

experience the difference...

20
years in
Noosa



**Noosa
Style**

SUMMER
DEC 18 - MARCH 19
\$5.50 inc GST
ISSUE 74

INTERVIEW WITH
Keith Urban
Food
DRINK
beauty
ART
property
decor
DESIGN

Summer Sun Fashion

BONITA available from Uncle George, Noosa

Show your friends and family online www.NoosaSTYLEmagazine.com.au

media info 2019

THE POINT OF DIFFERENCE... what is a lifestyle magazine...

Diversity in content that appeals to a select targeted market through specific distribution. The diverse yet focused content of our magazines is our point of difference - we're not regarded as a 'social magazine' not a 'fashion magazine' not a 'real estate magazine' but a 'LIFESTYLE MAGAZINE', a magazine that appeals to its selected targeted readership, who act upon the specific style of editorial and content.

WHAT'S THE DIFFERENCE:

CONTENT:	That is interesting, informative and designed to enhance our selected advertisers.
QUALITY:	A quality magazine that is tailor-made to suit the market and advertiser needs.
DISTRIBUTION:	Direct distribution to our intended market guarantees results.
ONLINE:	Each edition is published on the internet and available free of charge.
TOURISTS:	Informative content for the local market, yet still of the most interest to the visitor.
LOCAL:	Interesting stories appealing to both the local and visiting readers.
SATURATION:	Noosa Style magazine saturates its intended market ensuring results and supply.
DOES IT WORK?:	With a client base of predominately owner operator business's who know the results their advertising achieves; the repeat business in Noosa Style magazine speaks for itself.
EXPOSURE:	A variety of advertising sizes, editorial & advertorial options available. We can tailor a promotional package to suit your business needs and budget.
AFFORDABLE:	Compare our rates for quality, longevity and advertiser response... there is no comparison!

THE MARKET

Noosa and South East Queensland is one of the fastest growing regions in Australia.

The Sunshine Coast has a diverse range of dwellers, from exclusive multi million dollar canal developments to hobby farms in the west, to gated communities. With a large number of visitors from interstate, in particular, AB demographic areas of Sydney, Melbourne and Brisbane, the higher end of tourism has made significant contributions to the overall economy, with many choosing to invest and reside in the upmarket developments. Real estate and ancillary products eg, furnishing, homewares etc. is the single largest money investment on the Sunshine Coast. Shopping in general is a huge element of modern living and the Sunshine Coast region is no exception.

Noosa our specific target area, is comprehensively covered with our unique style of distribution. **NOOSA STYLE** is much sought after by both the visitor and local alike and is regarded as a great lifestyle source of information.

READERSHIP - TARGET AUDIENCE

- AB demographic, residential & visitors
- Visitors interstate and international
- Readers 25 years & over
- Annual income in excess of \$80,000.
- Our circulation targets this group with our unique distribution.

CONTENTS

- Regular features include:
- Personality profiles
- Furniture & Decor
- Food & Wine
- Health & Beauty
- Fashion
- Motoring
- Book & Music Reviews
- Travel & Getaways
- Interior & Exterior Design
- Real Estate & Business

Our client specific editorials are a valuable resource for both advertiser and reader. Each advertiser is assured of special content by means of editorial or pictorial in a method which both compliments the style of the magazine and interest of the reader.

FORMAT

- High quality coffee table style.
- 4 colour process throughout,
- Gloss cover - Saddle stitched
- A4 size 205mm x 295mm deep

FREQUENCY & QUANTITY

Up to 20,000 Copies - 4 times per annum

DISTRIBUTION

- COMPLIMENTARY & NEWSAGENT
- Complimentary to over 200 individual distribution points on the Sunshine Coast, Brisbane & Gold Coast
- Blanket coverage from Tewantin to Mooloolaba
- 4, 5 and 6 star hotels and apartments,

including, Noosa Sofitel, Sebel Noosa, Netanya Noosa, Noosa Blue, The French Quarter, South Pacific, The Lakes, Hyatt Coolum, Sofitel Twin Waters, Sebel Maroochydore, The Point Coolum, selected locations on the Gold Coast plus many other selected residential apartments.

- Selected AB demographic areas and selected hotels in Brisbane.

