

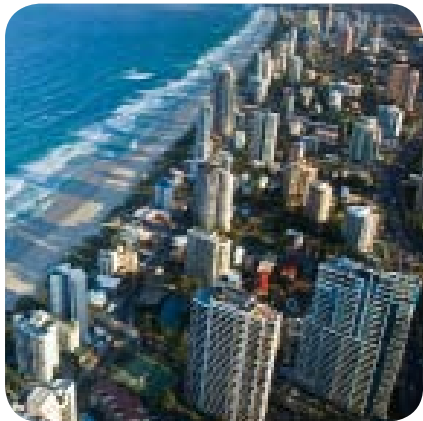


media kit 2011

The Gold Coast City Council's new magazine will reach every household on the Gold Coast

It is essentially for the people of the Gold Coast – where to go and how to get there.

An initiative of



your
city
GOLD COAST

It's a brand new magazine bursting with all the wonderful aspects that make the Gold Coast one of Australia's most liveable and desirable destinations in the world.

"The magazine will highlight the positives of living on the Gold Coast and showcase the people and places that make our city such a dynamic place to live." - Mayor Ron Clarke



It creates an opportunity for you as an advertiser to reach every household on the Gold Coast through Gold Coast City Council's very own magazine.

circulation
223,000 copies



frequency
October 2011
December 2011

distribution

The magazine will be delivered by Australia Post to 223,000 households, including high-rise apartments and gated communities

format

A4 full colour gloss magazine



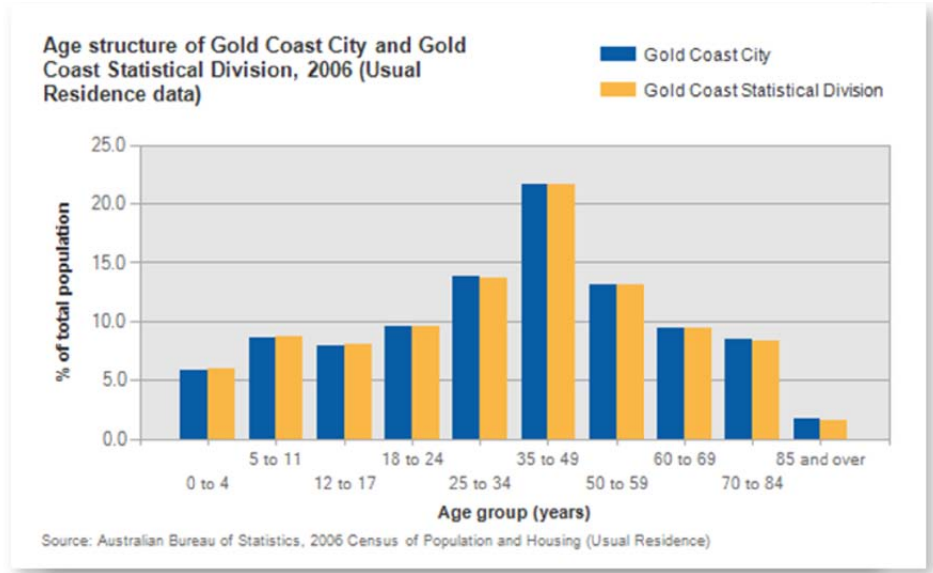
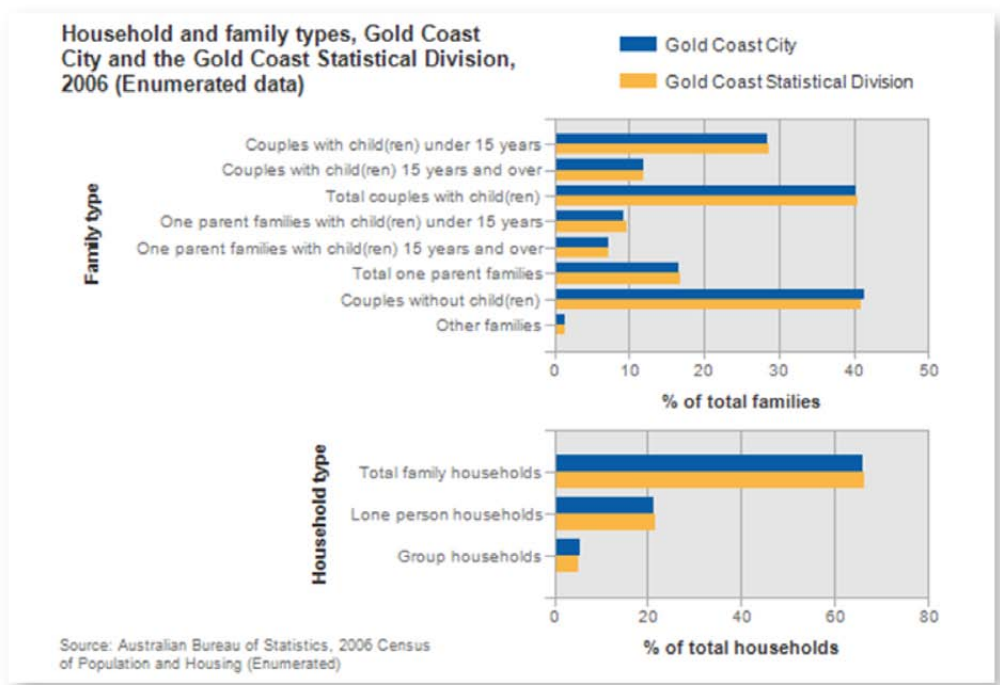
reader profile

