



st ives

# VILLAGE LIFE

magazine

## General Media Kit

Published and Produced by:

**onecreative**

Address: Suite 11, 7 Narabang Way, Belrose NSW 2085

Ph: (02) 9986 3322 Fax: (02) 9986 3344

Email: [villagelife@onecreative.com.au](mailto:villagelife@onecreative.com.au)

Website: [www.onecreative.com.au](http://www.onecreative.com.au)

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# ST IVES VILLAGE LIFE MAGAZINE

## INTRODUCTION

Welcome to the media kit of St Ives Village Life Magazine, formerly known as St Ives Community News.

We have been servicing the Northern Beaches and North Shore community with our free publication since 1985.

Village Life is your magazine. We are constantly striving for new ways to maintain its point of difference and, as a result, it stands out from other local publications.

## DISTRIBUTION

St Ives Village Life Magazine is published seven times a year and distributed free to

# 44,000

selected homes in the Ku-ring-gai, Pittwater, Warringah and Hornsby local areas, including:

Elanora Heights, Gordon, Hornsby, Killara, Lindfield, Mona Vale, Pymble, St Ives, Terrey Hills, Turramurra, Wahroonga, Warrawee.

## READERSHIP

With a longer shelf life than other local publications, the readership potential per issue of Village Life is estimated at more than

# 132,000\*

According to the most recent census data, a large proportion of households in our circulation area are well-educated, work full-time in management or professional occupations and have high disposable incomes.

The dominating age group of residents in our trade area is 40 to 54 years of age, with 20 to 33 year olds the second highest and the group with the most potential for growth. 28% of all homes in our trade area have children under the age of 15.

*\*Figure based on three people reading one magazine.*

# TESTIMONIALS

"We had a great response! We had 15 new clients who signed up for packages after reading about us. The competition that we ran had 135 entries. We have since had more people sign up and others enquire."

**Anne-Maree**  
**Pilates International**  
**Turrumurra**

"I am really pleased with our ad – your team is doing a great job. The magazine overall is very appealing."

**Sue Pontin**  
**Denis Pontin**  
**Swim School**

"Advertising through St Ives Community News\* has provided a significant boost to our rapidly growing business. The efficient advertising team helped us immensely with our campaign in all aspects, in particular to tailoring our ads for maximum effect. Impact on this target market was impressive through our ads – readers obviously take the time and have the interest to read their valued local publication well."

**Adam Price**  
**Membership Manager/Part Owner**  
**Leisure Boating Club Pittwater**

"I look forward to this exciting change and will keep my eyes open for all the new information. I very much enjoyed advertising in St Ives Community News\* and plan to continue in Village Life!"

**Ruth Ewing**  
**Development Officer/Registrar**  
**Covenant Christian School**

"I first decided to use the St Ives Community News\* because I felt that it was the best paper to hit our target audience in St Ives and surrounding areas. I have continued to advertise for one reason - it works. We have had many solid responses to our ads and 90% of the responses have turned into jobs for us. I have had customers walk into the shop with the ad in their hand, the same day as the paper came out."

**Jon Constable**  
**Proprietor**  
**Advanced Entertainment Systems**

"After about four months of regular advertising once a month in the same position and same size ad, we started getting a regular response. It brought new customers into the store and motivated me to search for suitable products to advertise."

**Jodi Lindsay**  
**Manager**  
**The Red Pepper**

\*Village Life was previously known as St Ives Community News

# ST IVES VILLAGE LIFE MAGAZINE

## OUR FOCUS

St Ives Village Life Magazine incorporates a stronger lifestyle focus on local people, places and events. As a result of consumer research, we have identified five areas that affect the core needs of our readers' daily lives – family, food, fashion, home and community. These play an important role in shaping our editorial content.

Our advertising and editorial layouts are now sleeker and more stylish than ever before. As always, editorial content will be fresh, interesting and relative. Let us inform, excite and inspire you.

