

# FLM

## ADVERTISING INFORMATION



# FLEURIEU LIVING MAGAZINE

THE BEST OF THE FLEURIEU PENINSULA AND KANGAROO ISLAND

Fleurieu Living Magazine is a glossy lifestyle publication that showcases the best of the Fleurieu region, including Kangaroo Island. It seeks out the most interesting stories – informs through intelligent writing and inspires through beautiful photography.

Published quarterly to cross over the seasons, Fleurieu Living Magazine is targeted at long-time residents, newcomers and visitors alike. Each issue features a blend of the finest in food and wine, homes and gardens, accommodation and destinations. It introduces readers to local artists, designers and writers; and includes information on must-see regional events and must-do activities.

### A unique opportunity

While South Australia as a whole generally records lower than average population growth, the Fleurieu region – encompassing the municipalities of Alexandrina, Onkaparinga, Victor Harbor and Yankalilla – consistently bucks this trend. With its proximity to Adelaide and its spectacular landscape, the Fleurieu also attracts around three million visitors each year. As the only local publication of its kind, Fleurieu Living Magazine presents a unique opportunity to market your brand to a diverse and discerning adult audience. Its distinctive mix of content provides broad appeal, making it an outstanding marketing tool for attracting both new and repeat business.

### Distribution

Fleurieu Living Magazine is distributed to newsagents across South Australia and is also widely available throughout the Fleurieu region in wineries, restaurants, cafes and B&Bs. Back issues are distributed throughout Fleurieu-based accommodation providers and shared through the Australian Tourism Exchange. Ten years in, the magazine has developed a dedicated following and boasts very high reader engagement.

**FLM is also available in Qantas Club lounges across Australia and subscriptions are available in print and digital form (through the Zinio app via iTunes AppStore and Google Play) worldwide.**

ZINIO



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## TECHNICAL SPECIFICATIONS

Fleurieu Living Magazine is high quality, full colour glossy publication with the following specifications:

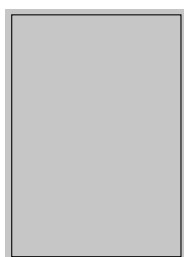
FRONT COVER:	300gsm
INTERNAL PAGES:	110gsm
PRINT RUN:	Between 6,000 and 8,000 copies
FINISHING:	Burst bound

## ADVERTISEMENTS

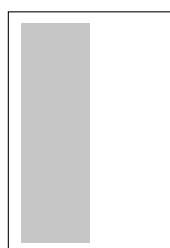
Design and production of your advertisement is included in our advertising rates. If photography is required, this will be charged additionally (but can be arranged through our production office).

Any advertisement artwork supplied by advertisers for inclusion in Fleurieu Living Magazine must be in keeping with the image and tone of our magazine (and will be accepted at the discretion of our production office).

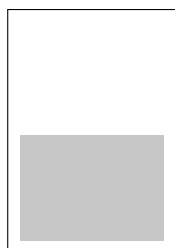
## ADVERTISEMENT SIZE



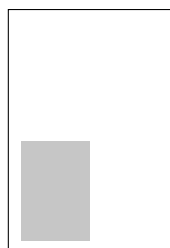
Full page  
297 mm x 210 mm  
Please add 3mm bleed to all sides  
No trim marks required  
Cost: \$2400 (plus GST)



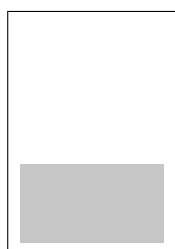
Half page vertical  
255 mm x 90 mm  
Cost: \$1375 (plus GST)



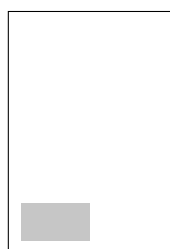
Half page horizontal  
125 mm x 186 mm  
Cost: \$1375 (plus GST)



Quarter page  
125 mm x 90 mm  
Cost: \$800 (plus GST)



Third page horizontal  
80 mm x 186 mm  
Cost: \$1050 (plus GST)