49% males

51% females

age groups

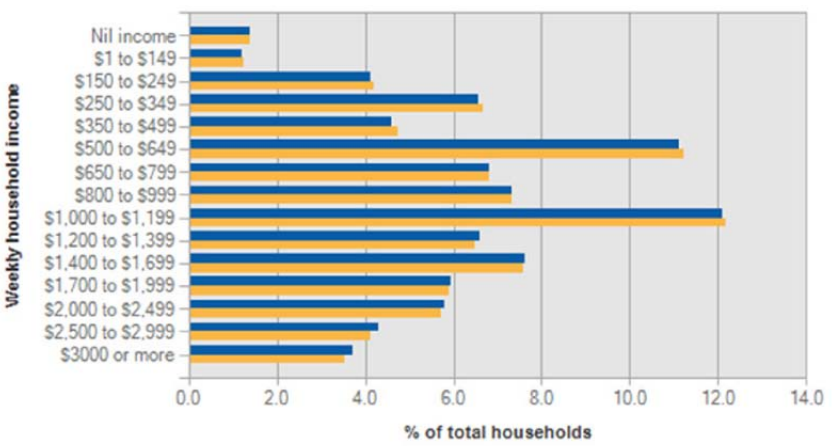
Average age 39 years



We will report on news and events from each council division and give you as an advertiser the benefit of aligning your brand within your catchment area.

weekly household income

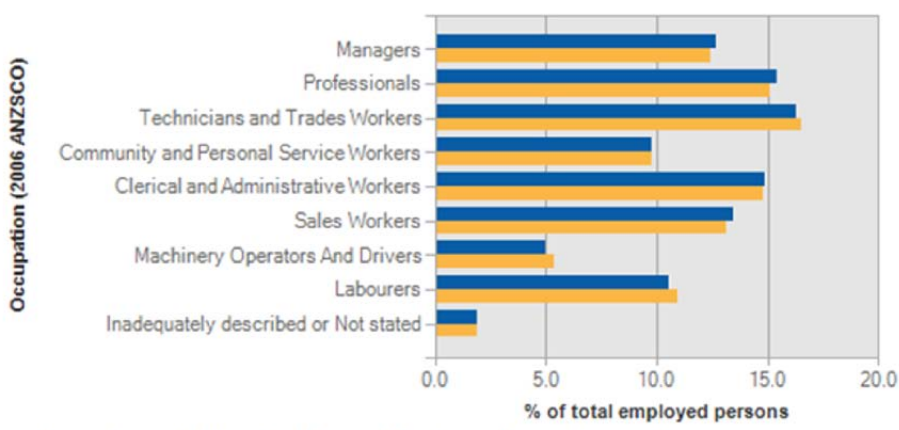
Weekly household income, Gold Coast City and Gold Coast Statistical Division, 2006 (Usual Residence data)



