

st ives

VILLAGE LIFE

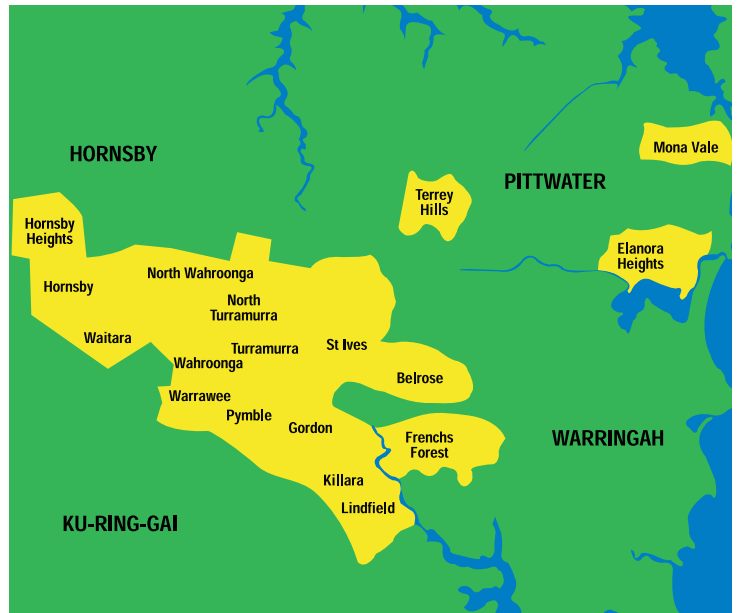
magazine

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.

St Ives VILLAGE LIFE Magazine (formerly St Ives Community News) 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.

As the major marketing tool to promote St Ives Shopping Village, VILLAGE LIFE aims to show HOW St Ives Shopping Village retailers can add VALUE to the lifestyle of their customers. This is achieved by featuring themes relating to the major retail areas of food, fashion, home, family (health, beauty, travel, books and entertainment), kids and community.

VILLAGE LIFE is your chance to have your products and services featured. Every effort will be made to provide editorial coverage for ALL retailers throughout the year.



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

Merchant advertising rates

AD SIZE	UNITS	DIMENSIONS	COST
1/6 page display ad	2	95mm high x 103mm wide	\$395 (+GST)
1/4 page display ad	3	145mm high x 103mm wide	\$590 (+GST)
1/3 page display ad	4	95mm high x 210mm wide	\$790 (+GST)
1/2 page display ad	6	145mm high x 210mm wide	\$1,180 (+GST)
1 page display ad	12	Full bleed:- 330mm high x 230mm wide	\$2,080 (+GST)
1 page display ad (Inside back cover) PRIME POSITION	12	Full bleed:- 330mm high x 230mm wide	\$2,300 (+GST)
1 page display ad (Outside back cover or Inside front cover) PRIME POSITION	12	Full bleed:- 330mm high x 230mm wide	\$2,300 (+GST)

Prices effective as of December 2010 and subject to annual review

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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

Advertising value - How the system works

As a member of St Ives Shopping Village, retailers are entitled to an annual advertising base value of \$1,420 (+GST) per year to use towards advertising in St Ives Village Life Magazine.

Retailers will receive \$235 (+GST) value per issue. Should you decide not to use your entitlement, it will be carried forward to the following issue. This can only continue for three issues, or until your credit reaches \$700 (+GST). You cannot accumulate more than \$700 (+GST) in advertising value.

If retailers choose to take out extra advertising space, they simply pay the difference. Retailers will be asked to plan their 12-month advertising program and use it as a guide to advertising.

All accounts must be settled prior to the next issue.