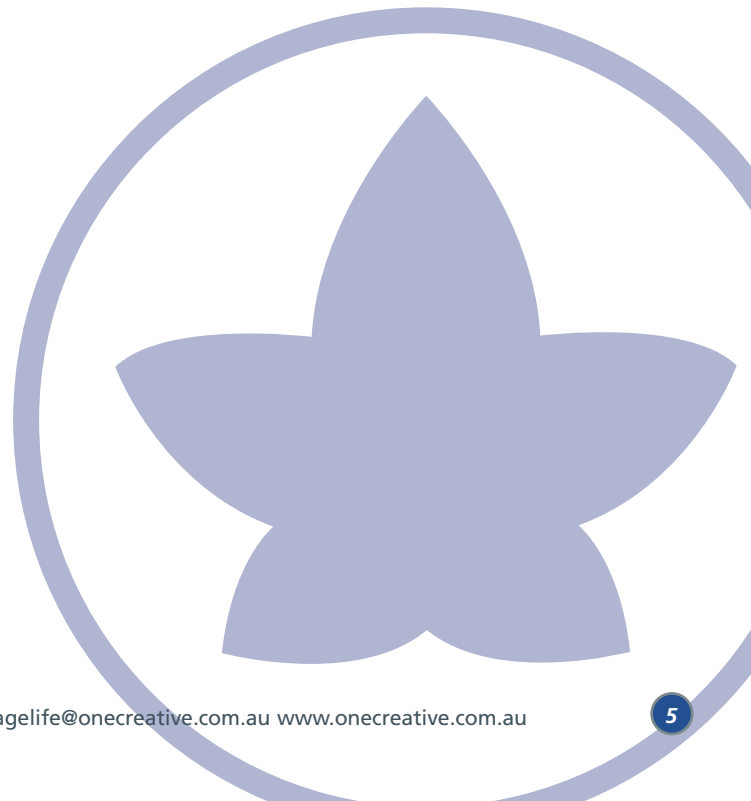
## CONTENT

St Ives Village Life Magazine provides a wealth of information for readers of all ages and interests.

Village Life features essential information for the whole family, including major events, special sales, what's new, gift guides, local activities, columns written by specialists in their field and seniors and school information.

A comprehensive What's On section is the essential guide when planning your social calendar. Regular competitions and giveaways will also be featured.

A Community Noticeboard enables local businesses and community members to effectively advertise their goods and services. Clubs and groups can also publicise their meetings and activities.



# NEW LOOK LAYOUT

Here are some examples of the design and style of St Ives Village Life Magazine. A dominant image will complement the theme of the issue will be placed on the front cover. Each editorial page will be structured in a clear fresh style. This will enable advertising to be positioned in the most effective section of the magazine.





# DISTRIBUTION BREAKDOWN

44,000 copies of St Ives Village Life are distributed to the following suburbs providing wide coverage across the North Shore and into the Northern Beaches. Village Life is distributed as an insert in the North Shore Times.

<b>Suburb</b>	
Belrose	
Elanora Heights	
Gordon	
Hornsby	
Killara	
Lindfield	
Mona Vale	
Pymble	
St Ives	
Terrey Hills	
Turrumurra/Warrawee	
Wahroonga	

<b>Total</b>	<b>44,000</b>
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## WHO CAN ADVERTISE

Retailers and businesses outside of St Ives Shopping Village are welcome to advertise their goods and services in St Ives Village Life Magazine provided that their goods and services do not pose a "conflict of interest" with any retailer within St Ives Shopping Village.

It must be remembered that the magazine is produced as a marketing tool for St Ives Shopping Village, therefore, the publisher has the right of refusal regarding outside advertising.

## ADVERTISING BENEFITS and discounts

All advertisements are full colour (excluding classifieds) and include FREE graphic design work and basic photography.

A 5% discount is given to advertisers who book two ads in a row. This discount applies to the second ad only. Regular advertisers who book an ad three or more times in a row will receive a 10% discount off the original price on the third ad and every ad repeated thereafter.

## CLASSIFIEDS

The Community Notice Board is a free service to the local community. Depending on the amount of space available, we will endeavour to publish as many as possible.

