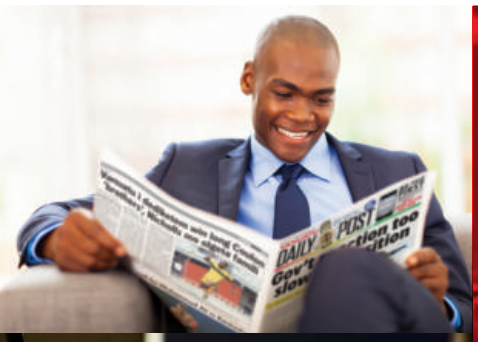
2026

VANUATUMEDIA
MARKETING











Media solutions that work.

Vanuatu Media Marketing is Vanuatu's integrated print, radio, and digital advertising network.

Engage your customers through trusted, high-reach media platforms, supported by independent audience research and proven across Vanuatu's most recognized media channels.

All rates quoted include VAT. **For sales and enquiries contact Vanuatu Media Marketing Tel: (678) 25107** www.vmm.vu

VANUATUMEDIA
MARKETING

2026

VANUATUMEDIA MARKETING

Media solutions that work.

Vanuatu Media Marketing (VMM), a division of the Daily Post Group, manages advertising sales and client servicing across the group's print, radio, and digital platforms.
We work with advertisers to deliver practical, results-driven campaigns using trusted media channels that reach audiences across Vanuatu.

Independent audience research conducted by BBC Media Action in 2025 confirms the continued importance of established local media brands in informing, engaging, and influencing Ni-Vanuatu audiences.



From newsprint to magazines, trusted print advertising that delivers influence.

Daily Post
Vanuatu's only daily newspaper, published since 1993.
2,000 copies printed Tuesday to Friday,
2,500 copies printed on Saturday.
Recognised by independent BBC audience research as one of Vanuatu's most trusted news sources.

Vanuatu Life & Style
A monthly lifestyle magazine inserted into the Daily Post, combining editorial features and display advertising to showcase products, services, and brands to an engaged local audience.

What to Do - Now supported by Touchscreens & Mobile App!
Vanuatu's most widely distributed visitor guide, reaching tourists at key arrival points and throughout their stay, including airport arrivals, cruise ship terminals, hotels, resorts, tourist information centres, and selected bars and restaurants.

Digital Network



www.dailypost.vu
The digital home of Vanuatu's most trusted news brand.

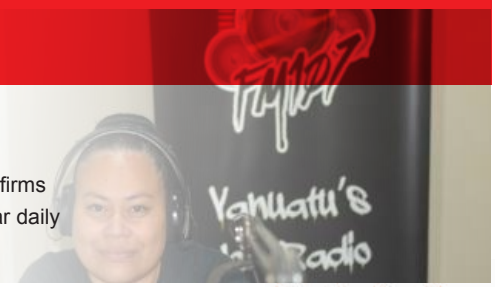
Part of the Daily Post Digital Network, delivering news and content across web and mobile platforms to audiences in Vanuatu and abroad.

What to Do Mobile App & Touchscreens
A high-visibility digital tourism platform combining strategically placed touchscreens with a mobile app to reach visitors throughout their stay.

Touchscreens are located in high-traffic tourist areas, while the app provides up-to-date content, exclusive offers, and on-the-go access with free 4G+ for users.

BUZZ FM ONLINE
Buzz FM ONLINE streams live 24/7, extending the Buzz FM audience beyond broadcast radio to listeners in Vanuatu and overseas. Available across mobile phones, desktops, smart speakers, and in-car systems, Buzz FM ONLINE delivers consistent programming and on-demand content wherever listeners are.

Radio



Capitol FM107
Capitol FM 107 is one of Vanuatu's most listened-to commercial radio stations, with a strong and consistent audience across urban and provincial areas. Independent BBC audience research confirms that radio remains one of the most accessible and trusted media channels nationwide, with regular daily listening habits, including via mobile phones.

Capitol FM 107 offers advertisers a powerful platform to reach engaged audiences across Vanuatu.

All rates quoted include VAT.

For sales and enquiries contact Vanuatu Media Marketing Tel: (678) 25107 www.vmm.vu

VANUATUMEDIA MARKETING

2026

Artwork Specifications

Print

All our print publications are produced using a content management system therefore you must ensure your artwork adheres to the specifications below. In most cases your advertisement will be printed as it is supplied, so pre-flighting your artwork before sending it to us is crucial.

