

# *Media Kit 2017*

## CUSTOM MAGAZINE

WE HAVE YOUR BUSINESS COVERED

LET US CREATE YOUR  
OWN PUBLICATION -  
A PUBLICATION THAT  
WILL BOTH DEFINE  
AND GALVANIZE  
YOUR BUSINESS

INSERT YOUR  
PUBLICATION  
HERE

Living Local  
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### ABOUT US

Living Local was established in 2007. We are now excited to release publications designed specifically for your business. Publications can often miss the connection with the people themselves.

Our team will work with you to provide customised layouts, photography, styling, develop content and marketing strategies, and deliver to your target market.

## MEET OUR TEAM WORKING WITH YOU



Edwina Courtney-O'Connor  
**Editor**



Maree Turk  
**Photographer**



Candice McLintock  
**Stylist**



Larinda Brown  
**Graphic Designer**



Robert C. Johnston  
**Writer and Researcher**

## OUR TEAM WILL ASSIST WITH EVERY STEP

### STEP 1 - STRATEGY

A strategy and timeline will be discussed for each magazine to ensure we share your vision such as editorial, visuals and your target market.

### STEP 2 - PAY TO PUBLISH OR CREATE AD SALES

Pay to Publish - The publication is exclusively for you, no other business.  
Create Ad Sales – Reserve pages to sell in your publication to feature other successful businesses which compliment your own business. This way you're collaborating with businesses related to you target audience.

### STEP 3 - EDITORIAL ASSIGNMENTS

We work with you to arrange interviews, assist with research, source and/or photograph images ready for print.

### STEP 4 - DESIGN/PRODUCTION

Our skilled team of designers will translate your vision of a high-quality publication into reality.

### STEP 5 - APPROVAL AND REVIEW PROCESS

Each article is seen and checked by at least three sets of eyes NOT including yours before going to press. You are given ample opportunity to review all content.

### STEP 6 PRINTING - DISTRIBUTION

We will work with you to create a distribution plan. Households and/or Businesses.