

LIFE... STYLE... MAGAZINES...

NOOSA STYLE MAGAZINE
LUXURY QUEENSLAND STYLE MAGAZINE
BRISBANE STYLE MAGAZINE

MEDIA KIT



styleLIVINGMAGAZINES
Publishers of Style magazines since 1996

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QUEENSLAND'S PREMIER LIFESTYLE MAGAZINE PUBLISHERS

3 magazines covering queensland's most affluent areas...



style: *noun*

• elegance and sophistication

a form of

appearance,

• design

the way in which

something is done

• the manner in which

something is expressed

• a distinctive manner

of expression in words,

photographs, content.

noosa style magazine (published for over 10 years)

THE MARKET

Noosa and South East Queensland is one of the fastest growing regions in Australia.

The Sunshine Coast has a diverse range of dwellers, from exclusive multi million dollar canal developments to hobby farms in the west, to gated communities. With a large number of visitors from interstate, in particular, AB demographic areas of Sydney, Melbourne and Brisbane, the higher end of tourism has made significant contributions to the overall economy, with many choosing to invest and reside in the upmarket developments. Real estate and ancillary products eg., furnishing, homewares etc. is the single largest money investment on the Sunshine Coast. Shopping in general is a huge element of modern living and the Sunshine Coast region is no exception.

Noosa our specific target area, is comprehensively covered with our unique style of distribution. **NOOSA STYLE Living** is much sought after by both the visitor and local alike and is regarded as a great lifestyle source of information.

READERSHIP - TARGET AUDIENCE

NOOSA STYLE Living is specifically targeted at the AB demographic, both residential & visitors to the Noosa region. Visitors are both interstate and international travellers. This is the reader predominately over 25 years with an annual income in excess of \$50,000. Our circulation specifically

targets this group with our unique distribution. With over 90% distribution of the magazine complimentary to the targeted reader a successful advertising campaign is assured.

DEMOGRAPHICS

AB readership including X & Y generation

CONTENTS

Regular features include:

Furniture & Decor
Food & Wine
Health & Beauty
Fashion
Motoring
Movie, Book & Music Reviews
Travel & Getaways
Interior & Exterior Design
Real Estate & Business

Our client specific editorials are a valuable resource for both advertiser and reader. Each advertiser is assured of special content by means of editorial or pictorial in a method which both compliments the style of the magazine and interest of the reader.

FORMAT

High quality coffee table style.
4 colour process throughout,
Cello cover, Saddle stitched
A4 size 210mm x 297mm deep

PRINT

In excess of 60,000 per annum
(estimated readership over 300,000)

FREQUENCY

4 times per annum

DISTRIBUTION

COMPLIMENTARY & NEWSAGENT
90% Complimentary to over 200 individual distribution points in your target market the Sunshine Coast,

ensures that **NOOSA STYLE Living** magazine reaches your intended customer.

With blanket coverage from Tewantin to Mooloolaba **NOOSA STYLE Living** also reaches key neighbourhoods and gated communities.

PLUS with the higher end of tourism **NOOSA STYLE Living** reaches the most affluent of visitors targeted by our advertisers through our select 4, 5 and 6 star hotels and apartments, including, Noosa Sheraton Hotel, Sebel Noosa, Netanya Noosa, Noosa Blue, The French Quarter, South Pacific, The Lakes, Hyatt Coolum, Sofitel Twin Waters, Sebel Maroochydore, The Point Coolum, Palazzo Versace Hotel on the Gold Coast plus many other selected residential apartments.

Selected newsagency's sales to the AB demographic areas from Noosa Heads, Brisbane to Northern NSW, Sydney & Melbourne.

ONLINE INTERNET MAGAZINE

Each issue is also available for viewing page by page in our online internet version. Simply touch the corner of the pages and read as a hard copy magazine. So now you also have full international exposure with your advertising.

