the Tabloid are flexible in size and placement.
3. Full page ads do not run on Page 1, Page 3 or the back page. Costs are dependent on the package and are individually negotiated.
4. Rate card prices are reflected by distribution in seven states nationally across Australia.

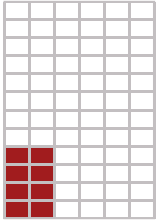
MODULAR TABLOID SPECS



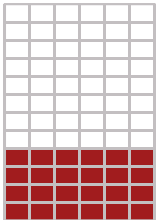
M12x3
1/2 Page V



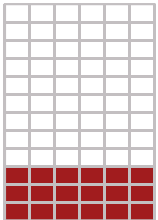
M6x12
Double Half
Page Spread



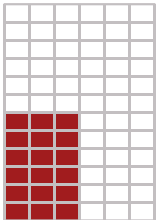
M4x2
Tile Ad



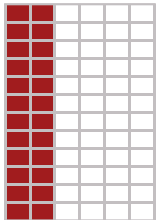
M4x6
1/3 Page H



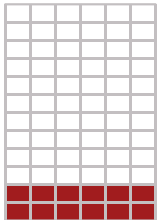
M3x6
1/4 Page H



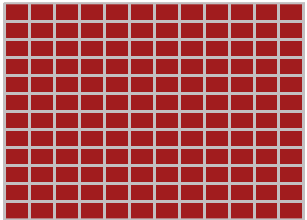
M6x3
1/4 Page V



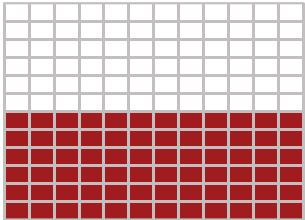
M12x2
1/3 Page V



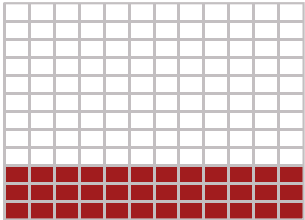
M12x6
Full Page



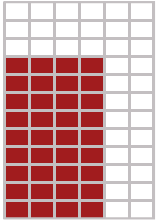
M12x12
Double
Page
Spread



M6x12
Double
Half Page
Spread

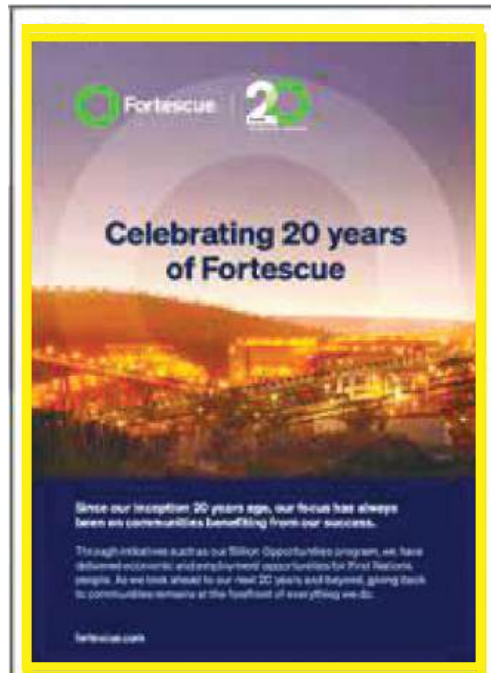


M3x12
Double
Quarter
Page
Spread



M9x4
Junior Page

PRINT ADVERTISEMENTS



FULL PAGE AD



HALF PAGE AD



ONE-THIRD AD



ONE-QUARTER AD





DISTRIBUTION

The Daily Telegraph

Herald Sun
YOUR TOWN • YOUR PAPER

The Courier Mail

THE VOICE OF TASMANIA
MERCURY

The West Australian

The Advertiser
WE'RE FOR SA

NT News

ADVERTISERS & PARTNERS



Australian Government



Department of
Energy, Mines, Industry
Regulation and Safety
Energy Policy WA



ADVERTISING: ONLINE

DISPLAY ADS

LANDSCAPE BANNER AD

\$995 +GST per week
SIZE: 1164pxW x 144pxH

SKYSCRAPER SIDE BANNER

This Banner is a 'sticky' on the side of the page and is visible even if the user is scrolling. Price quoted on enquiry
SIZE: 160pxW x 600pxD

MREC SQUARE (MOBILE ONLY)

\$625 +GST per week
SIZE: 300pxW x 250pxD

SKYSCRAPER NEWS SECTION

\$915 +GST per week
SIZE: 204pxW x 595pxD

JOB ADS

STANDARD JOB ADS **\$349 +GST**

Up to 30 days or closing date of job ad, whichever is sooner. Additional weeks may be purchased by arrangement. png, jpg or pdf files.