ONLINE MAGAZINE & SOCIAL MEDIA

Each issue is also available for viewing page by page in our online internet version. Simply touch the corner of the pages and read as a hard copy magazine. So now you also have full international exposure with your advertising and able to view previous issues

PUBLISHED QUARTERLY

- | | |
|----------|-----------|
| • Summer | Dec-Mar |
| • Autumn | Apr-June |
| • Winter | July-Sept |
| • Spring | Oct-Dec |

Dates may vary slightly to take advantage of school or festive holidays

CROSS PROMOTIONS

NOOSA STYLE Magazine regularly cross promotes and supports Noosa events, Conferences and conventions, including:

- Noosa Food & Wine Festival
- Noosa ALIVE Arts & Cultural Festival
- Noosa Arts
- Noosa International Film Festival

DEADLINES

STILL UNDER ORIGINAL
OWNERSHIP!

noosa style magazine

SUMMER ISSUE

RELEASE DATE	20TH DECEMBER
BOOKING DEADLINE	EARLY NOVEMBER
ART DEADLINE FOR CREATION	EARLY NOVEMBER
PRINT READY ART	EARLY DECEMBER

WINTER ISSUE

RELEASE DATE	LATE JUNE
BOOKING DEADLINE	EARLY MAY
ART DEADLINE FOR CREATION	MID MAY
PRINT READY ART	EARLY JUNE

AUTUMN ISSUE (Easter Issue)

RELEASE DATE	LATE MARCH
BOOKING DEADLINE	EARLY FEBRUARY
ART DEADLINE FOR CREATION	MID FEBRUARY
PRINT READY ART	EARLY MARCH

SPRING ISSUE

RELEASE DATE	LATE SEPTEMBER
BOOKING DEADLINE	EARLY AUGUST
ART DEADLINE FOR CREATION	MID AUGUST
PRINT READY ART	EARLY SEPTEMBER

NB: ALL ISSUE RELEASES INCLUDE SCHOOL HOLIDAYS

RATES

noosa style magazine (published for 20 years)

THE MAGAZINE High quality coffee table style - 4 colour process throughout, Burst bound UV cover 205mm w x 295mm d

AD RATES Advertising Space Only. - Does Not include art, photo or gst costs				ART	PHOTO	SIZE
	1 ISSUE	2 ISSUES	4 ISSUES	includes ownership		
DOUBLE PAGE	\$4,890	\$4,500	\$4,290	\$250	\$250	410mm w x 295mm d + 5mm bleeds keep type away from centre line
FULL PAGE	\$2,750	\$2,550	\$2,350	\$200	\$150	205mm w x 295mm d + 5mm bleeds image area 190mm w x 262 mm d
HALF PAGE Horizontal	\$1,480	\$1,380	\$1,280	170	160	185mm w x 123mm d
HALF PAGE Vertical	\$1,480	\$1,380	\$1,280	170	160	90mm w x 275mm d
ONE THIRD Vertical	\$1,295	\$1,125	\$990	140	160	60mm w x 275mm d
QUARTER PAGE	\$850	\$785	\$710	140	160	90mm w x 123mm d

Editorial image with brief description - \$400 per issue

PREFERRED POSITIONS: Inside Front/Back Cover, Pages 1-7 = +45% – Outside Back Cover = +100%

PLEASE NOTE: Agency clients = +10%

Editorial subject to publishers discretion and is not included in advertising cost
Information may be subject to change without noticeFor a look at our current magazines and back issues go online www.NoosaSTYLEmagazine.com.au

Supplied Art - please note

If you are supplying your own artwork, please supply high resolution, print optimised 'PDF' files or artwork that has been created in 'Quark', ensuring all supporting fonts, logos and images are included. Any raw photos or JPEGs supplied should be able to print at 300dpi at finished print size. NB: PDF

proofs sent from other publications are usually of low resolution and not suitable for reproduction & may contravene copyright requirements.

Sizes of ads are listed below, please ensure any supplied material is the correct size as charges will apply for

corrections.

Art supplied in 'Publisher, Word or Power Point' programs are not acceptable.

All artwork must be CMYK 300dpi and emailed to: art@NoosaSTYLEmagazine.com.au

Email completed PDF's to: art@NoosaSTYLEmagazine.com.au

For further information contact: joshua@NoosaSTYLEmagazine.com.au or phone 07 5577 2886