Eighth page  
61 mm x 90 mm  
Cost: \$400 (plus GST)

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## ADVERTISING RATES (per issue)

Double page spread	\$4200 (plus GST)
Full page	\$2400 (plus GST)
Half page (horizontal or vertical)	\$1375 (plus GST)
Third of a page	\$1050 (plus GST)
Quarter page	\$800 (plus GST)
Eighth page	\$400 (plus GST)
Enewsletter click-through banner	\$200 (plus GST)

**PLEASE NOTE:** A loading will be added for requests for prominent position:

Right hand page:	Add 10%
Early right hand page:	Add 20%

## ADVERTISING PARTNER RATES (cost per issue)

<b>*GOLD PARTNER:</b>	(Must book <b>4 full page</b> ads in <b>consecutive</b> issues)	<b>*SILVER PARTNER:</b>	Must book 4 full page ads over 8 issues @ \$2160 plus GST per issue.
Gatefold	\$4900 (plus GST)		
Double page spread	\$3780 (plus GST)	<b>*BRONZE PARTNER:</b>	Must book 4 half page ads in <b>consecutive</b> issues @ 1235 plus GST per issue.
Full page	\$2160 (plus GST)		
Inside front cover	\$2600 (plus GST)		
Inside back cover	\$2500 (plus GST)		
Back cover	\$2750 (plus GST)		

**PLEASE NOTE:** Back cover, inside front and inside back covers are available to GOLD PARTNERS ONLY.

## \*WHAT IS AN ADVERTISING PARTNER?

- ADVERTISING PARTNERS commit to a minimum of half page ads for a minimum 12 month period
- GOLD PARTNERS receive a full page editorial in the magazine at some point during the partnership
- Your company logo is displayed prominently on the Partner's page of the magazine
- Your company logo is displayed prominently on the Fleurieu Living website for the duration of the partnership
- You receive discounts on advertising rates
- You receive free copies of the magazine
- You are invited to our launch parties and events

## ACCEPTED ADVERTISING FORMATS

Fleurieu Living Magazine will accept advertising material in the following file formats:

<b>PDF</b>	PDF files must be supplied in CMYK colour mode with all fonts embedded (or converted to outline).
<b>InDesign</b>	InDesign files must be supplied in CMYK colour mode with all fonts and high resolution images included.
<b>Illustrator</b>	InDesign files must be supplied in CMYK colour mode with all fonts and high resolution images included.
<b>EPS</b>	EPS files must be supplied in CMYK colour mode with all fonts converted to outline.
<b>Photoshop</b>	Photoshop files can be supplied as PSD, TIFF or EPS and in CMYK colour mode.

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## ADVERTISEMENT BOOKING FORM

### CLIENT DETAILS

New advertisement     Advertisement renewal    Date \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_ Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### ADVERTISEMENT DETAILS

Advertisement to appear in issue(s) \_\_\_\_\_

Advertisement size:

Double page spread     Full page     1/2 page     1/3 page     1/4 page     1/8 page

Gold Partnership     Silver Partnership     Bronze Partnership

FLM to create artwork     Artwork supplied

Advertisement cost \$ \_\_\_\_\_ Loading cost \$ \_\_\_\_\_

TOTAL COST \$ \_\_\_\_\_

Less deposit paid \$ \_\_\_\_\_

**PLEASE NOTE:** 50% deposit is required.

Remainder to pay \$ \_\_\_\_\_

### PAYMENT DETAILS:

For online payment (EFT)

Account name: Fleurieu Living Pty Ltd

BSB: 015 259

Account number: 375612759

### CONTACT DETAILS:

Petra de Mooy

Telephone: 0429 991 343

Email: [petra@fleurieuliving.com.au](mailto:petra@fleurieuliving.com.au)

Cheques should be made payable to: Fleurieu Living Magazine Pty Ltd. PO Box 111, Aldinga SA 5173.