PUBLISHED QUARTERLY

Summer	Dec-Mar
Autumn	Apr-June
Winter	July-Sept
Spring	Oct-Dec

Dates may vary slightly to take advantage of school or festive holidays

POSITIONING STATEMENT

"luxury lifestyle magazine specific to Noosa"



noosa style
LIVING

ph 07 5577 2886
email info@stylemagazines.net

The point of difference... what is a lifestyle magazine... Diversity in content that appeals to a select targeted market though specific distribution. The diverse yet focused content of our magazines is our point of difference - we're not regarded as a 'social magazine' not a 'fashion magazine' not a 'real estate magazine' but a 'LIFESTYLE MAGAZINE', a magazine that appeals to its selected targeted readership, who act upon the specific style of editorial and content.



luxury queensland style /brisbane style

THE MAGAZINE

Luxury Queensland STYLE Magazine is a contemporary lifestyle magazine reflecting our unique Queensland lifestyle and gives advertisers immediate and guaranteed access to the affluent and influential AB, X and Y generation markets.

Our unique combination of newsagent & complimentary distribution guarantees results. It packs together a lively mix of relevant news, reviews and features on substantial issues, with the best of our readers' lifestyle favourites.

A fresh layout style that is a pleasure to read for both its stories and range of advertisers. **Luxury Queensland STYLE Magazine** informs, educates, entertains and enthral. It pulls together some of the best feature writers for a fresh new approach to our local market, with regular contributions from local personalities.

Over recent years this style of magazine has been welcomed by readers and advertisers alike, with the ability to reach target markets and direct information into specific areas and demographics.

Now there is a viable alternative to newspapers for advertisers in a colour magazine with top quality, gloss colour reproduction. **Luxury Queensland STYLE** magazine is not a luxury buy... it's a necessary part of your marketing, guaranteeing your business a better slice of our lucrative target markets.

BRISBANE STYLE

Our new **Brisbane Style** version encompasses all the same style and attributes of **Luxury Queensland STYLE** but has additional focus on Brisbane clients and happenings around this unique city. With distribution covering

selected key hotels like Stamford Plaza, Marriott Hotel, Sofitel, Emporium Boutique Hotel plus hi profile luxury car showrooms, restaurants, furniture outlets and shopping complexes, also luxury residential apartments and many more locations that make our distribution absolutely unique and most of all... it works!

Brisbane Style is the right choice for exposing your product specifically to a targeted select reader.

DEMOGRAPHICS

AB readership including X & Y generations.

CONTENTS

Regular features include:
Furniture & Decor
Food & Wine
Health & Beauty
Fashion
Motoring
Movie, Book & Music Reviews
Travel & Getaways
Interior & Exterior Design
Real Estate & Business

FORMAT

High quality coffee table style,
4 colour process throughout,
Cello cover, Burst bound
A4 size 210mm x 297mm deep

PUBLISHED QUARTERLY

Gold - Dec - February
Silver - Mar - May
Bronze - June August
Platinum - Sept - November

FREQUENCY

4 times per annum

PRINT

60,000 per annum (estimated)

readership over 200,000)

DISTRIBUTION

Selected private A & AB demographic residential areas
Development & Display Centres
Luxury Car & Boat dealers
Design Centres
Interior Designers
Professional Offices (Medical, Dentists, Lawyers, Architects)
Real Estate offices
Restaurants & Cafés
Salons, Spas, Boutiques
Selected Hi-rise & Hotels
Shopping Centres & Coffee Shops
Select newsagents in Queensland, Sydney & Melbourne.

ONLINE INTERNET MAGAZINE

Each issue is also available for viewing page by page in our online internet version. Simply touch the corner of the pages and read as a hard copy magazine. So now you also have full international exposure with your advertising.

POSITIONING

STATEMENT
"luxury lifestyle magazine"

NB. Advertisers appear in both Brisbane Style and Luxury Queensland Style



publishers

The directors of Style Living Magazines have published magazines since 1978.

The Style Living series of magazines was first published on the Gold Coast in 1997 as Gold Coast Style.

