

# Media Kit 2017

WE HAVE SYDNEY'S NORTH SHORE COVERED

**MARKETING PACKAGES**



Your **business** is **unique**, bursting with **knowledge** and **insight**... but does everyone in your local community know that?

# LET US PROMOTE YOUR BUSINESS

At Living Local, we'll get to know you and your business... and use our creative marketing team to promote your business to Sydney's North Shore. Services listed below, include interviews and editorials to feature in our quarterly magazine and online... and business support; such as design, photography, video and styling!

Order A  
Customised  
Package  
Today!

## Sommelier's

WINE SELECTION IN EAST KILLARA



More on the blog!  
@ WWW.LIVINGLOCALGUIDE.COM.AU

Meet Chris Goodwin the owner of L. Maestro, The Liquor Master. A liquor store nestled in East Killara.

### HOW DID YOU START?

I was in hospitality and studied to be a sommelier at TAFE. After a couple of years selling wine I did my MBA and became the head buyer of shops. I then opened my own store. We have so many wonderful vineyards in Australia so I decided to create a niche, giving customers better quality for the money they want to spend. I understand how it is all produced and taste everything that comes through the door. If it doesn't pass for the price point I won't sell it. I match wine with food and build up customers' pallets. We have wines from all around the world that change all the time. Sometimes I will not have the product that you had before. But if there is a product that

consistently sells very well then you obviously keep it. You are always replacing for different reasons, it keeps things fresh and people interested.

### DO YOU HAVE A FAVOURITE WINERY AT THE MOMENT?

For me it comes down to what food I am eating, the weather, and what friends are coming.

### WHAT DO YOU LOVE ABOUT KILLARA?

The people are open and nice so they embrace the knowledge and service. It's all about when the customer walks out very happy that makes me happy.

### IS IT A SURPRISE FOR SOME PEOPLE WHO WALK IN HERE?

Sometimes, but other people walk in and say, "Ok maestro, pick me a bottle for this price." I ask what they are having for dinner and who with. People might say, "I need a gift for x amount of money," so I ask questions about

*It's a matter of being passionate and enjoying what you are doing.*

the recipient's persona, age, background, food they like. This gives me an idea about flavours that would suit.

### WHY DO CUSTOMERS KEEP COMING BACK?

They realise they are getting value for money and individualised service.

### WHAT CAN WE EXPECT THIS SUMMER?

New products as always. You will find some great specials and wine tastings in store. We even have beer brewers coming. We will be hosting functions, weddings, wine dinners, parties, our L. Maestro Connoisseur Club and plan to have wine education days.

"Dream, Inspire, Grow"

LIVING LOCAL SUMMER 2016/17 61

## PACKAGE 1 - ONLINE ONLY

- 1 x photo shoot with 14 high resolution images
- 1 x Interview (Q&A)
- 1 x social media post (Instagram and Facebook)
- 1 x blog post

+ Styling = \$200+GST

+ Video = \$200+GST

\$350  
+GST

## PACKAGE 2: ONLINE + PRINT

- 1 x full page in Living Local Magazine
- 1 x photo shoot with 14 high resolution images
- 1 x Interview (Q&A)
- 1 x social media post (Instagram and Facebook)
- 1 x blog post (included - we will interview you)

+ Styling = \$200+GST

+ Video = \$200+GST

\$1650  
+GST

## PACKAGE 3: ONLINE + PRINT FULL YEAR

- 2 x full pages in Living Local
- 2 x photo shoots with 28 resolution high res images
- 1 hour styling session (with photo shoot)
- 1 x Interview (Q&A)
- 4 x social media posts (Instagram and Facebook)
- 4 x blog posts (included - we will interview you)
- Video interview for your business

\$4999  
+GST  
p/year



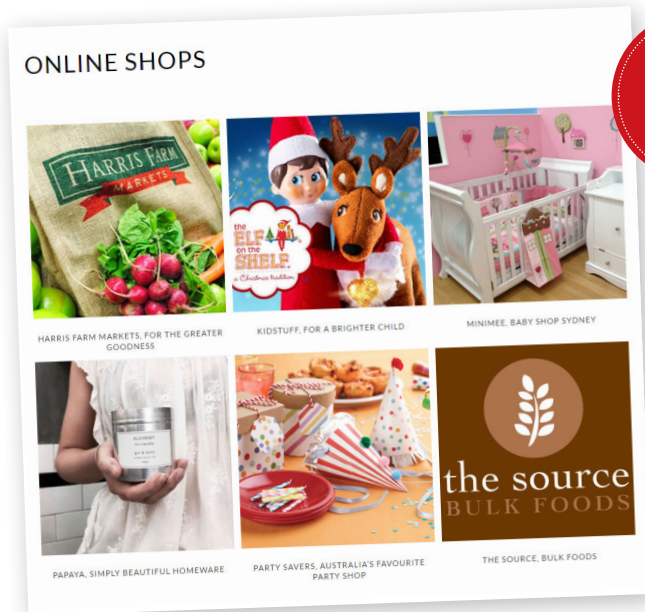
LIVING LOCAL Sydney's North Shore

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# FURTHER EXPOSURE FOR YOUR BUSINESS