ABN 98 155 122 026



# FLEURIEU LIVING MAGAZINE

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## ADVERTISING CONTRACT

### TERMS & CONDITIONS

1. FLEURIEU LIVING MAGAZINE (FLM) is published by Fleurieu Living Pty Ltd. ABN 98 155 122 026
- 1.1 As a customer of Fleurieu Living Magazine you agree to the following terms and conditions.
2. You agree to the advertising rates as defined by our current rate card/media kit. These rates may change on occasion, but you will always be notified of any such changes in advance.
  - 2.1 The agreement will commence on the date noted on the signed and completed advertisement booking form.
  - 2.2 First time advertisers will agree to a payment of a 50% deposit, payable upon commencement of our agreement. Cheques should be made payable to:  
Fleurieu Living Pty Ltd  
PO Box 111  
Aldinga, South Australia 5173  
Online payment (EFT) information:  
Account name: Fleurieu Living Pty Ltd  
BSB: 015 259  
Account number: 375612759
- 2.3 Final invoices will be sent prior to publication date and must be paid within 14 days of receipt.
3. The services we will provide under our agreement include:
  - (a) Design and preparation of production-ready artwork for your advertisement
  - (b) Insertion in the publication issue stipulated on the advertisement booking form.
- 3.1 In submitting material to us, you acknowledge that you are the copyrighted owner of all advertising material supplied and are:
  - (a) in possession of any necessary licenses required for use of this material, and
  - (b) the material does not violate any state or federal laws, trade practices acts or breaches of decency.
- 3.2 Fleurieu Living Magazine reserves the right to refuse publication of materials deemed unsuitable for publication for any legal, moral or ethical reasons.
4. Advertisements that are supplied by you in a production-ready state are required to be provided:
  - (a) at least one week prior to the publication date of the issue in which the advertisement is scheduled to appear, and
  - (b) must be provided in a format that is deemed acceptable as outlined in our media kit.
- 4.1 Failure to comply with the conditions above may not:
  - (a) guarantee publication of your advertisement in the scheduled issue, and/or
  - (b) guarantee a high quality or satisfactory reproduction standard.
- 4.2 Fleurieu Living Magazine takes no responsibility for the accuracy of information contained in any production-ready artwork supplied by you.
- 4.3 Fleurieu Living Magazine will not be held responsible for delays or any failure to provide any services outlined in this agreement which is caused by an event beyond our reasonable control.
- 4.4 Fleurieu Living Magazine will not be held responsible for any show through or colour inconsistencies arising from the print production process.
5. Fleurieu Living Magazine reserves the right to terminate our agreement at any time without prior written consent if either party breaches any condition of this agreement.
  - 5.1 Fleurieu Magazine's liability to you will be limited to reimbursement of the fee charged for the service for which the breach occurred, or the provision of that service again.
6. You agree to pay Fleurieu Living Magazine for all costs and expenses incurred by FLM in connection with the contract and/or any breach of the contract.
  - 6.1 This includes:
    - (a) any collection costs or legal expenses
    - (b) or any other costs incurred in the recovery of monies owing by the client to Fleurieu Living Magazine.
7. Fleurieu Living Magazine will not be held accountable to any verbal agreements unless such agreements have been noted in writing on the advertisement booking form.
8. Advertising or creative material developed by Fleurieu Living Magazine will become property of the magazine. Should you wish to use any material created by Fleurieu Living Magazine in another publication or medium, a fee for its usage will need to be negotiated prior to its release.
  - 8.1 If an advertiser does not meet copy deadline, Fleurieu Living magazine reserves the right to place a previous advertisement. If no previous advertisement exists, an advertisement may be inserted without your prior copy and/or layout approval.

### APPROVAL TO PROCEED

I, \_\_\_\_\_ being an authorised officer of \_\_\_\_\_

agree to the terms and conditions described herein and give authorisation to Fleurieu Living Magazine to proceed with the placement of the advertisement described in this document.

Size of ad(s) \_\_\_\_\_ Cost: \$ \_\_\_\_\_ to appear in issue(s) \_\_\_\_\_

Dated \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Signed \_\_\_\_\_