Delivery

✓ We accept press ready, high resolution PDF files.
✓ PDFs created from native programs such as Indesign, Illustrator or Freehand are acceptable.
✗ PDFs generated from within Office packages such as Word, Excel, Publisher or Powerpoint are not acceptable.
✗ PDFs generated from Adobe Photoshop are not acceptable.

Colours

All ads must be supplied in the correct colour formats: colour ads in CMYK, mono ads in greyscale. Whilst ads supplied in incorrect colour formats won't necessarilty be rejected, we cannot take responsibility for any error or undesired result in colour conversion.

Images

We print at a linescreen ruling of 100lpi. Images should be supplied at a minimum of: Images: 150dpi Single bitmap: 600dpi

Total ink coverage

Please ensure all elements including any TIFFs, JPEGs, or EPS images within your file do not exceed CMYK Total Ink Percentage of 240%.

Dot Gain

Dot gain is not a fault of offset web printing, but rather a characteristic. All material should compensate for dot gain of up to 25% in the 50% dot area. Ensure midtones are lighter and have more contrast to compensate for the dot gain.

Sizing

When preparing your advertisement in your native program, please ensure that your paper size and your advertisement size are the same. Registration and trim marks are not required for newsprint.

Fonts and type

We do not recommend reversing text out of four colour images. Minimum type sizes:

✓ SINGLE SOLID COLOUR (CMYK): 6pt
✓ COLOUR on white background using two or more colour plates: 8pt
✓ REVERSED out of one colour plate: 8pt
✓ REVERSED out of two or more colour plates: 12pt san serif bold



Print

From newsprint to magazines, print advertising built on trust and credibility.

DAILY POST

Advertising Rates

Vanuatu's only daily newspaper, published since 1993

Print circulation:
2,000 copies Tuesday to Friday
2,500 copies on Saturday

Recognized by independent BBC audience research as one of Vanuatu's most trusted news sources.



Display Ad Rates

SIZE	DIMENSIONS	BLACK & WHITE Any day	FULL COLOUR Any day
1/24	84mm x 45mm	VT 11,500	VT 16,445
1/16	62mm x 93mm	VT 15,500	VT 22,165
1/12	84mm x 93mm	VT 19,000	VT 27,170
1/8	128mm x 93mm	VT 21,500	VT 30,745
1/8 Strip	260mm x 45mm		VT 46,118
1/6	84mm x 190mm	VT 27,500	VT 39,325
1/4	128mm x 190mm	VT 35,000	VT 50,050
1/4 Strip Back	260mm x 93mm		VT 67,568
1/3	84mm x 384mm	VT 39,500	VT 56,485
1/2	264mm x 190mm	VT 50,000	VT 71,500
1/2 Page Color Back	264mm x 190mm		VT 96,525
Full Page	264mm x 384mm	VT 69,000	VT 98,670
Full Page Colour Back	264mm x 384mm		VT 133,205
Centre Spread	564mm x 384mm	103,700	VT 148,291

Artwork

Display Ad Artwork Rates
VT 6,670

Requested Positions

Available on a first come, first served basis subject to editors approval and loading fees. Add 20% to the advertising rate on a requested position.

Inserts

Benefit from our distribution network! Provide us with copies of your flyer or brochure and we'll insert them into the Daily Post.
A4 size VT 51,750 A3 size VT 57,500

Priority Positions

Page 1 - add 50%

Back Page - add 25%

Page 3 - add 25%

Graphic Design

If you require artwork for your display ad, we can help you design it. We have a team of graphic designers in-house. See rates listed above and you can view our portfolio of work on **www.vmm.vu**

All rates quoted include VAT.

For sales and enquiries contact Vanuatu Media Marketing Tel: (678) 25107 www.vmm.vu

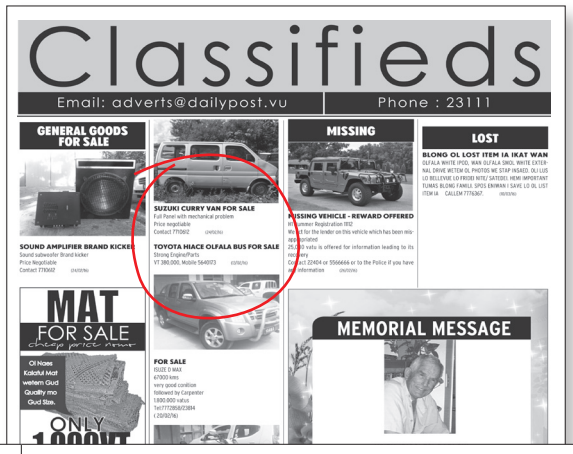
VANUATUMEDIA MARKETING

DAILY POST

Advertising Rates

Classified Ad Rates

Sell your item with a classified listing in the Daily Post, supported by expanded digital exposure.
Up to 50 words for a full week. Your classified will appear in print and online at www.dailypost.vu/classifieds for seven days, reaching audiences in Vanuatu and abroad.