### CLASSIFIED ADVERTISING TYPES AND RATES

There are two types of classifieds available that cost a small fee but are GUARANTEED to be published:

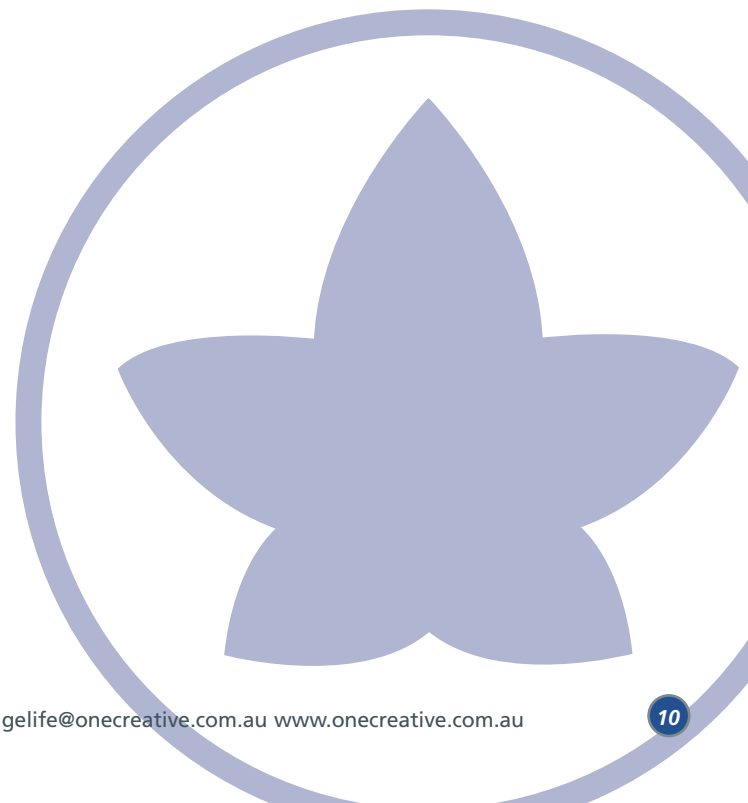
**DESIGNED CLASSIFIED AD** – these ads are 70mm high x 39mm wide and cost \$70 (+GST). This includes one free spot colour and free artwork by our graphic design team. For bookings and enquires, phone 9986 3322.

**WORDS ONLY** – these ads have a 30-word set amount and cost \$12 (+GST). For bookings and enquiries, phone St Ives Shopping Village Centre Management on 9488 7077.

# ADVERTISING RATES

AD SIZE	UNITS	DIMENSIONS	COST
1/6 page display ad	2	95mm high x 103mm wide	\$440 (+GST)
1/4 page display ad	3	145mm high x 103mm wide	\$660 (+GST)
1/3 page display ad	4	95mm high x 210mm wide	\$880 (+GST)
1/2 page display ad	6	145mm high x 210mm wide	\$1,320 (+GST)
1 page display ad	12	<b>Full bleed:-</b> 330mm high x 230mm wide	\$2,375 (+GST)
1 page display ad (Inside back cover)	12	<b>Full bleed:-</b> 330mm high x 230 wide	\$2,530 (+GST)
<b>PRIME POSITION</b>			
1 page display ad (Outside back cover or Inside front cover)	12	<b>Full bleed:-</b> 330mm high x 230mm wide	\$2,640 (+GST)
<b>PRIME POSITION</b>			

Prices and sizes effective as of December 2008 and subject to annual review.