Source: Australian Bureau of Statistics, 2006 Census of Population and Housing (Usual Residence)

employment by occupation

Employment by occupation, Gold Coast City and Gold Coast Statistical Division, 2006 (Enumerated data)



Source: Australian Bureau of Statistics, 2006 Census of Population and Housing (Enumerated)

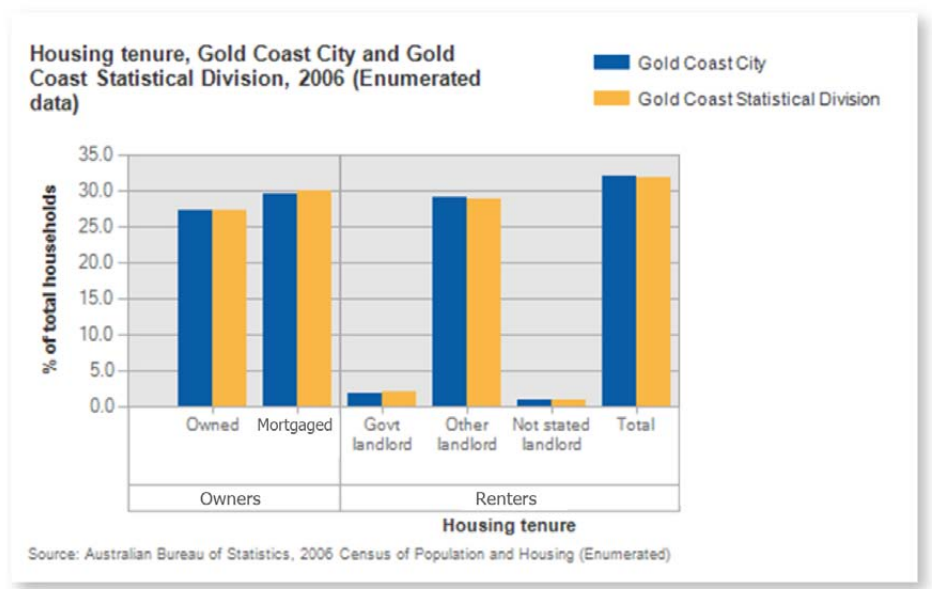
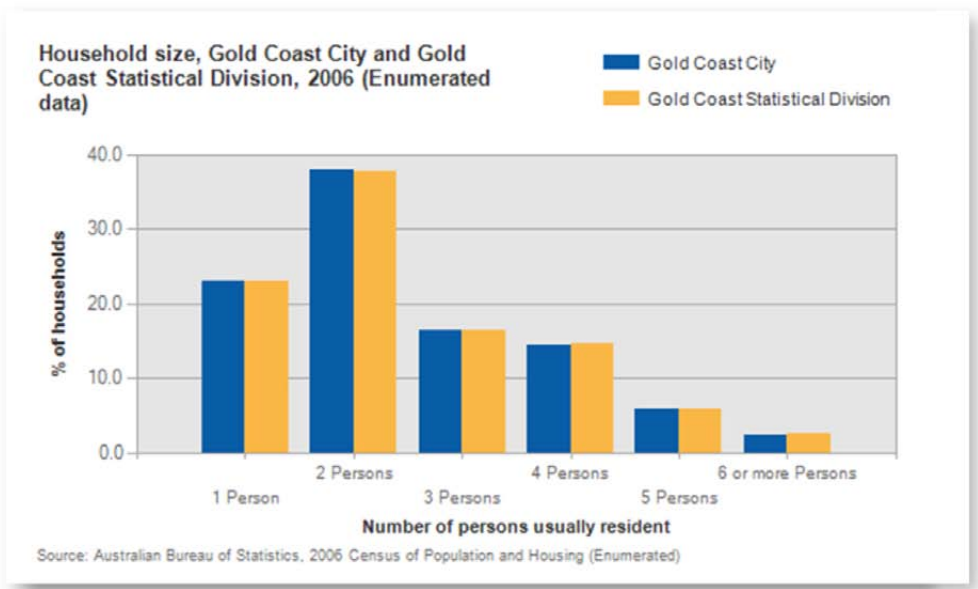


