

# DOWNTOWN

*media kit*



## get to know us



### FAST FACTS

Editions Published: **37**

Frequency: **Quarterly**

Cover Price: **\$14.90**

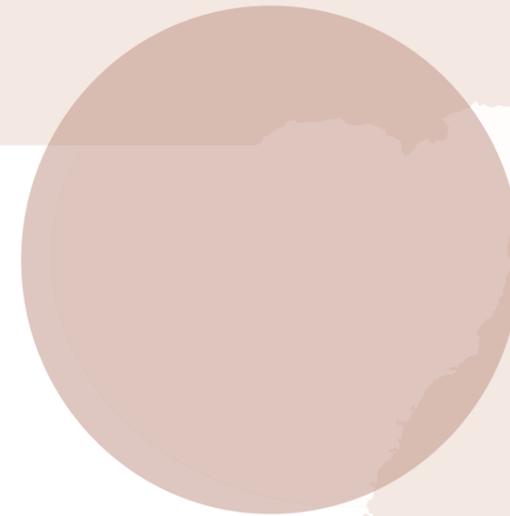
Readership: **15,000**

Audience: **Ages 30-65**

Followers: **21,867**

*DOWNTOWN Magazine celebrates the diversity of modern country living. In its 9 years of publication, the magazine has become a trusted source of information for its readers who are driven by the dream of a beautiful regional lifestyle.*

*DOWNTOWN combines quality journalism and stunning photography cultivating rural connections between businesses and people.*



### DISTRIBUTION

**DOWNTOWN** is available in newsagencies throughout NSW. We also position ourselves in boutique hotels, cafes and fashion boutiques in the New England, North West and Central West NSW regions. We pride ourselves on strategic complimentary circulation and event sponsorship.

### WHY PRINT

Whilst we are living in an increasingly digital world, print media is still an incredibly important part of the marketing mix. Investing in print media can allow your business to extend your reach to potential customers, gain exposure and engage more intimately with your target audiences. Below are our reasons why we feel your business will benefit from **DOWNTOWN** magazine:

It's targeted | creates credibility | creates engagement | It can be kept | establishes your brand | It's tangible | creates brand recognition

Whether you want to connect with members of the community, other businesses, or consumers, or advertise a niche product or service, your message is more likely to be remembered in print.



### DIGITAL MAGAZINE

To ensure you achieve maximum reach and impact, **DOWNTOWN** also produces a digital edition of all our print publications.

### Why this is good news for our advertisers?

There are no boundaries in reaching more readers outside our region, plus, it offers advertisers online distribution with direct links to their products.

## calendars & rates

2022 CALENDAR	CONTENT DEADLINE	ON SALE
ISSUE 30	5 JANUARY 2022	MARCH 2022
ISSUE 31	6 APRIL 2022	JUNE 2022
HOMES ISSUE	9 MAY 2022	JULY 2022
ISSUE 32	6 JULY 2022	SEPTEMBER 2022
WEDDINGS ISSUE	5 OCTOBER 2022	DECEMBER 2022
ISSUE 33	5 OCTOBER 2022	DECEMBER 2022

### AD SIZE / SPECS

To ensure the integrity of your ad design, artwork must be supplied as a print quality PDF.

**Internal bleed for text:**  
10mm from the edge

**External bleed:**  
no bleed necessary

**Images:** 300dpi @ 100%  
(CMYK colour space)

**Fonts:** outline or embed fonts  
at 100% resolution

**Clear space for double-page:**  
If you are supplying a double page ad, please be aware that part of your image may be cut off in the spine. Please ensure important imagery and text is placed away from the centre of your ad. We recommend a clear space of at least 50mm for text in the centre of your ad.



SINGLE AD RATES	PRICE (AD SUPPLIED)	PRICE (AD DESIGNED BY DT)
DOUBLE PAGE SPREAD	\$1,600 + GST	\$1,700 + GST
FULL PAGE	\$1,000 + GST	\$1,100 + GST
HALF PAGE	\$500 + GST	\$600 + GST
QUARTER PAGE	\$300 + GST	\$400 + GST
INSIDE FRONT/BACK COVER	\$2,000 + GST	\$2,100 + GST
BACK COVER	\$3,000 + GST	\$3,100 + GST

If you would like to have your business featured in each issue during the year then one of our annual packages is for you! We've created two options below, both with added value to thank you for signing on with us for the next 12 months.

If you are interested in a variation of one of the packages below please send through your enquiry, we are happy to create a tailored package to suit your business requirements.