FEATURED JOB ADS \$549 +GST Job ad is featured at the top of every page and is visually marked with a red outline.

ADDITIONAL ROLES \$79 +GST For an additional fee you can advertise multiple advertisements.

JOB PACKS Acquiring a job pack enables you to promote positions on NIT's job portals for one year, all while benefiting from a cost-effective bulk pricing offer. **Packages are payable in advance.**

10 job ads \$3099 +GST

20 job ads \$6100 +GST

30 job ads \$8899 +GST

Additionally, we offer corporate packs tailored to bigger requirements, which include the integration of display ads. Your job advertisements will be published within 24 hours of receiving the necessary materials.



Native Title, Legal Or Heritage Notice Placements

Placement of advertisement for
Native Title claims, legal or
Heritage Notices.

300pxW x 250pxD .png, .jpg
or .pdf files

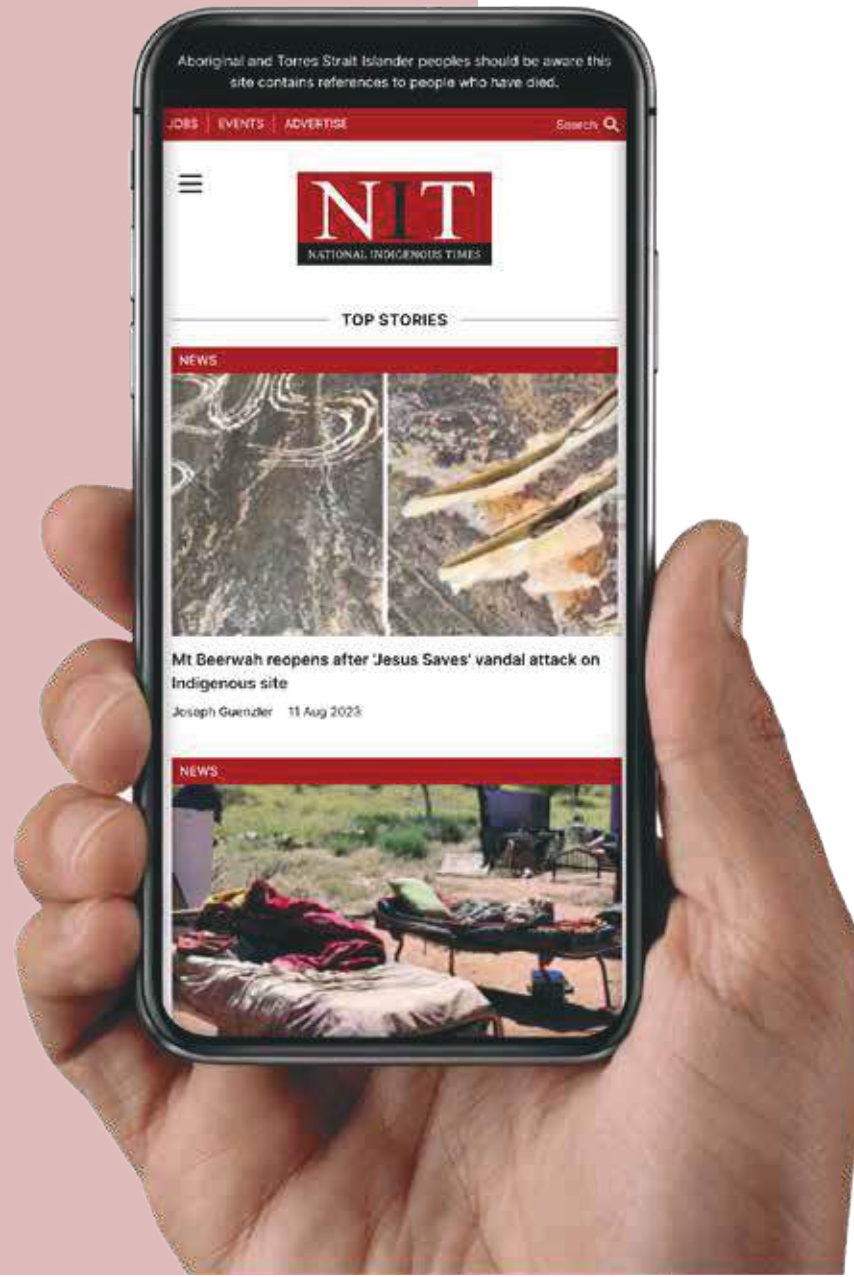
\$625 +GST

SUBSCRIBER E-NEWSLETTER

Banner

\$549 +GST Bottom banner
advertisement that will be
included in our newsletter sent
twice a week to **10,920**
subscribers.

SIZE: 2854pxW x 563pxD



SPONSORED CONTENT

ONLINE:

\$849 +GST

PRINT ON REQUEST

Your story & photo will be published on
the NIT website and will link to your
preferred website or events page. It will
remain on the front page of the NIT
website for one week and on our website
indefinitely.

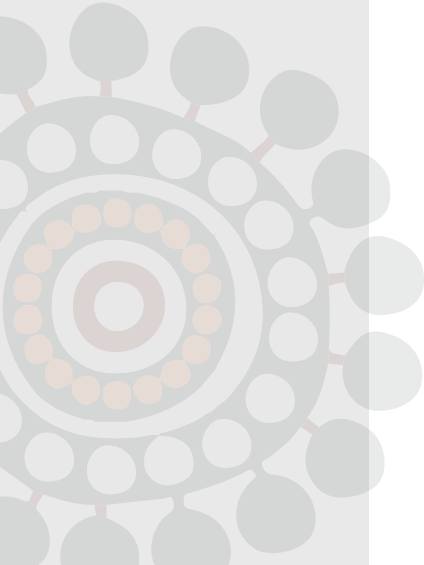
For an additional **\$99 +GST** we will ensure
that your article is uploaded to each NIT
social media account



RECRUITMENT

The National Indigenous Times provides an opportunity to advertise on our jobs board, efficiently connecting your organisation with top industry talent and boosting your hiring efforts.