The magazine will profile local legends and business heroes who make this city such a wonderful place to live, work and build a business.



6 out of 10 Gold Coast residents own their own home

household size





It celebrates sporting achievements big and small, has tips on keeping the family fit and will guide you to adventure amid our vast cultural playground.



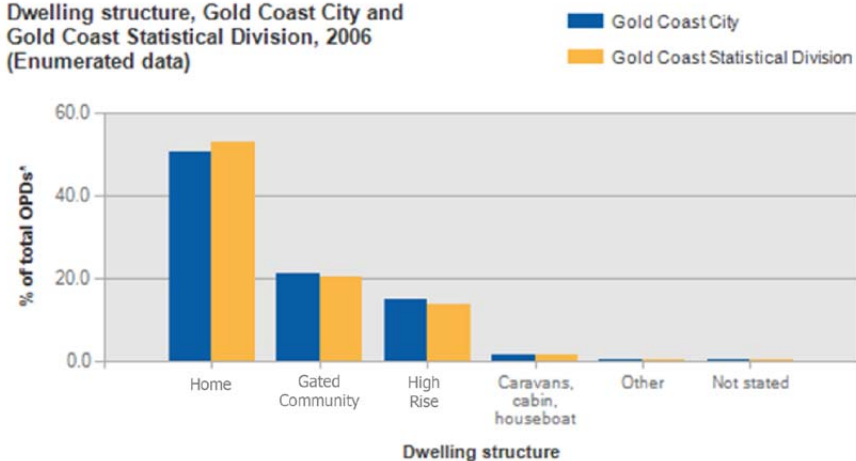
more than 1/2 of all Gold Coast residents live in a house

car ownership



Half of Gold Coast households own more than 1 car.

Dwelling structure, Gold Coast City and Gold Coast Statistical Division, 2006 (Enumerated data)



*OPDs refers to Occupied Private Dwellings.
Source: Australian Bureau of Statistics, 2006 Census of Population and Housing (Enumerated)

rates and publication deadlines

SIZE	DIMENSION	CASUAL RATE
Full Page	210mm x 297mm	\$5,750
Half Page - Horizontal	134mm (h) x 186mm (w)	\$2,900
Half Page - Vertical	265mm (h) x 90mm (w)	\$2,900
Quarter Page - Horizontal	75mm (h) x 210mm (w)	\$1,800
Inside Front Cover	210mm x 297mm	\$6,900
Inside Back Cover	210mm x 297mm	\$6,325
Back Cover	210mm x 297mm	\$7,190

All rates are GST exclusive

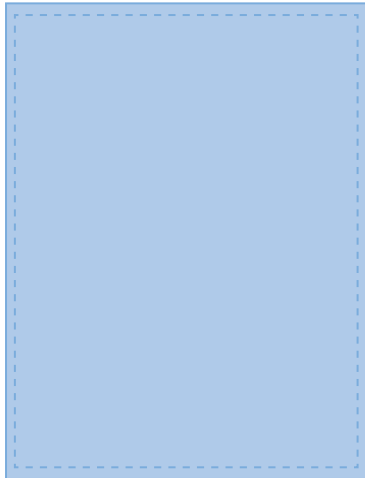
PUBLICATION DATE	BOOKING DEADLINE	COMPLETE MATERIAL
October 2011	Tuesday 13th September	Friday 16th September
December 2011	Fri 18th November	Tuesday 22nd November

