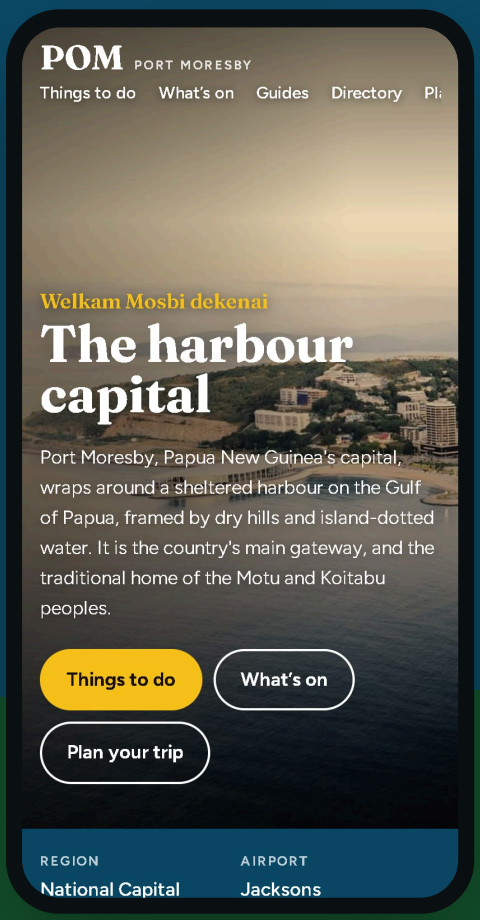
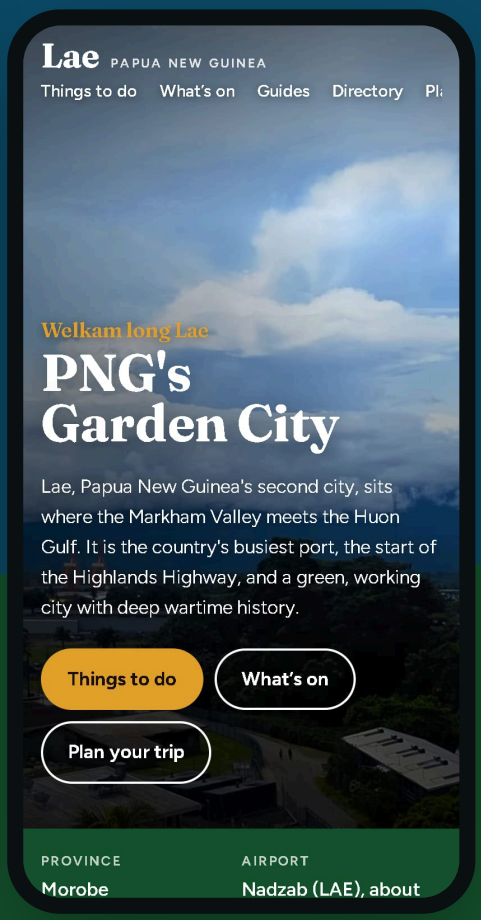
MEDIA KIT · 2026–27

Reach visitors to Port Moresby and Lae while they plan their trip

pomcity.com and laecity.com are independent visitor guides to Papua New Guinea's capital and its second city. Fast on mobile data, clearly labelled, and sold directly by PNG WebTech.



pomcity.com



laecity.com

sales@pngwebtech.com
Published by PNG WebTech, Port Moresby

pomcity.com/advertise
laecity.com/advertise

WHO YOU REACH

People deciding where to stay, eat and go

Visitors find the guides while they plan: choosing a hotel, working out how to get from the airport, checking what's on. That is the moment a business wants to be seen.

130,400
international visitors to PNG in 2025, most of them through Port Moresby

23%
came on business: hotels, car hire, restaurants, banks

32%
came on holiday: tours, treks, diving, festivals

10 nights
average stay, spending about US$244 million (around K1 billion) in all

Source: PNG Tourism Promotion Authority, 2025 Visitor Arrivals Report and International Visitor Survey 2025.