# ADVERTISING TEMPLATES

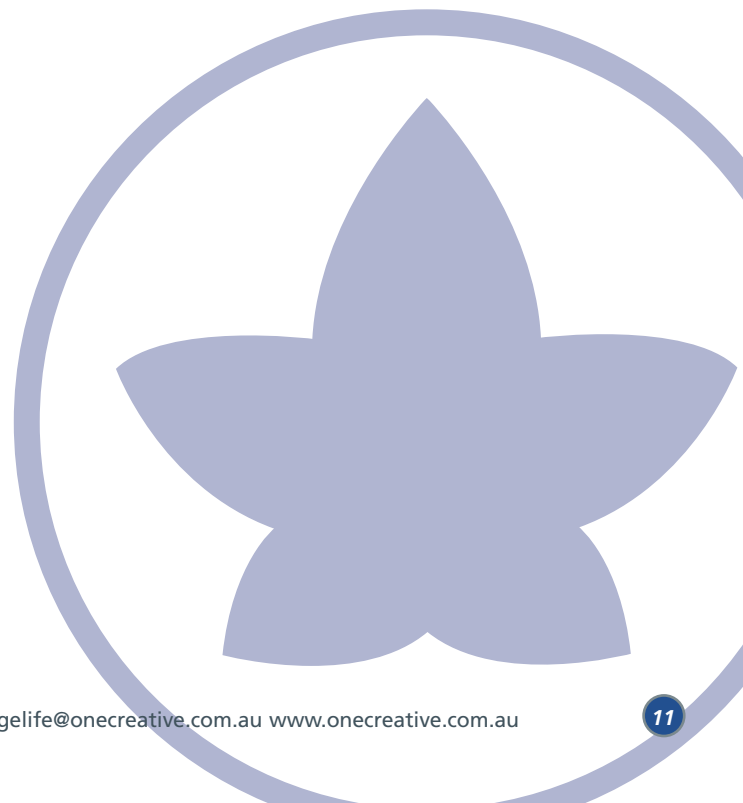
1/6 page display ad 95mm high x 103mm wide \$440 (+GST)		

1/4 page display ad 145mm high x 103mm wide \$660 (+GST)		

1/3 page display ad 95mm high x 210mm wide \$880 (+GST)		

1/2 page display ad 145mm high x 210mm wide \$1,320 (+GST)		

1 page display ad (IBC)			
<b>PRIME POSITION</b>			
Full bleed:- 330mm high x 240mm wide \$2,530 (+GST)			

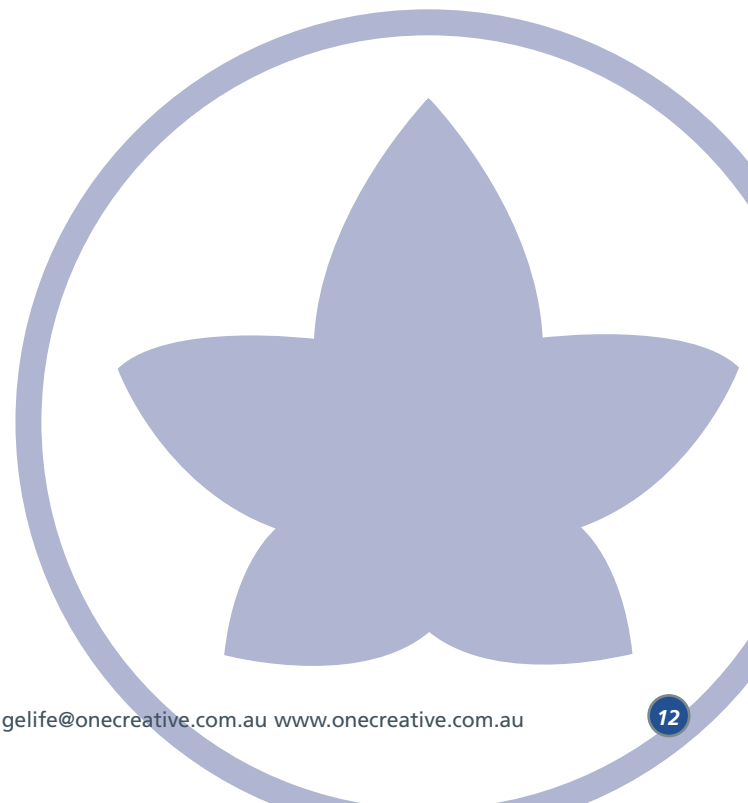


# DEADLINES 2009

Six issues of St Ives Village Life Magazine are released every 12 months including a specific Christmas issue.

