

Media Kit



The PERTH Magazine

perthmagazine.com

Perth is arguably Australia's most potential-filled city. It's where Western Australia's powerhouse companies operate, the state's financial hub and also the place many creatives, entrepreneurs and family business owners call home.

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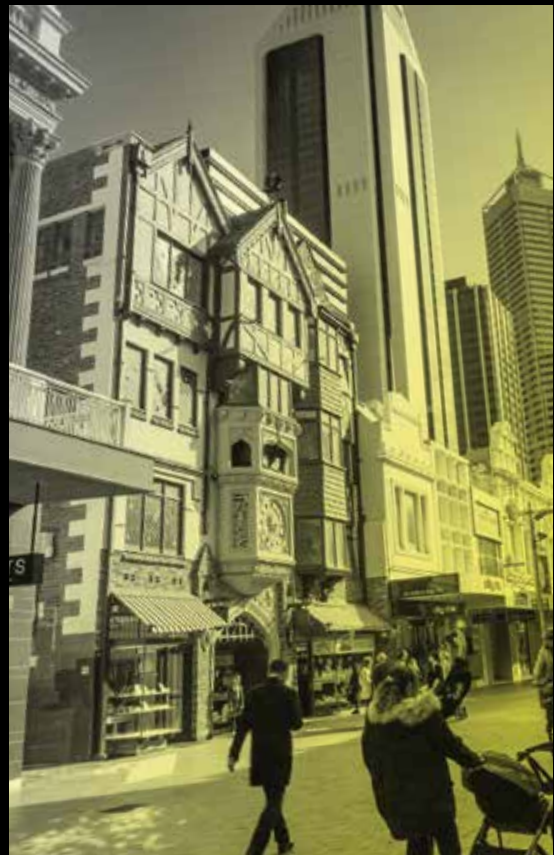
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DID YOU THINK PRINT WAS DEAD?

We beg to differ. In fact, we're so passionate about print that we thought it was time that there was a magazine designed to reflect the city's new lease of life - and so **The Perth Magazine** was born.

We'll keep content local but not parochial, with a long lens approach to our features covering everything from the **latest shows, events and can't-miss occasions in town** to **food and drink openings** (and closings). We'll interview **Perth's people** (and not the ones you're always reading about), the **local heroes** and the ones who'll become household names all in good time. We've got **sports coverage** tied up as well as **travel features** that'll make you ditch the armchair and jump on a plane.

We'll shine a light on the city's built landscape with **property features** and ways to **invest your hard earned cash**. We'll write with humour, wit and verve. Forget boring advertorials and puff pieces: we want to **entertain, enlighten and invigorate** your daily ten minutes when you're not scrolling on your phone.



THE PERTH MAGAZINE - WHERE TO EAT, DRINK, PLAY, STAY AND LIVE IN OUR CITY.

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NICE TO MEET YOU

In addition to the print and online versions of **The Perth Magazine**, our readers will be able to join the conversation on our **Instagram and Facebook** social media platforms.

The chance to connect with our readers on the social networks they use is invaluable as it's where they're most relaxed. The communication is also two-way, with our readers often using the networks to comment on our events and articles. We'll run **regular giveaways** too and work hard to grow our base through organic – rather than purchased – growth.

As an advertiser, you'll be able to **directly reach this valuable future customer base** – just ask our advertising team for package details.

Visit **perthmagazine.com** and you'll find additional stories and advertising positions available – with a longtail of content and interviews, visitors will find plenty to make them stay awhile on our pages.



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PAGES..... 144+ pages

PRINT RUN 20,000 copies per issue

DEADLINE..... October 31 2017; December 15 2017; February 20 2018; April 20 2018; June 20 2018.

MEDIUM..... print, online, and smart-phone/tablet friendly versions, all freely available.

DEMOGRAPHIC..... 20 – 55 age group, middle to high income.

SOCIAL MEDIA..... Facebook and Instagram.

DIGITAL..... www.perthmagazine.com

DISTRIBUTION Find PM in cafés, restaurants, doctors, dentists and other medical practice rooms, barber salons, hairdressers, spas and beauty salons, hotels across Perth and Fremantle, popular avenues, shopping hubs and laneways in the city and suburbs around the metropolitan area, Fremantle and Swan Valley.

DIGITAL OPTIONS

	Ad Size	Rate
Website	Leaderboard	\$400
	Skyscraper	\$300
	MREC/MPU	\$250
	Top banner	\$350
	Bottom banner	\$250
	Button	\$100
Social media (per post)	Facebook post	\$100/post
	Instagram post	\$100/post

• Rates exclude Advertising Agency commissions • Rates quoted exclude GST

Ad specs

All advertising artwork must be supplied as high resolution PDF (preferred), JPG or TIFF format in CMYK, 300dpi with 3mm bleed and crop marks. Artwork containing RGB or LAB colour or images below 300dpi are NOT accepted. Logos must be supplied as eps or .ai (vector) format.

PRINT OPTIONS

	Ad Size	Rate
Premium	Double Page Spread - 1st or 2nd	\$3,000.00
	Outside Back Cover	\$2,250.00
	Inside Back Cover	\$2,000.00
	Full Page (first 15 page position)	\$1,850.00
	Standard Positioning	Double Page Spread
	Full Page	\$1,500.00
	Half Page	\$1,200.00
	Third Page	\$850.00
Editorial Spreads	Double Page Spread	\$2,500.00
	Full Page	\$1,500.00
	editorial strip (one column / third page)	\$1,000.00

To book

please call Natalie du Preez on 0426 752 352 or email natalie@premiumpublishers.com.au