READERS	WHAT THEY LOOK FOR	WHO WANTS TO REACH THEM
Business travellers	Hotels, airport transfers, safety, where to eat, a free evening	Hotels, car hire, restaurants, banks, telcos
Holiday and heritage visitors	Kokoda, war cemeteries, festivals, day trips, diving	Tour and trek operators, resorts, dive operators, airlines
Friends and family hosting visitors	What's on, where to take guests	Restaurants, attractions, retailers
Residents and domestic travellers	Weekend ideas, the Morobe Show, Hiri Moale, Independence Day	Retailers, events, telcos, banks
New arrivals and expats	Settling in, practical services	Real estate, healthcare, security, schools

WHAT'S ON THE SITES

23
practical guides

66
directory listings

12
events in the calendar

Guides answer the questions visitors search for: 48 hours in Port Moresby, getting in from Jacksons Airport, where to stay, staying safe, walking the Kokoda Track, Bomana War Cemetery and ANZAC Day, the Morobe Show, and day trips from Lae.

WHY ADVERTISE HERE

Independent and useful. People come for honest, practical advice, so a placement beside it carries weight.

Fast on PNG mobile data. Light pages that load quickly, so ads are actually seen.

Clearly labelled. No pop-ups, no autoplay, no tracking cookies and no third-party ad networks.

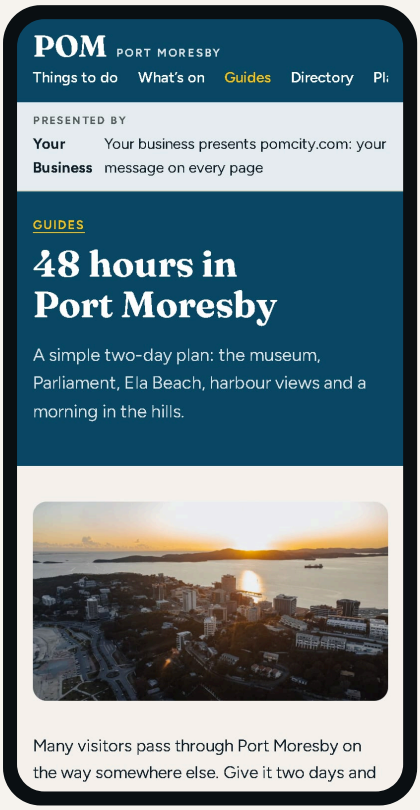
Two cities, one booking. Reach visitors to the capital and to PNG's main port and industrial city.

New and growing. Both sites launched in November 2026 and are listed in Google. Every advertiser gets a monthly report of real visitor numbers and the clicks on their ad, from our analytics and click counter. Ask us for the latest figures.

WHERE YOUR AD APPEARS

Placements built for phones

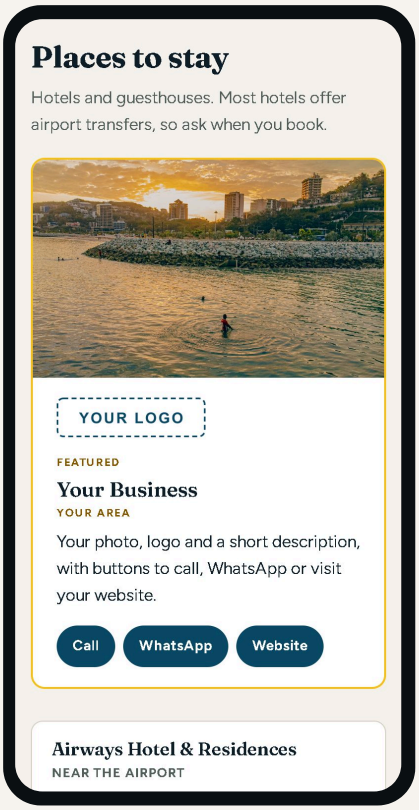
Every placement is shown here as it appears on a phone, with example artwork. Each is marked Featured, Advertisement or Presented by, and each click is counted for your monthly report.



