



“
*Make it simple.
 Make it memorable.
 Make it inviting
 to look at. Make it
 fun to read*
 ”

– Leo Burnett

SUBURBS INCLUDE:

Waitara, Wahroonga, Warrawee, Turramurra, Pymble, St Ives, Gordon, Killara, Lindfield, Roseville Chatswood, Artarmon, Cammeray, St Leonards, Crows Nest, North Sydney, Willoughby, Wollstonecraft, Woolwich, Milsons Point, Northbridge, Waverton, Naremburn, Castlecrag, Lane Cove, Neutral Bay, Cremorne and Mosman.



DELIVERY

Delivered directly to households and local businesses, plus stocked in selected community and businesses outlets.

APFD Australian Printing & Flyer Distribution delivers 80% to all households (without bundled mail). The Living Local team deliver remaining to local businesses and continue to restock them throughout each season.

“ Sydney North Shore’s LARGEST distributed magazine ”

PRINT

Living Local is a full-colour, glossy, A5 publication with competitive advertising rates. 75,000 copies are printed and distributed each quarter, covering both businesses and households throughout Sydney’s North Shore, without bundled junk-mail.

WEB

You can find us online: www.LivingLocalGuide.com.au, www.Facebook.Com/LivingLocalGuide and www.Instagram.Com/LivingLocalGuide

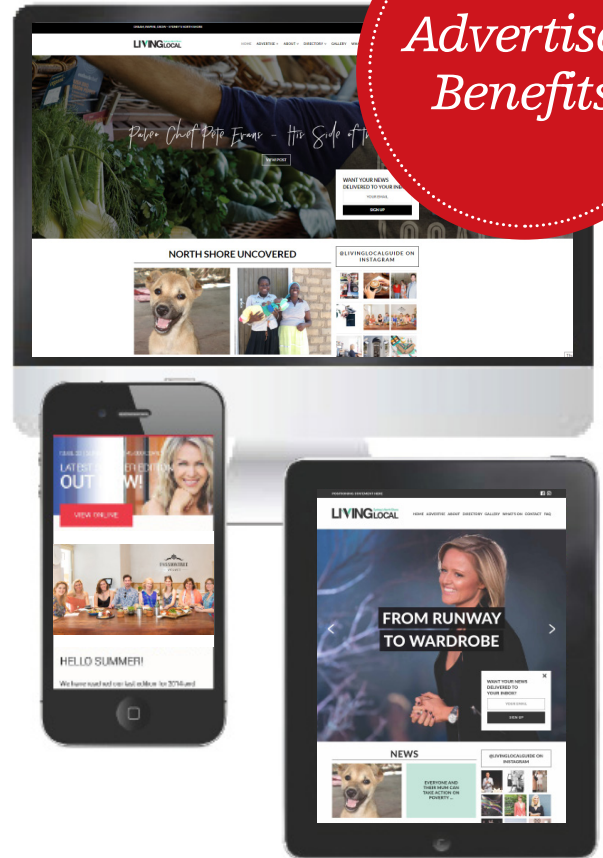
Features pages such as a free Events’ page, Business Listings, local articles updated each week and chances to win some great prizes via our competitions’ page.

Advertising options include quarterly and yearly banners (can be seen on our Web Banner Media Kit).

OUR ADVANTAGE:

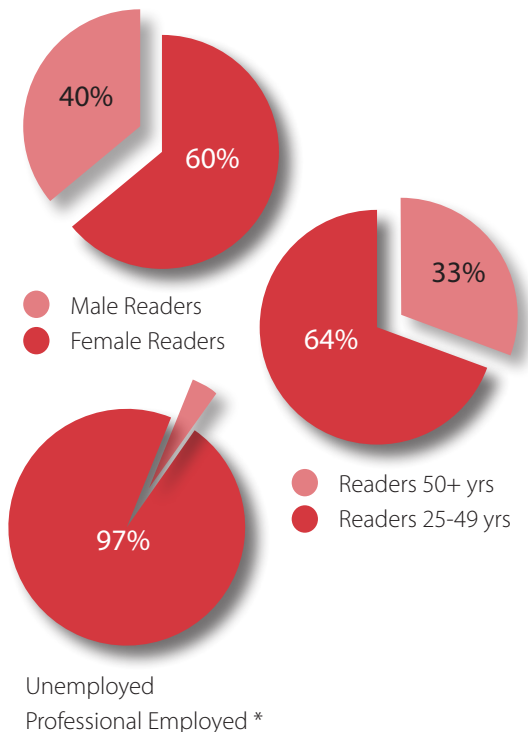


- Our stories do not seek to be controversial but instead focus on local positive and informative angles
- Delivered without other bundled junk-mail
- No more than four advertisements per page
- Highly competitive advertising rates
- Our magazines last (coffee tables, hand bags and cars) for months
- 100% locally owned and operated on Sydney’s North Shore
- Promoted both in print and online: facebook.com/LivingLocalGuide, instagram.com/LivingLocalGuide and our website: www.livinglocalguide.com.au



● READERSHIP & DEMOGRAPHICS

READERSHIP POTENTIAL: 157 500 +



● RATE CARD 2017



SYDNEY'S NORTH SHORE - 75 000 COPIES All prices exclude GST			
MAGAZINE RATES	1 CASUAL	2 EDITIONS (per quarter)	4 EDITIONS (per quarter)
QUARTER	\$504	\$454	\$428
HALF	\$850	\$765	\$723
FULL	\$1500	\$1350	\$1275

SEASONAL DEADLINES				
2017	AUTUMN	WINTER	SPRING	SUMMER
BOOKINGS	23 February	1 May	1 August	1 November
CONTENT & ARTWORK	1 March	7 May	7 August	7 November
DISTRIBUTION	3rd week in March	1st week in June	1st week in Sept	1st week in Dec

● SPECIFICATIONS

Please supply artwork as a 300 DPI PDF with all fonts embedded or outlined. Images need to be embedded, with the colours as RGB (online).

ADDITIONS All prices exclude GST	
WEBSITE BANNER	See our Web Banner Media Kit
DESIGN	\$150 per artwork
PHOTOGRAPHY	\$150 per hour

FULL PAGE
148(w) x 210mm
(5mm bleed)

A vertical rectangular grey box representing a full page layout.

HALF PAGE
130(w) x 94mm
(no bleed)

A horizontal rectangular grey box representing a half page layout.

QUARTER PAGE
63(w) x 94mm
(no bleed)

A small square grey box representing a quarter page layout.

● DISTRIBUTION

We distribute to all areas highlighted on our maps.

We deliver 10% of our magazines to our local businesses to stock all season.

No wastage!

BOOK FOR A FULL YEAR AND RECIEVE

15% Discount, Web Banner, Bimonthly Blogs, and Facebook and Instagram shout-outs

PRIME POSITIONS

+30% for inside front cover (right & left) & back cover