

UpperNorthShore Living LOCAL

MEDIA KIT

FAST FACTS

circulation: 44 000
readership: 107 500 +
content: local stories
format: full colour

frequency: quarterly
publisher: Living Local
editor: Edwina Hunter
area: Upper North Shore

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www.livinglocalguide.com.au



Established in 2007, we are all about supporting and promoting your business and have recently expanded our distribution to the whole of Ku-ring-gai.

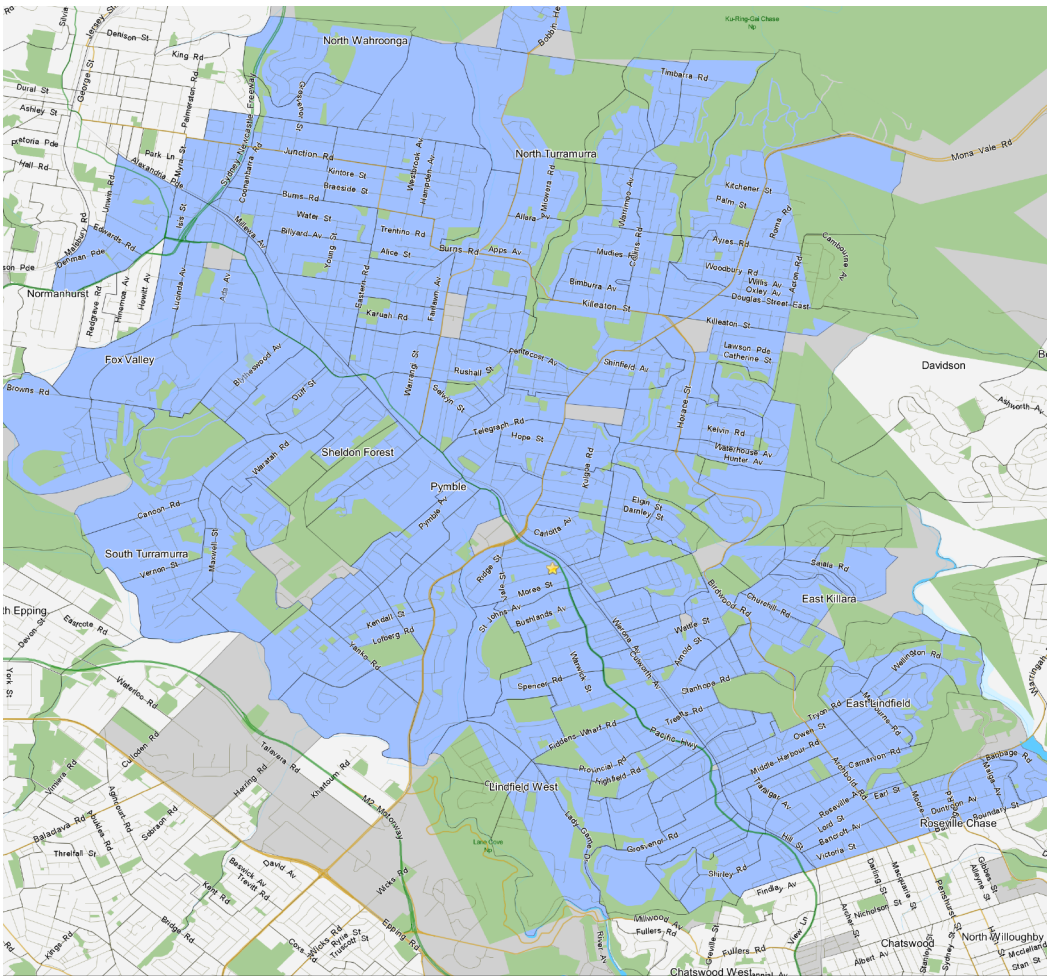
Every season we publish current, local news and stories.

We are a boutique, full-colour, glossy, A5 publication with competitive advertising rates.

Distribution has now increased to 44 000 copies, covering all businesses and households on the Upper North Shore.

Your involvement as an advertiser and reader is greatly valued and crucial to *Living Local Magazine's* continued growth.

We trust this is a wonderful year and look forward to assisting in promoting your local business.



WE DISTRIBUTE TO ALL AREAS HIGHLIGHTED ON OUR MAP.

WE DELIVER 10% OF OUR MAGAZINES TO OUR LOCAL BUSINESSES TO STOCK ALL SEASON.

NO WASTAGE!

DISTRIBUTION

Living Local is door delivered throughout Ku-ring-gai and stocked in local shops and businesses all season. As highlighted on the map, suburbs include: Waitara, Wairoonga, Warrawee, Turrumurra, Pymble, St Ives, Gordon, Killara, Lindfield and Roseville.

How the distribution of Living Local Magazine has grown:
2013 44 000 copies distributed throughout Ku-ring-gai + Waitara
2012 40 000 copies distributed throughout Ku-ring-gai
2011 23 000 copies distributed to Upper North Shore
2010 15 000 copies distributed to Turrumurra +
2009 12 000 copies distributed to Turrumurra +
2008 6 000 copies distributed to North Turrumurra

HARD UP STAYING HEALTHY

SHANNAN PORTON IS A DOWN TO EARTH, NO-NONSENSE GUY. He's a personal trainer and fitness enthusiast who LOVES EXERCISING OUR ANTI-AGING CIRCLES. He's also a fitness and nutrition expert who LOVES TO CHALLENGE OUR READERS TO GET THE MOST OUT OF THEIR EXERCISE AND NUTRITION. He's also a fitness and nutrition expert who LOVES TO CHALLENGE OUR READERS TO GET THE MOST OUT OF THEIR EXERCISE AND NUTRITION.