Please forward all advertisement and editorial material by the deadline dates listed below.

ISSUE	AD BOOKINGS	AD COPY	EDITORIAL	DISTRBUTION
<b>2009</b>				
FEB/MAR	8 DEC	15 DEC	15 DEC	7 - 11 FEB
APR/MAY	9 FEB	16 FEB	16 FEB	28 MAR - 1 APR
JUN/JUL	14 APR	20 APR	20 APR	6 - 10 JUN
AUG/SEP	8 JUN	15 JUN	15 JUN	1 - 5 AUG
OCT/NOV	3 AUG	10 AUG	10 AUG	26 - 30 SEP
DEC	5 OCT	12 OCT	12 OCT	28 NOV - 2 DEC



# EDITORIAL CONTRIBUTOR requirements

Interesting and newsworthy editorial contributions are always welcome. To ensure columns or contributions are correctly reproduced in St Ives Village Life Magazine they must be:

- True, accurate and without, or unlikely to cause, controversy.
- Positive, good news, information based.
- Easy to comprehend by most readers.
- Written in plain, simple English and free of jargon.
- Contain short and logical sentences.
- Saved as a word document and emailed, saved to disc or typed, printed and posted.
- No longer than 350 words, no shorter than 200 words. Space permitting, every effort will be made to publish some or all of your copy.
- Where possible be accompanied by high quality images. If e-mailing, these images should be scanned at full size and saved as a jpeg atleast 200dpi.
- Photographic prints should be high quality and clear.
- Material can be sent to: The Editor, St Ives Village Life Magazine, Suite 11, 7 Narabang Way, Belrose, NSW, 2085 or e-mail material to: [villagelife@onecreative.com.au](mailto:villagelife@onecreative.com.au)

For further information about editorial contributions, please phone the editor on (02) 9986 3322.

## HOW TO ADVERTISE effectively

### AD CREATION CHECKLIST

- Do use effective colour in your advertising as this will bring attention to your message.
- Do get creative. You don't have to use the same ad shape and size every month. Sometimes you might want to upsize for a special event or sale.
- Do make note of special occasions throughout the year such as Christmas, Easter, Mother's Day, Father's Day, the birthday of your business etc. These will affect your advertising message for the issue.
- Do read other people's advertisements and ask yourself why they appeal to you.
- Do let us help you with your advertising. The staff at St Ives Village Life Magazine include a team of design professionals who can help with your advertising campaign.
- Do combine your advertising with other marketing strategies, making sure that there is consistency in the look of your advertising material and items like business cards and signage.
- Do effectively design your advertisement for maximum impact taking into account the amount of text and images.
- Do be patient with your advertising campaign. Advertising increases the number of people who know about your business. In turn these people are likely to recommend your services to their friends.

# TYPES OF ADVERTISING

You can create ads in all different shapes, sizes and styles to best suit your needs. The skill to making your advertising work is to understand how you want to promote your business, then simply match this with a size that is suitable.

## THERE ARE FOUR MAIN TYPES OF ADVERTISING:

### 1. BRANDING ADVERTISING

This shows your company or product name only and aims to build up brand recognition. Consumers will see your name or logo and immediately think of your business.

#### ADVANTAGES:

- Clearly identifies your product/company.
- Easy to get into small advertising spaces – therefore cost effective.
- Great as a backup advertisement.
- Gets people thinking about your company and the products and services you offer.

### 2. GENERAL ADVERTISING

This makes the most of your company or product name and gives key selling points. It highlights the main products or services you provide, your contact phone number and address.

#### ADVANTAGES:

- Builds your business profile and increases awareness and understanding of the products & services that you provide.
- Great for smaller sizes – therefore can be cost effective.
- Great as a backup advertisement when you do not have a special or sale on.

### 3. PRODUCT SPECIFICATION ADVERTISING

This style promotes a special offer, sale, discount or a new product. The aim is to shift stock and boost your company sales.

