



GEELONG **coast** MAGAZINE



We aim to excite and inform  
our affluent **25-54 audience**,  
by capturing our regions truly  
unique style and culture

*media*

**KIT 2018/2019**

# ABOUT US



The Geelong and coast region of Victoria is one of Australia's most popular destinations with tourists and locals alike. Flaunting a world-famous coastline, premiership winning AFL team, top notch university, education and hospital facilities in addition to cultural exuberance and retail diversity, it's little wonder the region is one of the fastest growing in Australia.

It's a powerful combination of social, online and print channels delivering reach into the lives of Geelong locals & visitors across this growing region.

**Its PEOPLE**  
**Its STYLE**  
**Its VENUES**  
**Its FOOD and WINE**  
**Its HOMES and GARDENS**

**“Geelong Coast Magazine exists to celebrate the Geelong and coast region. GC covers a comprehensive guide to local events, local characters and personalities, stunning local photography, nostalgic historical accounts, delicious food and wine and an array of arts and cultural experiences.”**

## MAGAZINE

Geelong Coast is published four times per year (quarterly) and 5,000 copies are sold through newsagents and distributed to waiting rooms, cafes and holiday centres in Geelong, the Surf Coast and Bellarine Peninsula region. We cater for feature advertising and branding and provide relevant, topical information for locals and visitors.

## ONLINE

GCmagazine.com.au is an interactive site and information hub providing deeper interaction with the audience and allows advertisers display advertising for branding opportunities and sponsored content for storytelling and engagement.

## SOCIAL

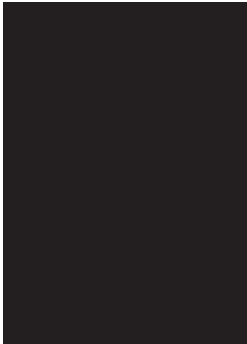
Geelong Coast Facebook – approx. 3,000 followers enjoy our local content, posted frequently and celebrating everything Greater Geelong and the surrounding region has to offer. People come to Geelong Coast Facebook page for suggestions & recommendations as what we say gets heard by locals. Our followers are likely to be aged 25-54, with higher than average disposable income.



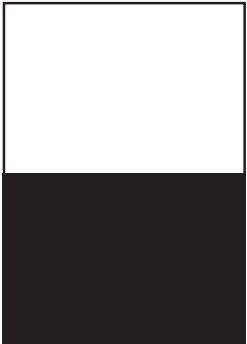
# SIZES AND PRICING



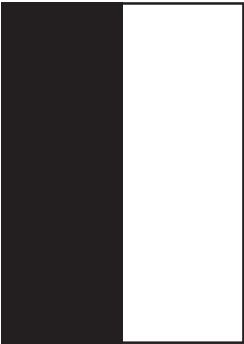
**DOUBLE PAGE SPREAD**  
305mm x 434mm



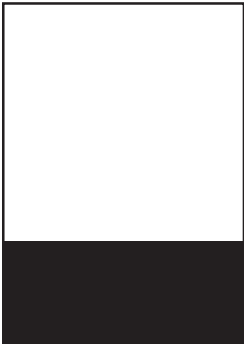
**FULL PAGE**  
305mm x 217mm  
\$1500 per edition or  
\$990 each for 4 editions



**HALF PAGE HORIZONTAL**  
150mm x 217mm  
\$890 per edition or  
\$750 each for 4 editions



**HALF PAGE VERTICAL**  
305mm x 106mm



**THIRD PAGE HORIZONTAL**  
100mm x 217mm  
\$550 per edition or  
\$450 each for 4 editions



**THIRD PAGE VERTICAL**  
305mm x 67mm

**\*\*Add 5mm bleed to all sides \*\*All rates exclude GST**

# PRINT SCHEDULE

ISSUE	PUBLISHED
Summer	December 2018
Autumn	March 2019
Winter	June 2019
Spring	September 2019



# TECHNICAL SPECIFICATIONS

## COVER STOCK:

250gsm Sovereign Silk

## INTERNAL STOCK:

113gsm Sovereign Silk

## SIZE:

Oversized A4 (305mm x 217mm)

## PRINTING - INTERNAL:

Four colour process throughout

## FINISH:

Trimmed and burst bound



## GRAPHIC DESIGN

A free of charge service offered to our clients, GC Magazine can work with our advertisers to design their advertisement. A photography service is also available and if required will be negotiated as an additional charge.

## WHEN DESIGNED BY US

To ensure your advert is just how you envisaged, we ask our advertisers to supply our creative team with the following:

- A design brief which covers off all the important messages you want to portray in your campaign, as well as ideas, concepts and text or photos specifications.
- Any photos which you would like in the advertisement (please see Photo Specs).
- All logos (please see Logo Specs).

## WHEN DESIGNED BY YOU

Please send us your artwork files using either email, CD or USB. Note that if your file is over 5mg, CD or USB are preferred. Please email to: [design@gcmagazine.com.au](mailto:design@gcmagazine.com.au)

## FILE TYPES

Adverts

PDF

PDF files must be press ready: CMYK colour (not RGB) with all spot colours converted to CMYK. 300ppi\* graphics and all fonts embedded.

## INDESIGN OR PHOTOSHOP (CS3 OR EARLIER)

We require all the images and fonts files separately with all images to be at 300ppi\* CMYK colour.

