

st ives

# VILLAGE LIFE

magazine

Welcome to the three-page media kit for St Ives Village Life Magazine, formally known as St Ives Community News. Since 1985, we have been servicing the Northern Beaches and North Shore community with our free publication, and continue to do so with a bold new name, new style and new image.

Village Life is now a full-colour magazine, with sleeker and more stylish advertising, editorial and pictorial layouts. It also has a stronger lifestyle focus on local people, places and events.

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

The dominant group of residents are 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.

#### ST IVES VILLAGE LIFE MAGAZINE QUICK FACTS:

**Circulation:** 44,000 copies

**Issues:** 6-7 to be released in 2008.

**Distribution area:** Selected homes in Ku-ring-gai, Pittwater, Hornsby and Warringah local areas

**Readership potential:** 132,000+ readers per issue

#### HOW TO CONTACT US:

**PHONE:** 9986 3322

**FAX:** 9986 3344

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





# Deadlines 2009

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

ISSUE	AD BOOKINGS	AD COPY	EDITORIAL	DISTRBUTION
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

# General advertising rates

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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	12	<b>Full bleed:-</b> 330mm high x 230mm wide	\$2,530 (+GST)
1 page display ad (Outside back cover or Inside front cover) PRIME POSITION	12	<b>Full bleed:-</b> 330mm high x 230mm wide	\$2,640 (+GST)

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Prices effective as of December 2008 and subject to annual review

## Who can advertise

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Retailers and businesses outside of St Ives Shopping Village are welcome to advertise their goods and services within 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.

St Ives Village Life is produced as a marketing tool for St Ives Shopping Village and the publisher has the right of refusal regarding outside advertising.

## Advertising benefits and discounts

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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 within a 12 month period. This discount applies to the second ad only. Regular advertisers who book three or more ads within 12 month period will receive a 10% discount off the third ad and every ad repeated thereafter.

## Classifieds

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The black and white classifieds section is called The Community Notice Board. This is a service to the local community and 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.