Presenting partner

K1,500 a month

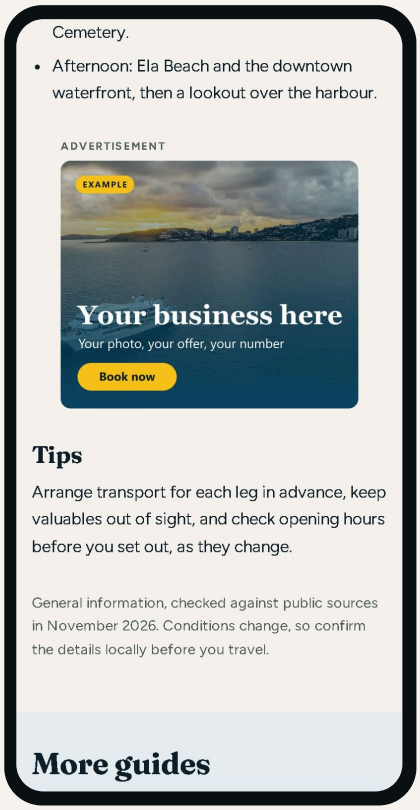
One business presents the whole site. Your name and message sit at the top of every page. Exclusive in your category.



Featured listing

K150 a month

The top spot in a directory category, such as Places to stay or Tours and guides, with your photo, logo, description and buttons to call, WhatsApp or visit your website.



Banner

K400 a month

A 300 × 250 banner on the home page, the What's on calendar and every guide, shared with at most two other banners.

SEASONAL

Event spotlight

K1,000 per event

Sponsor our coverage of the Morobe Show, the Hiri Moale Festival, Independence Day or ANZAC Day through the weeks when people plan to go: your name on the event listing and guide, a banner on What's on, and mentions in our social posts.

LONG-LASTING

Sponsored article

K500 each

A useful feature written with you about your area of expertise, such as a trek, a dive site or doing business in Lae. Written to our editorial standards, labelled Sponsored, and kept live for at least 12 months.

Screenshots from pomcity.com with example ads. Photos: Toktok No Maski Productions (Pexels).

RATES AND BOOKING

One price for each placement

Prices in kina. Monthly prices are for bookings of three months or more. We set our rates each January, and they stay the same for the whole year.

PLACEMENT	WHAT YOU GET	PRICE
Presenting partner	“Presented by” strip on every page of one site, exclusive in your category, monthly report	K1,500 a month
Featured listing	Top of a directory category with your photo and logo, call, WhatsApp and website buttons, monthly click report	K150 a month
Banner	300 × 250 on the home page, What’s on and every guide, at most three per page	K400 a month
Event spotlight	Event listing, guide and What’s on banner for the event season, plus social posts	K1,000 per event
Sponsored article	A labelled feature written with you, live for at least 12 months	K500 each
Basic listing	Name, area, short description, website and map link in the directory For any genuine business that serves visitors	Free

50% off **Founding partners.** We are just launching. Our first ten advertisers get 50% off for their first three months.

Prices are per site. Each placement on pomcity.com or laecity.com is booked and priced separately.

HOW IT WORKS

1

Tell us what you need

Email us or use the form on either site’s Advertise page. We reply within two working days.

2

Agree the details

We confirm the placement, dates and price in writing.

3

Send your artwork

Banner 600 × 500 px, JPG or PNG. Logo PNG. Listing photo 1200 × 800 px. Or send photos and we make it for you.

4

Go live

Your ad appears on the agreed start date, and you get a report every month.

Ask for a mock-up of your own ad

sales@pngwebtech.com

pomcity.com/advertise · laecity.com/advertise

Every paid placement is labelled, and advice on safety, rankings and practical information is never for sale. We don’t accept ads for alcohol, gambling, tobacco, vaping, betel nut, political campaigns or payday loans; see each site’s advertising policy. pomcity.com and laecity.com are independent sites published by PNG WebTech and are not affiliated with any government body or tourism authority. Cover screenshots: Port Moresby photo by Toktok No Maski Productions (Pexels); Lae photo from a Going Pacific video, CC BY 3.0.