

Introduction

Does your business rely on customers who buy your products and services to improve their lifestyle? **Now is your opportunity.**

Market your products and services to many thousands of readers searching for your business to improve their lifestyles.

The Hunter Lifestyle Magazine is a bi-monthly, up market, glossy magazine distributed via 200 newsagencies throughout NSW showcasing the people, places and lifestyle products and services available in the region for the ultimate Hunter Lifestyle.

Hunter Lifestyle Magazine offers an established marketing medium, which reaches the mid to high income segment within the public, corporate and tourism markets.

The magazine features a range of industries, products and services including:

Hunter Homes

Everything for dream home living: Home features, Designers and Builders, Interior Décore, Home Furnishings, Electrical and Home Entertainment, Gardens, Prestige Properties, Real Estate and more.

Hunter Dining Guide

Profiling regional restaurants for the 'perfect dining out experience'.

The Best of the Hunter

Hunter Lifestyle Magazine is a showcase of our amazing region, including:

- Profiles of Hunter people and personalities
- Arts and Culture
- Wellbeing
- Events and Entertainment
- Weekend Escapes and Short Breaks
- Hunter Scene Social Pages
- Hunter Weddings

A quality, interesting and informative publication for our readers and an effective marketing medium for the best Hunter businesses.

Hunter Lifestyle Magazine is geared to reach your target audience with impact:

- Providing a strong focus on your industry and for your business.
- Offering a large captive audience.
- Reach people with a genuine interest in your industry, products and services and in search for what you have to offer.





Hunter Lifestyle Magazine is published every two months, showcasing the very best in the region.

Attract High Spending Customers

Over the past 10 years Hunter Lifestyle Magazine has proved its ability to reach the lucrative high-spending local, corporate and tourism markets.

The magazine Design/Presentation, Content, Retail Pricing, Marketing and Distribution Strategies combine to reach the following demographic:

- Male and Female readers.
- 25 years and over (Strong readership 35 - 65 years)
- Medium - High income segment.
- The Hunter Lifestyle Magazine reader resides and works in the region, resides outside of but works within the region, resides outside the region but has a genuine interest in the Hunter Lifestyle (may have family/friends residing in the region) OR is a visitor to the region.

Spread Your Message to a Vast Area

Promote your business, products and services to many thousands of people throughout the region and NSW. The Hunter Lifestyle Magazine is distributed throughout Newcastle, Lake Macquarie, Upper and Lower Hunter, Port Stephens, Tamworth, Taree, Port Macquarie, Coffs Harbour, Sydney and the A.C.T.

- Over 200 newsagencies throughout NSW
- Distributed to over 1200 personal subscribers and growing with every edition.
- Multiple copies distributed many upmarket accommodation venues in the region.
- Close to 70% of total newsagency sales are generated within Newcastle, Lake Macquarie, The Upper and Lower Hunter and Port Stephens areas.
- Sales in Sydney and other regional areas continue to increase with each new edition.

Position Your Business at the Top

Hunter Lifestyle Magazine's production standards, presentation, content, retail pricing and marketing strategy ensures that your business, products and services will be perceived as the best of the best.

Our product positioning within the marketplace is set at the highest standard and our market research continues to prove that the market perceives it as such.

Commensurate to the aforementioned, Hunter Lifestyle Magazine provides the ability for businesses to make a powerful statement, projecting supreme quality, prestige and "the best in the business" image...such business/product positioning is a result of a presence in upmarket, quality, glossy magazines.

Reach People Looking for Your Products and Services

Hunter Lifestyle Magazine has established itself as a quality publication that readers turn to for quality home and lifestyle information, activities, products and services.

With a diverse range of content on show in full glossy colour including: home, gardening, fashion, the arts, fine dining, motor vehicles, boating, wellbeing, tourism attractions, short breaks and weekend escapes, bridal and social pages, prestige property and much more.

Our readers are looking for quality products and services to improve their lifestyle and have the money to acquire such.



Publication Dates and Deadlines

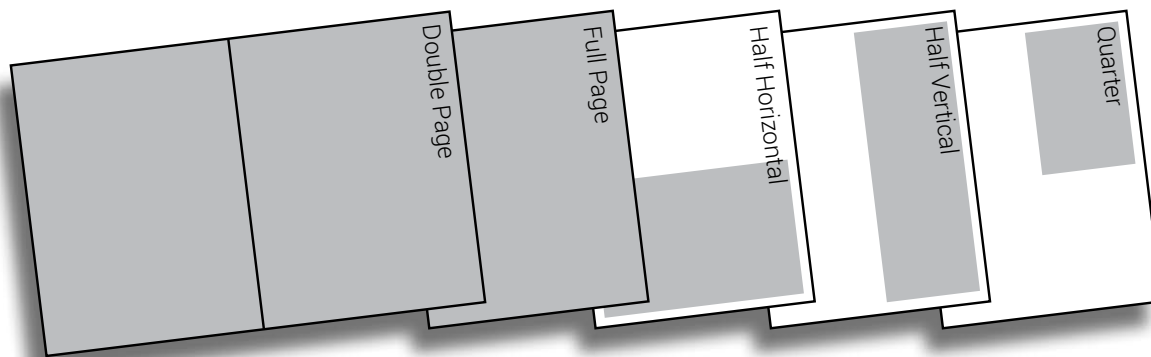
Edition	Publication Date	Material Deadline
84	March/April 2017	February 6, 2017
85	May/June 2017	April 6, 2017
86	July/August 2017	June 5, 2017
87	September/October 2017	August 7, 2017
88	November/December 2017	October 6, 2017
89	January/February 2017	December 4, 2017

Planning Your Advertisement

All artwork is required to be a high resolution PDF (300dpi) CMYK with bleed (when required) of 5mm and cropmarks.