## PHOTOS

JPEG, TIFF or EPS are accepted and can be supplied by CD, USB or email. Note: If your file is over 5MB, CD or USB are preferred. Please email to: [design@gcmagazine.com.au](mailto:design@gcmagazine.com.au)

## FONTS

If you would like a specific font used, please supply FFIL, DFONT, LWEN, TTF or OFT only.

## LOGOS

EPS or High resolution BMP, TIF or JPEG formats.

Publisher and Pagemaker files cannot be accepted. Placement of advertisements is at the discretion of the editor unless a premium has been paid for specific placement.

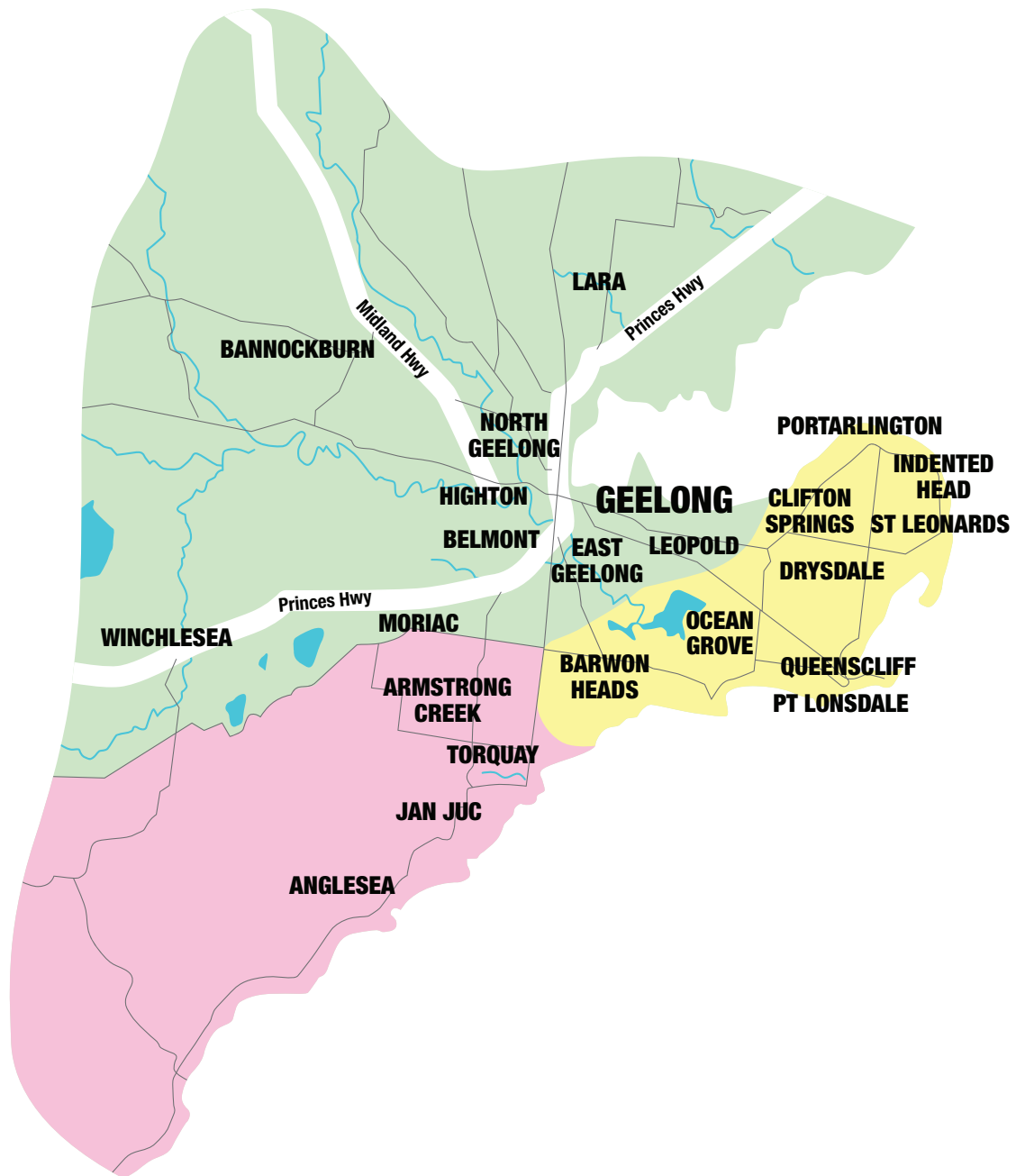
## PROOFS AND ARTWORK APPORVAL

All advertisers are entitled to one hard copy proof of their advertisement. Additional hard copy proofs may be charged \$8 per A4 colour proof. We are happy to make changes to your artwork, however only three minor changes will be accepted. Additional or large changes will incur a charge.

Advertisers are encouraged to provide our creative team with a detailed design brief in the initial stages so as to avoid additional charges. Our creative team are happy to work with you to ensure everything about your advertisement and campaign are as you had envisaged. Providing examples of what you like, colour samples, wording (spellchecked!), and key words such as bold, modern, sophisticated, funky or clean can help our team understand what message you're trying to achieve.

\*Pixels per inch

# MAGAZINE DISTRIBUTION



5,000 Geelong Coast Magazines are available from outlets across the Geelong region; from local newsagents to cafes, waiting rooms and accommodation venues across the Surfcoast and Bellarine Peninsula.