YEARLY PACKAGE RATES	PACKAGE OPTION 1	PACKAGE OPTION 2
4 X FULL PAGE ADS	✓	✓
4 X SOCIAL MEDIA POSTS	✗	✓
1 X EDITORIAL (3-5 PAGES)*	✗	✓
ADVERTISEMENT DESIGN	✓	✓
PHOTOGRAPHY*	✗	✓
JOURNALIST*	✗	✓
PAY UPFRONT	\$3,000 + GST	\$5,000 + GST
OR MONTHLY INSTALMENTS	\$300 + GST	\$500 + GST

\*This includes a journalist getting in contact to write the story, and a photography shoot at your business or in the studio. The editorial will range from 3 - 5 pages depending on the content.



*to happiness*

s can sometimes take us by surprise. Some of new chapters can be confronting. Life gives way to a new dawn and a too-quiet quiet is swallowed by the babble of young loss of a parent or a lifelong partner waves through our routine. Empty nesters, divorce, disease. Moving suburb, days that simply look different to how

ness for technology, I say. For all its evils, many corners of the world wide web where and crockpots simmer fragrantly and it with intrigue and mystery. Where e freely, unrestrained from the ties of fe-stage, pandemics or culture. There's on in that intersection, and it's the sweet ed AU is harnessing.

an with the Letterbox Project, a national rk coined in the dark nights of lockdown founder, Mea Campbell wanted to provide nnection to the chronically lonely and the ble, the elderly and those living with tranged or uncherished. It captured the of the country and exploded, with nearly le signing up to send and receive letters.

*We all have a story to tell. Where it all began, trials and triumphs, what motivates us - share your story in Downtown Magazine*

*additional rates*

We all have a story to tell. Where it all began, trials and triumphs, what motivates us. Share your story in Downtown Magazine by purchasing editorial space in an issue of your choosing. You can choose to supply all of your content, or have us arrange a local writer and photographer to work with you.

EDITORIAL RATES	EDITORIAL OPTION 1	EDITORIAL OPTION 2
NO. OF PAGES	2	4
PHOTOGRAPHY*	X	X
JOURNALIST*	✓	✓
	\$2,500 + GST	\$3,500 + GST

\*Images must be supplied, **DOWNTOWN** will put a journalist in contact to write the article.  
 \*Note: Photography can be arranged at an additional cost

If you would like to enquire about a custom editorial package please feel free to reach out.

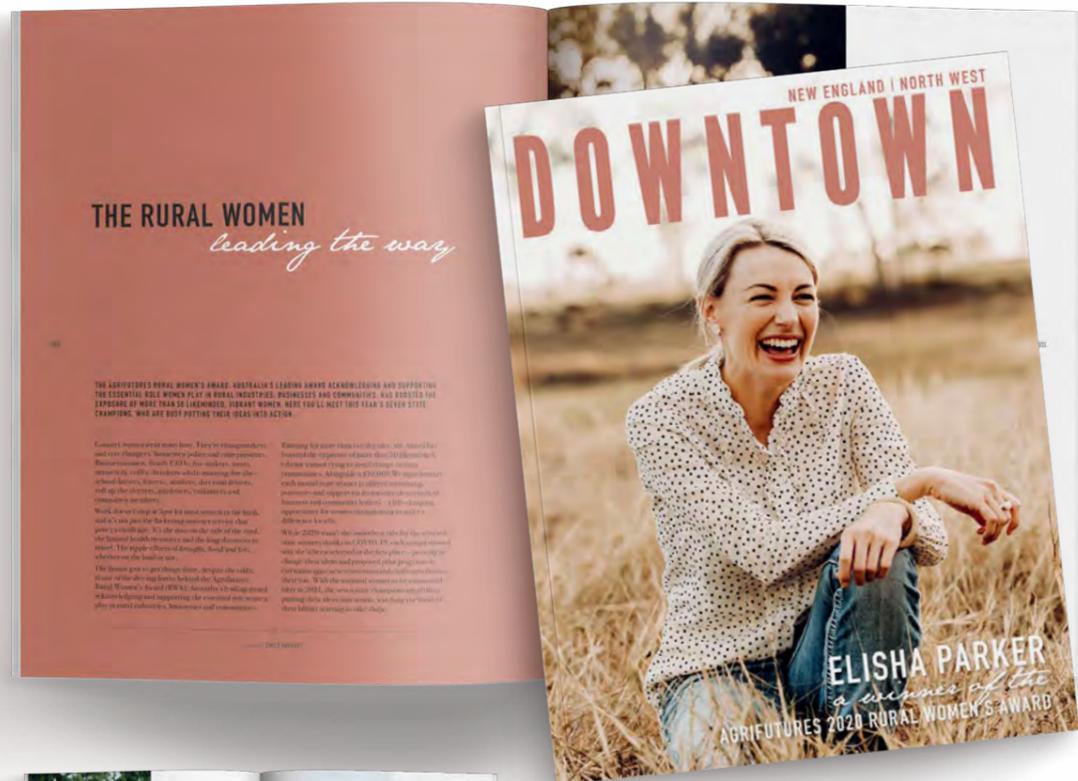


**PULLOUT** FROM \$2,500 + GST

We are now offering a perforated Pull Out in **Downtown Magazine**. This is perfect for store vouchers, event schedules & postcards among other things.