1 week (6 issues)	50 words	VT 2,300
	Make it Bold	add VT 287
	Add a photo	add VT 1,380

Real Estate Ad Rates

Get your property listed in the Daily Post, supported by strong local and international exposure.
Your advertisement runs in print for one week and is featured online at www.dailypost.vu/classifieds/property for seven days, reaching property seekers in Vanuatu and overseas.



Display Box Ads B&W Only	1/16 page	VT 9,775 per week
	1/8 page	VT 20,700 per week
	1/4 page	VT 40,250 per week

Graphic Design: Artwork for classified ads, positions vacant & public notices is complimentary.

All rates quoted include VAT.

For sales and enquiries contact Vanuatu Media Marketing Tel: (678) 25107 www.vmm.vu

VANUATUMEDIA MARKETING



Radio

We offer full-service radio advertising across Capitol FM 107. From scriptwriting and ad production through to spot advertising and programme sponsorships, FM107 provides advertisers with flexible radio solutions to reach audiences across Vanuatu.

All rates quoted include VAT. **For sales and enquiries contact Vanuatu Media Marketing Tel: (678) 25107** www.vmm.vu

VANUATUMEDIA MARKETING



All FM107 advertising is subject to availability.
Bookings are confirmed upon receipt of payment and final approval of advertising material.

Daily Spot Ads

3 Ads for A Day (30 second Ads)

VT9,419 + VAT

Weekly Spot Ads

3 Ads Per Day (30 second Ads)

VT53,130 + VAT for the week

6 Ads Per Day (30 second Ads)

VT102,638 + VAT for the week

Messages

11:30am / 4:30pm 1 Language

Day of Airing: VT4,226 + VAT

Next Day of Airing: VT3,019 + VAT

SPOT AD PACKAGES

8 Spot Ads Per Day, 7 Days Per Week (56 Ads Per Week)

(Four 30 Second Ads + Four 15 Second Ads Schedule Across All Time Slots)

1 Month Contract	VT120,750 + VAT	Per Month	Paid Upon Signing Contract/Ad Approval
3 Months Contract	VT114,713 + VAT	Per Month	Paid Upon Signing Contract/ Ad Approval
6 Months Contract	VT108,675 + VAT	Per Month	Paid Monthly, Invoiced on 1st
12 Months Contract	VT90,563 + VAT	Per Month	Paid Monthly, Invoiced on 1st

Black Thunder

DJ with Live crossover (1 per hour)

2 hours: VT40,300 + VAT

4 Hours: : VT90,563 + VAT

Program Sponsorship

DAILY

Programme Sponsorship
Secure naming rights to selected regular FM107 programmes, subject to availability.
Pricing available on application.

For sales and enquiries contact Clington Hinge Tel: (678) 25107 hinge@vanuatufm107.com

VANUATUMEDIA MARKETING



Digital Network

Web and Mobile App

VANUATU BUZZ FM ONLINE

Advertising Rates

Vanuatu's Digital Broadcast Authority

Buzz FM ONLINE streams live 24/7, extending FM programming to digital audiences in Vanuatu and overseas via mobile devices, desktops, smart speakers, and in-car systems.

Primary audiences include:
- **Expat communities** in Vanuatu
- **Long-term residents** and professionals
- **Ni-Vanuatu RSE workers** and diaspora overseas
- **Football fans** following live match broadcasts

All flagship programmes are podcasted and re-distributed across platforms, extending audience reach beyond live listening.

Advertisement Rate

Flat, simple, and cost-effective. No more peak or off-peak pricing.

Duration	Rate (VAT incl.)
15 sec	VT 480
30 sec	VT 810

Production packages, sponsorships, and tailored promos available on request.

*Production cost will be waived upon signing of contract.

> Main Menu

DAILY POST DIGITAL NETWORK

Vanuatu's biggest online network

DAILY POST | Vanuatu LIFE & STYLE | VANUATU BUZZ FM ONLINE | VMN VANUATU MEDIA MARKETING

DAILY POST DIGITAL

dailypost.vu

The digital home of Vanuatu's trusted daily news, delivering content across web and mobile platforms to audiences in Vanuatu and overseas.