The magazine has since evolved into two quality publications - Luxury Queensland STYLE and Brisbane Style. NOOSA STYLE following shortly after with all magazines instantly being recognised in the market place and highly successful and respected in their target markets.

The owners can lay claim to being the longest running, family-owned magazine publisher in S.E. Queensland. Our love of the Queensland lifestyle, and Queensland's south east corner in particular, combined

with our publishing experience in many different styles of magazines ensures your faith in our products and success with your advertising is paramount to us.



Check out our current magazines and back issues... go online www.stylemagazines.net

noosa style magazine (published for over 10 years)

SUMMER ISSUE		WINTER ISSUE	
RELEASE DATE	LATE DECEMBER	RELEASE DATE	LATE JUNE
BOOKING DEADLINE	LATE NOVEMBER	BOOKING DEADLINE	LATE MAY
ART DEADLINE FOR CREATION	LATE NOVEMBER	ART DEADLINE FOR CREATION	LATE MAY
PRINT READY ART	EARLY DECEMBER	PRINT READY ART	EARLY JUNE

AUTUMN ISSUE (Easter Issue)		SPRING ISSUE	
RELEASE DATE	LATE MARCH	RELEASE DATE	LATE SEPTEMBER
BOOKING DEADLINE	LATE FEBRUARY	BOOKING DEADLINE	LATE AUGUST
ART DEADLINE FOR CREATION	LATE FEBRUARY	ART DEADLINE FOR CREATION	LATE AUGUST
PRINT READY ART	EARLY MARCH	PRINT READY ART	EARLY SEPTEMBER

luxury queensland style /brisbane style

GOLD - SUMMER ISSUE DECEMBER		BRONZE - WINTER ISSUE	
RELEASE DATE	MID DECEMBER	RELEASE DATE	MID JUNE
BOOKING DEADLINE	EARLY NOVEMBER	BOOKING DEADLINE	EARLY MAY
ART DEADLINE FOR CREATION	EARLY NOVEMBER	ART DEADLINE FOR CREATION	EARLY MAY
PRINT READY ART	MID NOVEMBER	PRINT READY ART	MID MAY

SILVER - AUTUMN ISSUE		PLATINUM - SPRING ISSUE	
RELEASE DATE	MID MARCH	RELEASE DATE	MID SEPTEMBER
BOOKING DEADLINE	EARLY FEBRUARY	BOOKING DEADLINE	EARLY AUGUST
ART DEADLINE FOR CREATION	EARLY FEBRUARY	ART DEADLINE FOR CREATION	EARLY AUGUST
PRINT READY ART	MID FEBRUARY	PRINT READY ART	MID AUGUST

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THE MAGAZINE High quality coffee table style - 4 colour process throughout, Burst bound Cello cover A4 size 210mm x 297mm deep

AD RATES Advertising Space Only. Does Not include art or photo costs	ART	PHOTO	SIZE			
PRICE incl. gst	1 ISSUE 2 ISSUES 4 ISSUES includes ownership*width x depth					
DOUBLE PAGE	\$3,450	\$3,200	\$2,950	\$190	\$250	420mm x 297mm + 5mm bleed image 394 x 275mm & 20mm gutter
FULL PAGE	\$2,350	\$2,150	\$1,850	\$160	\$160	210mm x 297mm + 5mm bleed image area 184 x 275mm
HALF PAGE Horizontal	\$1,180	\$1,080	\$980	120	120	184mm x 123mm
HALF PAGE Vertical	\$1,180	\$1,080	\$980	120	120	90mm x 250mm
ONE THIRD Horizontal	\$950	\$870	\$795	100	100	184mm x 80mm
ONE THIRD Vertical	\$950	\$870	\$795	100	100	58mm x 250mm
QUARTER PAGE	\$675	\$640	\$595	80	80	90mm x 123mm
PREFERRED POSITIONS: Inside Front/Back Cover, Pages 1-7 = +45% - Outside Back Cover = +100%						
PLEASE NOTE: Agency clients = +10% ... Editorial subject to publishers discretion						

NB: Information dates, prices & quantities may be subject to change without notice

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