*To Book  
and for all  
Enquires  
see Online*



**\$60**  
+GST  
p/year

## ONLINE SHOP

Link your online shop to our website and further expose your items. Simply provide us with a photo and your website to be featured on our website. Also includes social media exposure.

## ONLINE AND PRINT VOUCHERS

Discounts for both online and print. All offers are valid for three months and must be located on Sydney's North Shore. Choose one of the below:

- Digital Voucher (FREE)
- Print Voucher (\$49)
- Both (\$49)

**\$49**  
+GST  
p/year



## BUSINESS DIRECTORY

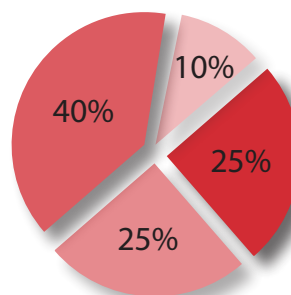
Living Local's Business Listings are a great, cost-effective way to expose your business to our local readers living on Sydney's North Shore. This page is also shared via our social media. For just \$19 you will be featured on our website for one year (only \$2.74 per week).

**\$19**  
+GST  
p/year

## SYDNEY'S NORTH SHORE COVERED

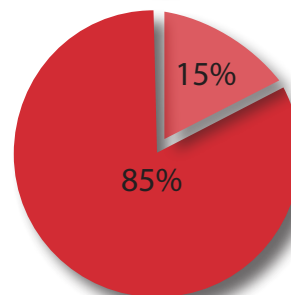
*To Book  
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## AUDIENCE



### AGE

- 18-24 Years Old
- 25-34 Years Old
- 35-44 Years Old
- Over 45 Years Old



### Location

- 85% live on Sydney's North Shore
- 15% live in surrounding areas

## MONTHLY WEBSITE TRAFFIC

(March 2017)

Pageviews 3,100

Unique pageviews 2,400

## SOCIAL MEDIA & EMAIL MARKETING

Facebook Group 1600+ fans

Instagram 550+ fans

## ONLINE RATES SUMMARY

### LIFESTYLE PHOTO SHOOT BLOG + PRINT (excl. GST)

NAME	COST
PACKAGE 1: ONLINE BLOG	\$550
PACKAGE 2: ONLINE BLOG + PRINT	\$1650
PACKAGE 3: ONLINE BLOG + PRINT	\$4999 Full Year

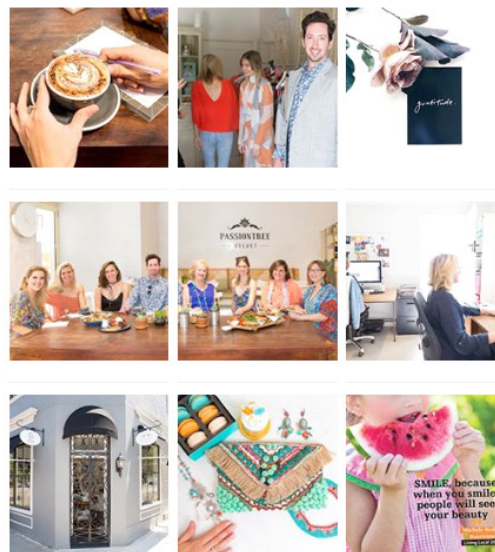
### FURTHER ONLINE EXPOSURE (excl. GST)

NAME	COST
ONLINE SHOPS	\$60 per year
ONLINE VOUCHERS	Online Free or Print \$49 per season
BUSINESS DIRECTORY	\$19 per year

### ONLINE WEB BANNERS FULL YEAR (excl. GST)

NAME	SIZE	COST
SMALL BANNER	\$355 pixels (w) x 345 pixels (h)	\$250
MEDIUM BANNER	\$1075 pixels (w) x 330 pixels (h)	\$310
LARGE BANNER	355 pixels (w) x 706 pixels (h)	\$390

### @LIVINGLOCALGUIDE ON INSTAGRAM



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