BRONZE	SILVER	GOLD	PLATINUM
30 Adverts	50 Adverts	125 Adverts	200 Adverts
Savings \$971	Savings \$3,196	Savings \$8,836	Savings \$25,711
1 Banner Ad	5 Featured Ads	15 Featured Ads	40 Featured Ads
		5 Sponsored Banner Ads	10 Sponsored Banner Ads
\$9,499	\$12,999	\$34,999	\$59,999





1164pxW x 144pxH **BANNER AD** 1164pxW x 144pxH

NEWS



National Australia Bank announces grants of \$1,000...
Giovanni Torre

DANCE



NEWS



NEWS



Popular wedding venue apologises for Indigenous...
Emma Ruben

SPORT



LATEST NEWS

SKYSCRAPER

NEWS SECTION

NEWS



Anglicare cultural support worker recognised durin...

Proud Gubbi Gubbi and Wakka Wakka man, Russell Bennet, a Cultural Support Worker at Gympie Anglicare Southern Queensland, has be...

Joseph Guenzler 6 Sep 2023

ARTS



Desert Mob exhibition to include 35 Art Centres...

Hundreds of Aboriginal artists will gather on Thursday for a unique celebration of desert culture in the heart of Australia. I...

Rhiannon Clarke 6 Sep 2023

SPORT



Daniel Geale finally proves to be the real deal in...

The Hall of Fame honour still had not resonated with former world champion Daniel Geale on Saturday night before he realised tha...

Andrew Mathieson 6 Sep 2023



SKYSCRAPER

SIDE BANNER

NEWS



First segment of new Martuwarra Fitzroy River...

Giovanni Torre

NEWS



NT Supreme Court awards nearly \$1 million to...

Dechlan Brennan

NEWS



Childcare chief backs Voice as a 'seat at the table'

Rudi Maxwell 7 Sep 2023

NEWS



Agencies back SNAICC call for national Commissioner f...

