

st ives

VILLAGE LIFE

magazine

Welcome to the three-page media kit for St Ives Village Life Magazine, formally known as St Ives Community News. Since 1985, we have been servicing the Northern Beaches and North Shore community with our free publication, and continue to do so with a bold new name, new style and new image.

Village Life is now a full-colour magazine, with sleeker and more stylish advertising, editorial and pictorial layouts. It also has a stronger lifestyle focus on local people, places and events.

According to the most recent census data, a large proportion of households in our trade area are well-educated, work full-time in management or professional occupations and have high disposable incomes.

The dominant group of residents are 40 to 54 years of age, with 20 to 33 year olds the second highest and the group with the most potential for growth. 28% of all homes in our trade area have children under the age of 15.

ST IVES VILLAGE LIFE MAGAZINE QUICK FACTS:

Circulation: 45,000 copies

Issues: 6 to be released in 2012.

Distribution area: Selected homes in Ku-ring-gai, Pittwater, Hornsby and Warringah local areas

Readership potential: 135,000+ readers per issue

HOW TO CONTACT US:

PHONE: 9986 3322

FAX: 9986 3344

EMAIL: villagelife@onecreative.com.au





Deadlines 2012

Please forward all advertisement and editorial material by the deadline dates listed below.

ISSUE	AD BOOKINGS	AD COPY	EDITORIAL	DISTRBUTION
FEB/MAR	10 DEC	17 DEC	17 DEC	30 JAN
APR/MAY	10 FEB	17 FEB	17 FEB	24 MAR
JUN/JUL	13 APR	20 APR	20 APR	2 JUNE
AUG/SEP	9 JUN	16 JUN	16 JUN	30 JUL
OCT/NOV	2 AUG	9 AUG	9 AUG	24 SEP
DEC	6 OCT	11 OCT	11 OCT	26 NOV

General advertising rates

AD SIZE	UNITS	DIMENSIONS	COST
1/6 page display ad	2	95mm high x 103mm wide	\$440 (+GST)
1/4 page display ad	3	145mm high x 103mm wide	\$660 (+GST)
1/3 page display ad	4	95mm high x 210mm wide	\$880 (+GST)
1/2 page display ad	6	145mm high x 210mm wide	\$1,320 (+GST)
1 page display ad	12	Full bleed:- 330mm high x 230mm wide	\$2,375 (+GST)
1 page display ad	12	Full bleed:- 330mm high x 230mm wide	\$2,530 (+GST)
1 page display ad (Outside back cover or Inside front cover) PRIME POSITION	12	Full bleed:- 330mm high x 230mm wide	\$2,640 (+GST)

Prices effective as of December 2012 and subject to annual review

Who can advertise

Retailers and businesses outside of St Ives Shopping Village are welcome to advertise their goods and services within St Ives Village Life Magazine provided that their goods and services do not pose a "conflict of interest" with any retailer within St Ives Shopping Village.

St Ives Village Life is produced as a marketing tool for St Ives Shopping Village and the publisher has the right of refusal regarding outside advertising.

Advertising benefits and discounts

All advertisements are full colour (excluding classifieds) and include FREE graphic design work and basic photography.

A 5% discount is given to advertisers who book two ads within a 12 month period. This discount applies to the second ad only. Regular advertisers who book three or more ads within 12 month period will receive a 10% discount off the third ad and every ad repeated thereafter.

Classifieds

The black and white classifieds section is called The Community Notice Board. This is a service to the local community and depending on the amount of space available, we will endeavour to publish as many as possible.

CLASSIFIED ADVERTISING TYPES AND RATES

There are two types of classifieds available that cost a small fee but are GUARANTEED to be published:

DESIGNED CLASSIFIED AD – these ads are 70mm high x 39mm wide and cost \$70 (+GST). This includes one free spot colour and free artwork by our graphic design team. For bookings and enquires, phone 9986 3322.

WORDS ONLY – these ads have a 30-word set amount and cost \$10 (+GST) for community charities or groups and \$12 (+GST) for commercial operators. For bookings and enquiries, phone St Ives Shopping Village Centre Management on 9488 7077.