Digital Network Statistics April 2025

65,343 users

135,071 sessions

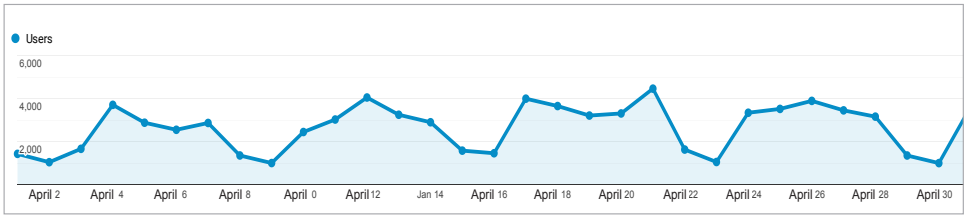
345,446 page views

Ad Rates

SIZE	DIMENSIONS	12 Month Contract	Monthly	Weekly
Home Page Banner	969x88 pixels	VT 50,000	VT 75,000	VT 25,000
Home Page Banner Under Latest Stories	969x88 pixels	VT40,000	VT 60,000	VT 20,000
Category Banner	969x88 pixels	VT 35,000	VT 52,000	VT 17,500

Statistic

As of April 2025, www.dailypost.vu recorded over 65,000 users and 345,000 page views in a single month, with strong engagement across Vanuatu, Australia, and the wider Pacific diaspora



	Country	Users	% Users
1.	Vanuatu	20,148	44.55%
2.	Australia	6,990	15.46%
3.	United States	5,789	12.80%
4.	New Zealand	2,471	5.46%
5.	Fiji	1,435	3.17%
6.	Norway	615	1.36%
7.	United Kingdom	582	1.29%
8.	Sweden	487	1.08%
9.	Ireland	478	1.06%
10.	Japan	469	1.04%

Artwork Rate
VT 5,800
per display ad

If you require artwork for your display ad, we can help you design it. We have a team of graphic designers in-house. You can view our portfolio of work on **www.vmm.vu**

All rates quoted include VAT.

For sales and enquiries contact Vanuatu Media Marketing Tel: (678) 25107 www.vmm.vu

VMN VANUATU MEDIA MARKETING

2026

DAILY POST DIGITAL NETWORK

Email Headlines

DAILY POST

Drive traffic directly to your website with email headline advertising delivered to over 12,000 subscribers.

Email headline ads include a clickable banner linking directly to your business.



Ad Rates

	12 Month Contract	Monthly	Weekly
Banner under first story	VT 50,000	VT 75,000	VT 25,000
Banner under third story	VT40,000	VT 60,000	VT 20,000
Banner under fifth story	VT 30,000	VT 45,000	VT 15,000

Email Headlines



Email Headlines =

✓ Targeted reach to engaged subscribers

✓ Direct traffic to your website

✓ Measurable results

Go Native

Native advertising integrates branded content seamlessly within editorial pages, matching the look, tone, and user experience of the platform to increase engagement and effectiveness.

Artwork Rate
VT 5,800
per display ad

If you require artwork for your display ad, we can help you design it. We have a team of graphic designers in-house. You can view our portfolio of work on **www.vmm.vu**

All rates quoted include VAT. **For sales and enquiries contact Vanuatu Media Marketing Tel: (678) 25107** www.vmm.vu

VANUATUMEDIA MARKETING

ADVERTISING RATE CARD

What to do



Advertise in What to Do - Vanuatu's Most Widely Distributed Visitor Guide

What to Do is a high-visibility visitor guide designed to connect businesses with tourists throughout their stay in Vanuatu. With a six-month shelf life and distribution across print and digital platforms, What to Do provides sustained exposure from arrival through to departure.

Reaching Tourists Across Vanuatu

What to Do is distributed at key tourism touchpoints across Vanuatu, including:

- **Airport arrivals**
- **Cruise ship terminals**
- **Hotels and resorts**
- **Tourist information centres**
- **Selected bars and restaurants**

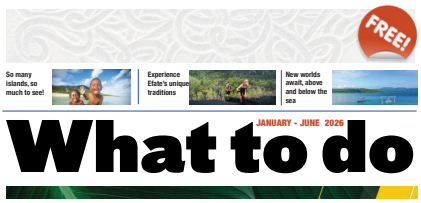
With ongoing, demand-based printing, What to Do maintains a continuous presence throughout the six-month publication period, ensuring consistent visibility for advertisers.

