

# Media Kit 2017

WE HAVE SYDNEY'S NORTH SHORE COVERED

## PRINT EXPOSURE

### Fast Facts

CIRCULATION: 60 000  
DISTRIBUTION: 80% direct mail  
READERSHIP: 157 500+  
CONTENT: local inspiration  
SPECS: full-colour, A5, glossy  
FREQUENCY: quarterly

#### SYDNEY'S NORTH SHORE

Living Local  
p. (02) 8213 7306  
e. editorial@livinglocalguide.com.au



### ABOUT US

Established in 2007, Living Local (LL) is all about supporting and promoting local businesses on Sydney's North Shore both in print and online.

"We are a boutique magazine. Since its inception, Living Local (LL) has experienced significant growth, moving from a single suburb eight years ago, to covering Sydney's North Shore. I've always believed that larger publications can miss the connection with the people themselves. LL was created to fill that gap, and as such, has found its niche."

Edwina Courtney-O'Connor, LL Editor



“  
*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. 60,000 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](http://www.LivingLocalGuide.com.au), [www.Facebook.Com/LivingLocalGuide](https://www.Facebook.Com/LivingLocalGuide) and [www.Instagram.Com/LivingLocalGuide](https://www.Instagram.Com/LivingLocalGuide)

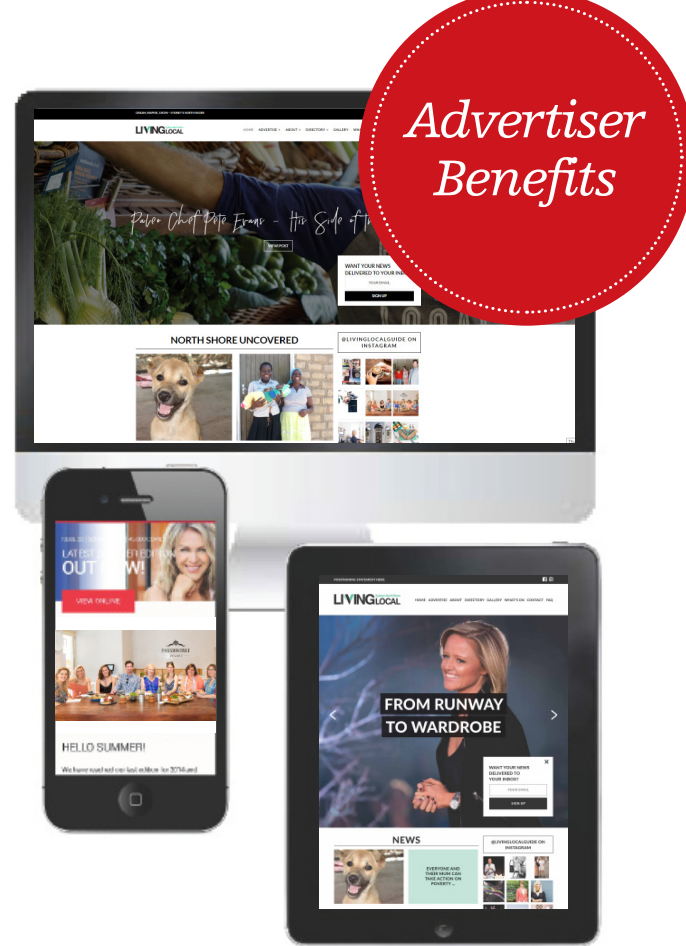
Features pages such as a free Events’ page, Business Listings, local articles updated each week and chances to win some great prizes via our competitions’ page.

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](https://facebook.com/LivingLocalGuide), [instagram.com/LivingLocalGuide](https://instagram.com/LivingLocalGuide) and our website: [www.livinglocalguide.com.au](http://www.livinglocalguide.com.au)

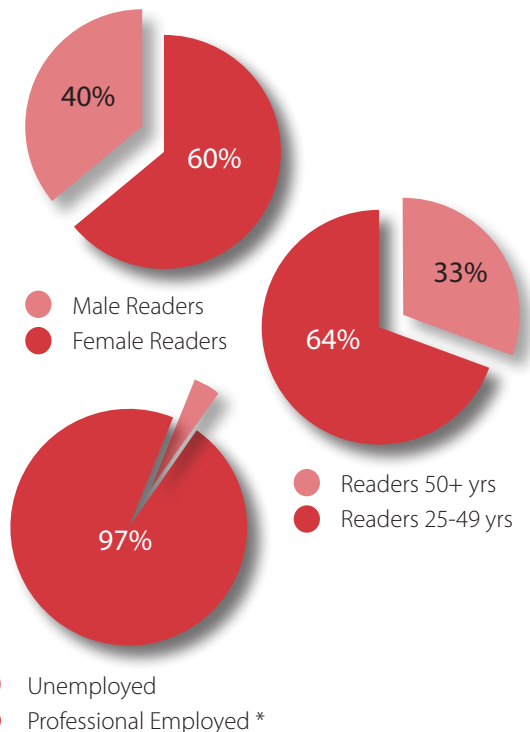


Advertiser Benefits

## ● 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