Price starting from **\$2500 + GST**  
 Please email through your enquiry and we will be able to quote accordingly regarding the size of the pull out and if design is required.

*premium options*



**FRONT COVER** \$10,000 + GST

Dream of being on the front cover of a magazine? Well sometimes dreams do come true. If you have got the marketing budget this year and would like your yourself or your team on the Front Cover of *Downtown Magazine* send us an enquiry.

**FRONT COVER RIGHTS** ✓

**6 X PAGE FEATURE EDITORIAL** ✓

**100 X COPIES OF THE MAGAZINE** ✓

**4 X FULL PAGE ADS (AND DESIGN)** ✓

**PHOTOGRAPHY + JOURNALIST** ✓



**FOOD FEATURE** \$2,000 - \$2,500 + GST

Perfect for a hospitality venue or catering company this is a seven-page foodie section focused on you! You'll provide three recipes and accompanying images to side with and we'll get an AD designed to encourage business to come your way.

**6 X PAGE FOOD FEATURE** ✓

**COMPLIMENTARY INTRO PAGE** ✓

**1 X FULL PAGE AD (AND DESIGN)** ✓

**PHOTOGRAPHY SUPPLIED** \$2,000 + GST

**PHOTOGRAPHY REQUIRED** \$2,500 + GST

*premium options*



**FASHION FEATURE**      **\$2,000 - \$3,000 + GST**

Whether you have an existing storefront or are operational online only this seven- page section is great value to show off your seasonal collection!



- 6 X PAGE FASHION FEATURE ✓
- COMPLIMENTARY INTRO PAGE ✓
- 1 X FULL PAGE AD (AND DESIGN) ✓
- PHOTOGRAPHY SUPPLIED      **\$2,000 + GST**
- PHOTOGRAPHY REQUIRED      **\$3,000 + GST**



**VISIT FEATURE**      **\$3,000 - \$6,500 + GST**

This is a six-page feature on either a town or accommodation.



- 6 X PAGE VISIT FEATURE ✓
- 1 X FULL PAGE AD (AND DESIGN) ✓
- PHOTOGRAPHY + WORDS SUPPLIED      **\$3,000 + GST**
- WORDS REQUIRED      **\$4,500 + GST**
- PHOTOGRAPHY + WORDS REQUIRED      **\$6,500 + GST**

## *additional info*

### PHOTOGRAPHY

FROM \$300 + GST

If you require photography for your AD or editorial, we can put you in contact with one of the many photographers we work with across the region. The photographer can shoot at your business, in the studio or on site for example on the farm or in a display home.

\*If you require styling and a mood board for your shoot, we've got you covered and can quote upon enquiry.

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### ADVERTISEMENT DESIGN

FROM \$100 + GST

The **DT** team can offer premium advertisement design for your business. If this service is of interest, you will be required to submit your logo, images, text and any design requirements (e.g. fonts, colours, brand guidelines) after booking.

Your ad design will include a **maximum of 2 revision rounds**, any changes requested after this will incur an additional fee of **\$50+GST** per change. To reduce any additional charges please ensure that your copy provided is proofed for any spelling mistakes or errors.

If you would like to submit your own design please refer to 'Design Requirements'.

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### PAYMENT

Please note your email of confirmation will lock in your booking and space on the grid for your issue of choice. You will be invoiced for your advertisement upon booking confirmation.

This invoice secures your place in **Downtown Magazine** and must be paid prior to going to print. **Downtown Magazine** reserve the right to remove your advertisement from the edition if the invoice has not been paid. If you do need assistance or an extended period please email us in advance.

Cancellations must be supplied in writing 2 weeks prior to booking deadline.

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### CONTACT US

If you would like to make a booking or have any questions regarding our services please don't hesitate to contact us:

0412 634 498

[HELLO@DOWNTOWNMEDIAGROUP.COM.AU](mailto:HELLO@DOWNTOWNMEDIAGROUP.COM.AU)

[WWW.DOWNTOWNMAGAZINE.COM.AU](http://WWW.DOWNTOWNMAGAZINE.COM.AU)