10% discounts when booking two editions

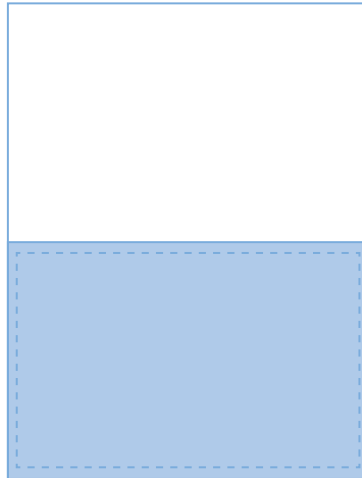
cancellation

Advertisements cancelled after booking deadline will incur a 100% cancellation fee.

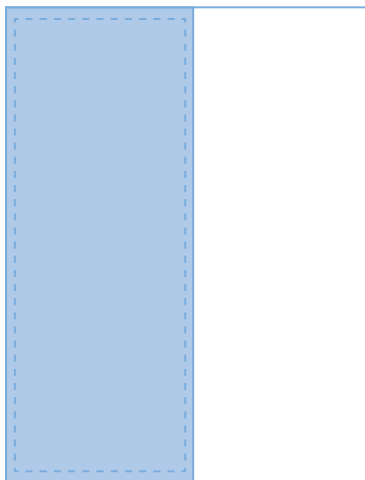
material specifications



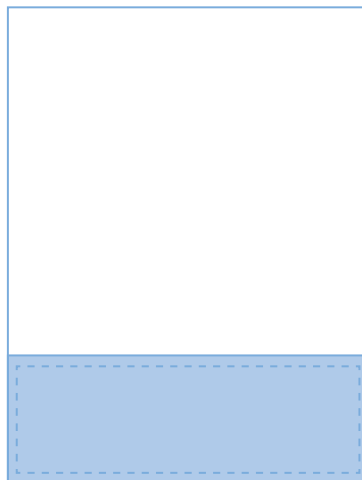
Full Page
297mm(h) x 210mm(w) + 3mm bleed all round (303mmx216mm)
ALSO Inside Back Cover and Inside Front Cover



Half Page (HORIZONTAL)
150mm(h) x 210mm(w) + 3mm bleed all round (156mmx216mm)
ALSO Inside Back Cover and Inside Front Cover



Half Page (VERTICAL)
297mm(h) x 102mm(w) + 3mm bleed all round (303mmx108mm)
ALSO Inside Back Cover and Inside Front Cover



Quarter Page (HORIZONTAL)
75mm(h) x 210mm(w) + 3mm bleed all round (81mmx216mm)
ALSO Inside Back Cover and Inside Front Cover

preferred programs

PDF - Press format

PDF Format:
Maximum file size: 6 megabytes
Compatibility: Acrobat 5.0
Fonts: All fonts must be embedded
Images: 300 dpi

PDF generated from within an application (eg: Adobe Indesign, Illustrator) must comply with our specifications.

Post scripting the file to Acrobat Distiller is the preferred method.

The PDF viewing file is not colour managed so therefore colour variations will occur when printing.

artwork charges

If you require your advertisement designed by our graphic designers, there is a charge out rate of \$75 per hour.

Emailed / Posted artwork must be supplied via the following format

1. All fonts converted to 'curves' or 'outlines' or font inclusion must be selected in the creation of the eps. All links and imports supplied.
2. Images to be attached as TIF, EPS, JPG at 300dpi resolution at 100% placement (note most digital camera images are 72 resolution, so cropping in on a small portion of an image may render file unsuitable)
3. It is unacceptable to supply text, images or graphics as part of a Microsoft Office documents such as Word, Excel, Publisher or PowerPoint.
4. Colour images must be supplied in CMYK colour format, not RGB.
5. Photoshop (psd) file must be supplied with all working layers.
6. Colour proof and disk contents list must be supplied with all supplied artwork.
7. PDF supplied, must have font converted to paths, and saved as press format.

Ads not supplied in one of the above formats will incur an additional artwork charge.

sending artwork

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