#### ADVANTAGES:

- Easy to assess – you'll know if your ad is working by your sales figures.
- Can create a lot of excitement about your sale or special. If you are taking a large advertising space, customers will think that it must be a good sale to warrant the advertising.

### 4. COMBINATION ADVERTISING

It is possible to create both a general advertisement with a product specific section. This way you let customers know what your regular products and services are, plus any specials you may have.

#### ADVANTAGES:

- Promotes your general services and special products
- Ideal for businesses that have a regular changing format – ie. guest speakers or new menu items.
- Encourages readers to think that your business is regularly offering specials on products or services.

# MECHANICAL SPECIFICATIONS

St Ives Village Life Magazine does accept supplied material. However, it is imperative that these specifications are followed to ensure your ad appears correctly. Additional charges may apply should the material be supplied incorrectly.

## DIGITAL ARTWORK

- Macintosh is preferable.
- Adobe CS2 format
- Supplied on CD or email (if under 5Mb).

## PDF FILES

If supplying as a PDF please ensure ad is set up to the right dimensions as they can be harder to edit than CS2 files.

- Make sure ALL **fonts** are **outlined**.
- Embedded images must be high quality (at least 250dpi).
- **No spot colour** used in the PDF.
- Save the PDF as print press optimised.

## IMAGES/GRAPHICS

- Bitmap images to be supplied at 1200dpi at 100%.
- Greyscale images to be supplied at 250dpi at the size they will appear in the ad.
- Colour images to be supplied as **CMYK** at **250dpi** at the size they will appear in the ad.
- When supplying a completed ad, please include all graphics and fonts used, as separate files.
- Graphics must be supplied as Tiff or EPS format only.

## FONTS

- Fonts must be supplied as **OUTLINES**  
(NO Truetype or Type 1 fonts will be accepted).
- PC Fonts will not be accepted.
- Text in graphic files (eps) are to be converted to vector outlines or curves.
- Minimum font size = 6pt. Reverse type minimum = 8pt Bold/9pt Regular.
- A proof must be provided for all artwork unless emailed.

## NON-DIGITAL ARTWORK

- Quality of ad depends on the quality of material supplied.
- Transparencies and photographs can be scanned (maximum original size = A3).

There is opportunity for you to insert information into St Ives Village Life Magazine including brochures and catalogues.

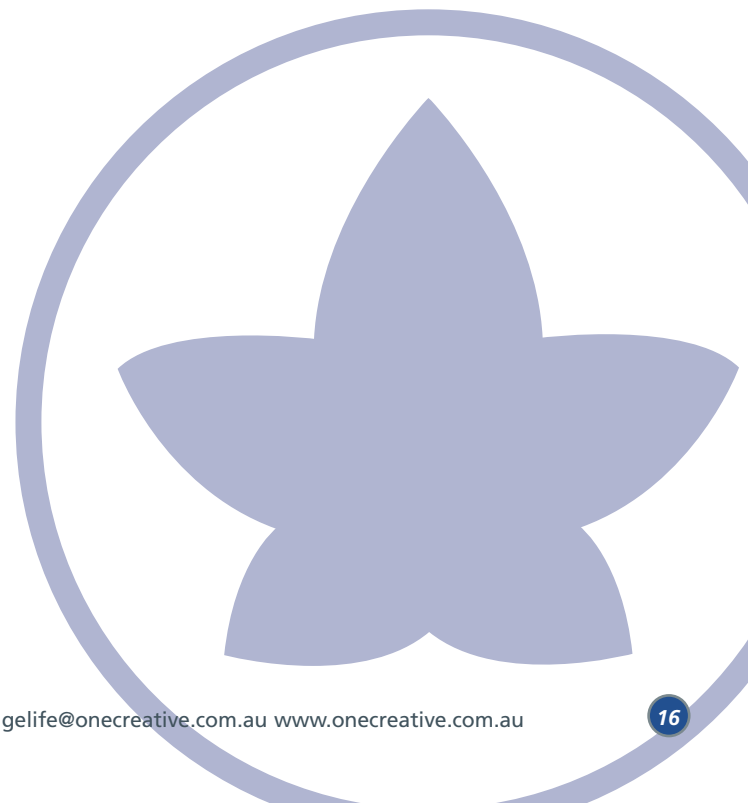
Prices vary depending on the number, size and weight of the item to be inserted. The price for a basic single page insert no greater than A4 size starts at \$65 (+GST) per 1,000 inserts.

