

st ives

# VILLAGE LIFE

## magazine

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.

St Ives VILLAGE LIFE Magazine (formerly St Ives Community News) 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.

As the major marketing tool to promote St Ives Shopping Village, VILLAGE LIFE aims to show HOW St Ives Shopping Village retailers can add VALUE to the lifestyle of their customers. This is achieved by featuring themes relating to the major retail areas of food, fashion, home, family (health, beauty, travel, books and entertainment), kids and community.

VILLAGE LIFE is your chance to have your products and services featured. Every effort will be made to provide editorial coverage for ALL retailers throughout the year.



### ST IVES VILLAGE LIFE MAGAZINE QUICK FACTS:

**Circulation:** 44,000 copies

**Issues:** 7 to be released in 2007

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

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

## Merchant advertising rates

AD SIZE	UNITS	DIMENSIONS	COST
1/6 page display ad	2	95mm high x 103mm wide	\$340 (+GST)
1/4 page display ad	3	145mm high x 103mm wide	\$510 (+GST)
1/3 page display ad	4	95mm high x 210mm wide	\$680 (+GST)
1/2 page display ad	6	145mm high x 210mm wide	\$1,020 (+GST)
1 page display ad	12	<b>Full bleed:-</b> 330mm high x 230mm wide	\$1,800 (+GST)
1 page display ad (Inside back cover) PRIME POSITION	12	<b>Full bleed:-</b> 330mm high x 230mm wide	\$2,000 (+GST)
1 page display ad (Outside back cover or Inside front cover) PRIME POSITION	12	<b>Full bleed:-</b> 330mm high x 230mm wide	\$2,100 (+GST)

Prices effective as of January 2006 and subject to annual review

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## Deadlines 2007/08

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

ISSUE	AD BOOKINGS DEADLINES	AD COPY DEADLINES	EDITORIAL DEADLINES	DISTRBUTION
FEB/MAR	4 JAN	9 JAN	11 JAN	28 APRIL
APRIL	15 FEB	20 FEB	22 FEB	17 MARCH
MAY	27 MARCH	29 MARCH	30 MARCH	28 APRIL
JUNE/JULY	15 MAY	17 MAY	18 MAY	9 JUNE
AUG/SEPT	10 JULY	12 JULY	13 JULY	11 AUGUST
OCT/NOV	18 SEPTEMBER	20 SEPTEMBER	21 SEPTEMBER	13 OCTOBER
DEC/JAN (Christmas)	30 OCTOBER	1 NOVEMBER	2 NOVEMBER	1 DECEMBER
FEB/MAR	8 JANUARY	9 JAN	10 JAN	2-6 FEBRUARY
APR/MAY	4 MARCH	5 MARCH	6 MARCH	28-2 APRIL
JUNE/JULY	13 MAY	14 MAY	15 MAY	7-11 JUNE

## Advertising value - How the system works

As a member of St Ives Shopping Village, retailers are entitled to an annual advertising base value of \$1,200 (+GST) per year to use towards advertising in St Ives Village Life Magazine.

Retailers will receive \$200 (+GST) value per issue. Should you decide not to use your entitlement, it will be carried forward to the following issue. This can only continue for three issues, or until your credit reaches \$600 (+GST). You cannot accumulate more than \$600 (+GST) in advertising value.

If retailers choose to take out extra advertising space, they simply pay the difference. Retailers will be asked to plan their 12-month advertising program and use it as a guide to advertising.

All accounts must be settled prior to the next issue. Any advertising value not used for the calendar year for St Ives Village Life Magazine will not be accumulated to the next year and therefore will be forfeited.