Giovanni Torre

SPORT



Hazlett-led Woorinen fall just short in debut season

Jackson Clark

SKYSCRAPER

SIDE BANNER



Give the gift of motivation with Fitbit



Shop now



MSO + SPINIFEX GUM 9 JULY
Arts Centre Melbourne, Hamer Hall
Book now mso.com.au

SPORT

CULTURE



CONGRATULATIONS TO ALL KAMBARANG PARTICIPANTS

Kambarang Youth Cricket Carnival creates pathway for next generati...
Callan Morse 11 Nov

SPORT



Latrell Mitchell: 'I want to be the best Indigenous player to ever pla...
Jarred Cross 10 Nov

SPORT



Donnell Wallam stars again as Diamonds secure clean sweep ove...
Guest Author 4 Nov

MREC SQUARE

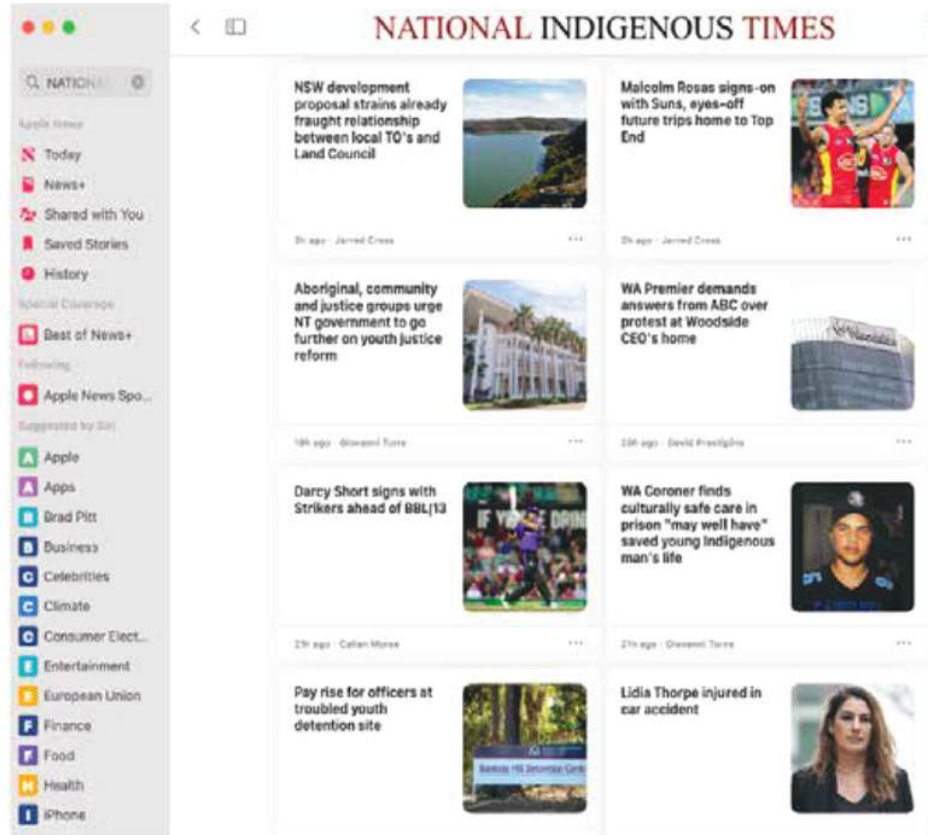
A family and a team - Badu Island rugby league outfit playing for mor...
Tom Zaunmayr 3 Nov

WE NEED YOUR HELP

PLEASE TAKE OUR SURVEY FOR A CHANCE TO WIN \$1000



APPLE AND GOOGLE NEWS



The NIT has recently entered a partnership with Apple News and Google Newsroom. It has enabled our articles and breaking stories to have a broader reach. Google will publish a minimum of six NIT stories daily with users of Apple news being able to subscribe to NIT, being notified once a story goes live or a particular news article matches the interests of the users profile.

They can be viewed on both desktop and mobile devices.

For corporate or community partnerships, print or digital advertising, advertorial, sponsorships, section partnerships or jobs board queries please contact:

Reece Harley,
Managing Director at
reece@nit.com.au

Bradley Rushforth,
Business Development and
Advertising Director at
bradley@nit.com.au

Alexander Wolf,
Chief Operating Officer, at
alexander@nit.com.au



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ABN: 57 609 604 855