If you wish to do this you will need to contact St Ives Shopping Village Centre Management directly on (02) 9488 7077 and speak to the Marketing Manager, Sue McKindlay.

Delivery details are available at Centre Management.

You can choose to insert items in certain postcode areas or across a broad market area.

<b>ISSUE</b>	<b>MAGAZINE DISTRIBUTION</b>
<b>FEB/MAR</b>	<b>7 - 11 FEB</b>
<b>APR/MAY</b>	<b>28 MAR - 1 APR</b>
<b>JUN/JUL</b>	<b>6 - 10 JUN</b>
<b>AUG/SEP</b>	<b>1 - 5 AUG</b>
<b>OCT/NOV</b>	<b>26 - 30 SEP</b>
<b>DEC</b>	<b>28 NOV - 2 DEC</b>



# TERMS & CONDITIONS of advertising

Every advertisement placed and accepted for publication is subject to the following terms and conditions and any other terms set out in the St Ives Village Life Magazine Media Kit. It is the responsibility of the advertiser to read these terms and conditions carefully.

1. **DEADLINES MUST BE MET.** It is the responsibility of the Advertiser to ensure that artwork, or artwork changes arrive before the deadline, or that a suitable arrangement be made with St Ives Village Life Magazine.
2. An advertisement booking can be made in any of the following ways; booking form, telephone, fax, email, letter or in person.
3. Advertising bookings cancelled after St Ives Village Life Magazine published deadline dates may be charged the full rate of the advertisement booked.
4. St Ives Village Life Magazine reserves the right to reject any advertisement which it deems to be unsuitable for publication for any reason at its absolute discretion.
5. No responsibility will be accepted for any loss due to the failure of an advertisement, or part thereof, to appear, or from any error in advertisement.
6. The advertiser warrants to St Ives Village Life Magazine and the newspaper's owner, publisher, editor, printer, employees and agents that all advertising material supplied does not infringe any State, Federal or Common Law or the rights of any other person. The Advertiser accepts full responsibility for the content of each advertisement published and agrees to indemnify St Ives Village Life Magazine and all its employees and agents against any liability whatsoever to any person or corporation which may arise from such publication.
7. Absolutely no responsibility is accepted for errors contained in artwork supplied to St Ives Village Life Magazine. It is the responsibility of the Advertiser to ensure that supplied artwork meets St Ives Village Life Magazine specifications.
8. The positioning of advertisements will be at the discretion of St Ives Village Life Magazine. Without limiting this discretion, St Ives Village Life Magazine will make every endeavour to position advertisements as requested.
9. All advertising bookings are separate, and not reliant upon, editorial coverage. St Ives Village Life Magazine is under no obligation to supply editorial coverage to Advertisers.
10. Advertisements designed by St Ives Village Life Magazine, remain the property of St Ives Village Life Magazine. Permission, in writing, must be obtained for the use of artwork elsewhere, particularly in other publications.
11. No guarantee is given to colour used in St Ives Village Life Magazine. St Ives Village Life Magazine reserves the right to change the colour due to mechanical requirements of publishing without notice.

## WARRANTY AND INDEMNITY

Advertisers and/or advertising agencies upon and by lodging material with St Ives Village Life Magazine for publication or authorising or approving of the publication of any material INDEMNIFY the publisher, its servants and agents against all liability claims or proceedings whatsoever arising from the publication and without limiting the generality of the foregoing to indemnify each of them in relation to defamation, slander of title, breach of copyright, infringement of trademarks or names of publication titles, unfair competition or trade practices, royalties or violation of rights of privacy AND WARRANT that the material complies with all relevant laws and in particular that nothing therein is capable of being misleading or deceptive or otherwise in breach of Part V of the Trade Practices Act 1974.