ADVERTISER BENEFITS:
LIVING LOCAL AIMS TO PROVIDE DEEPER INTERACTION WITH OUR READERS, YOUR CUSTOMERS, WHICH IS MOST IMPORTANT TO US. IT'S THIS UNIQUE LOCAL UNDERSTANDING THAT HELPS US TO HELP YOU.

Another Reason to Visit

At Roseville, girls are challenged and inspired to pursue their personal best across the spectrum of College life from academic studies, to sport, to arts, community service and personal interest initiatives.

Malcolm Page's Journey on Water

It was a great pleasure to meet Malcolm Page at Roseville College. He is a very special person who has achieved a great deal in his life. He is a very special person who has achieved a great deal in his life.

Bla Butrose

on etiquette, cleo magazine and family life

"I love reading about local people, businesses and events that I might otherwise not know about", Tina Attwood, local resident.

- LIVING LOCAL MAGAZINE ADVANTAGE:**
- Our stories do not seek to be controversial but instead focus on positive and fruitful angles in our area.
 - Delivered without other bundled junk mail.
 - Strategically placed advertising.
 - Promoted both in print and online www.livinglocalguide.com.au
 - No more than 4 advertisements per page.
 - All season coverage in local shops, cafes and businesses, they go very fast!
 - Highly competitive advertising rates.
 - We are all about connecting people to their local community with a passion for supporting and assisting local business in every way we can!

TESTIMONIES:

"Thank you, last issue has been very popular". (Denice Kelly from Bendigo Bank, Turrumurra).

"We find we get a great response from locals when featuring in Living Local Magazine", Allan and Kate Waldon from Eastern Road Quality Meats, Turrumurra.

"Featuring in Living Local Magazine has been a wonderful way to promote my business", Heidi Healy from Chadwick First National, Turrumurra.

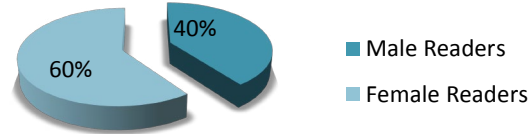
"I like reading about local people, businesses and events that I might otherwise not know about", Tina Attwood, local resident.

"I enjoy reading the interesting advertisements in the living local magazine as it makes me appreciate the neighbourhood more. Thank You", Cheryl Fernandez, local resident.

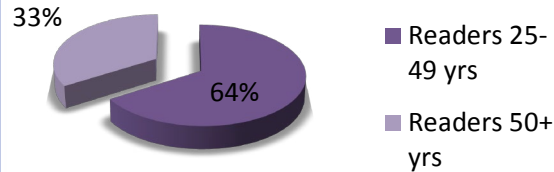
READERSHIP & DEMOGRAPHICS

- DISTRIBUTION AREA: UPPER NORTH SHORE
- CIRCULATION: 44 000 + COPIES
- READERSHIP POTENTIAL: 107 500 +

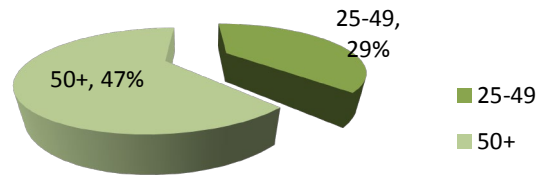
40% of our readers are male
60% of our readers are female



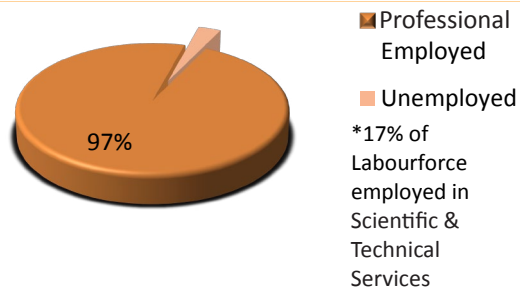
64% of our readers are between the ages of 25-49 years.
33% of our readers are 50+ years.



29% Ku-ring-gai Residents are between the ages of 25-49 years and 47% are 50+ years.



97% of the labour force in the Ku-ring-gai area is employed, 17% of which is Professional, Scientific and Technical Services.



UpperNorthShore
Living
LOCAL

FREE

YourLocalGuide
Living

KU-RING-GAI

These are the current advertising rates for *Living Local Magazine*.

RATE CARD

NEW 44 000 Copies - Upper North Shore (excl. GST)

	Casual	2x/Issue Half Year (10% Off)	4x/Issue Full Year (15% Off)
Quarter Page	\$395	\$356	\$336
Half Page	\$650	\$585	\$553
Full Page	\$1,150	\$1,035	\$978
Double Page Spread	\$1,990	\$1,791	\$1,692

PREMIUM POSITIONS

Back Page	+30%
Inside Front Cover Right	+20%
Inside Front Cover Left	+20%

WEB SITE (limited space - 1 year)

Banner	\$200
Right Side	\$120

INFORMATION

44 000 copies are printed and distributed.

Hand delivered

10% are placed in local shops, cafes, etc.

A quarterly magazine released each season.

Proud supporters of the Australian Cancer Research Foundation

Visit www.livinglocalguide.com.au for details and to book online!



FULL PAGE
148(w) x 210mm
(5mm bleed)

HALF PAGE
136(w) x 95mm
(no bleed)

QUARTER PAGE
65(w) x 95mm
(no bleed)