Print and Digital Reach

Advertising in What to Do combines print exposure with digital visibility through the What to Do mobile app and strategically located digital screens, extending reach beyond print alone.



A trusted visitor guide, widely distributed across Vanuatu's key tourism touchpoints.



All rates quoted include VAT. **For sales and enquiries contact Vanuatu Media Marketing Tel: (678) 25107** www.vmm.vu

VANUATUMEDIA MARKETING

Advertising Packages

Choose from two premium advertising packages that combine the power of both print and digital exposure:

Full Page Package | Vt95,000 (Six Months)

- Full Page Print Ad
- App and Touch Screen Category Banner
- Touch Screen Home Page Display Ad

Details: Maximize impact with a full-page ad in the print edition, a home page banner on the What to Do app and a rotating display ad on our strategically positioned Touchscreens.



Dimensions: Full Page 264mm X 384mm | App Category Banner 700x420px (png) | Touch Screen Homepage Banner 1920x1080px (png)

½ Page Package | Vt50,000 (Six Months)

- ½ Page Print Ad
- App & Touch Screen Subcategory Banner

Details: Enjoy premium visibility with a half-page ad in the print edition and a category banner on the What to Do app Touchscreens.



Dimensions: Half Page: 264mm X 190mm | App Subcategory Banner 700x420px (png)

Additional Monthly Opportunities

Ask us about our monthly digital push campaigns, including coupon promotions and limited-time offers, to keep your brand top of mind throughout the six-month period.

Why Advertise with What to Do

Extended Visibility: Advertising runs across a six-month publication period, providing sustained exposure to visitors during their stay in Vanuatu.
High-Traffic Distribution: What to Do is available at key tourism touchpoints, including airports, cruise terminals, hotels, resorts, and visitor information centres.
Cross-Platform Exposure: Print advertising is supported by presence on the What to Do mobile app and digital screens, extending reach beyond print alone.

Contact Us to Reserve Your Spot!

For bookings or more information, please contact: **Tel:** +678 25107 **Email:** Peter@vmm.vu



Combine strategically positioned touchscreens with a mobile app to connect visitors with information throughout their stay in Vanuatu.

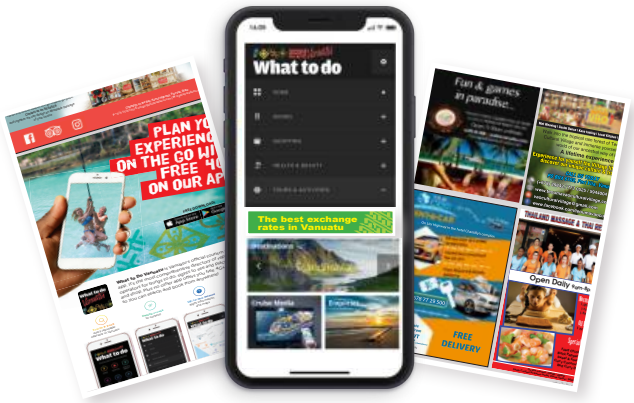
What to Do Digital provides quick access to current, relevant content, helping visitors discover experiences easily while on the move.

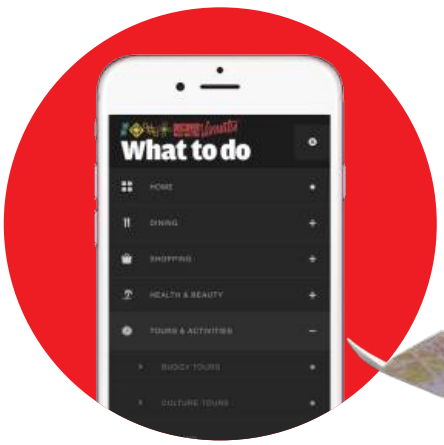


What to Do Digital - App & Touchscreen

What to Do Digital combines a mobile app with high-visibility touchscreens to connect visitors with tourism information across Vanuatu.

✓ A comprehensive listing of reputable operators and experiences
✓ FREE 4G+ access for users on TVL and Digicel networks
✓ Regular content updates supporting timely and targeted campaigns
✓ Supported by strategically placed touchscreens and the What to Do publication in key tourist locations







What to do Vanuatu
www.whattodo.vu

FREE DOWNLOAD!

Download on the App Store

GET IT ON Google Play

"Reserve Your Spot Today! Contact our Team at **Peter@vmm.vu** or call **25107.** Limited spots available!"