If you require new artwork to be created our Creative Director is on hand to discuss your requirements and take a brief and follow this through to your final advertisement. In order to meet our advertising deadline we recommend planning early. Some details you will need to consider in preparation are:

- All text and contact information to be provided as a word document.
- All images are to be provided as high resolution digital files (jpg, pdf, tiff), preferably 300dpi
- All logos are best as vector images (.ai) or otherwise provided as high res PDFs or JPGs. Word and Publisher documents are not suitable for magazine publication.
- A cancellation fee applies to booked advertisements withdrawing after the material deadline.
- Artwork created by Hunter Lifestyle remains the property of Hunter Publishing Pty Ltd. Release fees apply.



Material Specifications

Magazine Specifications

Retail Price	\$9.90 inc gst
Page Size	320mm (h) x 240mm (w)

Distribution

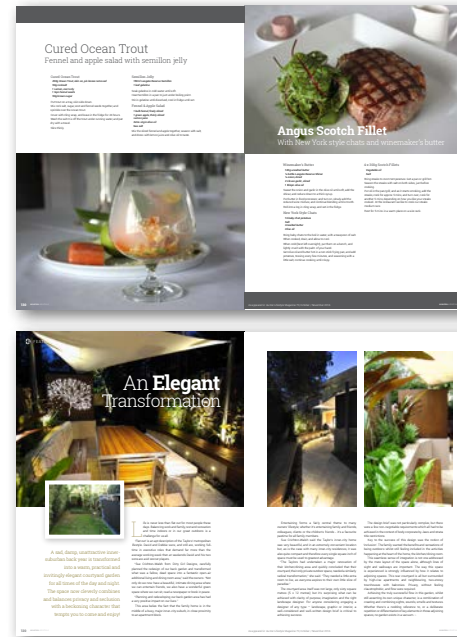
Newsagencies and selected outlets in NSW, subscriptions nationally.

Display Advertising Specifications

Double Page	Trim: 320mm(h) x 480mm(w) Bleed:5mm
Full Page	Trim: 320mm(h) x 240mm(w) Bleed: 5mm
Half Horizontal	Trim: 160mm(h) x 240mm(w) Bleed: 5mm
Half Vertical	Trim: 320mm(h) x 116mm(w) Bleed: 5mm
Quarter	Trim: 145mm(h) x 105mm(w) No bleed
Quarter Horizontal	Trim: 65mm(h) x 240mm(w) Bleed: 5mm
Dining Guide	Trim: 210mm(w) x 94mm(h) No bleed
Bridal	Trim: 225mm(w) x 60mm(h) Bleed: 5mm

Accepted Artwork and Copy Formats

- Finished artwork may be mailed on CD or supplied by email (by arrangement)
- PDF format is preferred. Other formats may be accepted on inspection. CMYK colour, 300dpi. All fonts outlined and images embedded.
- Acceptable formats for images are: PDF, EPS, JPEG, TIFF, BMP (large), PNG, PhotoShop. Other: please contact us.
- Images embedded within WORD, EXCEL or any other application will not be accepted.
- NOTE: Images sized below 300dpi (or equiv) or are dimensionally too small will not be accepted.
- Advertising Email: phil@hunterpublishing.com.au



Advertising and Editorial Copy

- Typed plain text or Microsoft Word format preferred by email.
- To submit files over 10mb: Contact us before emailing:
Send to the above email or via YouSendIt (www.yousendit.com) or DropBox (www.dropbox.com).
- Mail your advertising and editorial material to:
[Hunter Publishing Pty. Ltd.](mailto:phil@hunterpublishing.com.au)
PO Box 212 Cessnock, 2325
- Editorial Email: marilyn@hunterpublishing.com.au
- Advertising Email: phil@hunterpublishing.com.au

Important Information

- Finished artwork including bleed must also include an 'safe' area of 10mm to allow for page gutter.
- Email size limit is 10mb. Receipt of files exceeding this size should be organised by contacting us on 02 4996 3380 for instructions.
- Hunter Publishing takes no responsibility for the damage or loss of material provided to us.
- Please clearly mark any material you sent by mail or email with your own contact details.
- Material provided after copy deadline will not be accepted. Material deadlines are indicated on our website and in this document.
- Material sent to us will be returned at the cost of the sender.



Credit Application Form

Contact Name (of person completing this form)

Applicant(s) Business Name

Applicant(s) Trading Name (if different from Business Name)

ABN

ACN

Business Address

State

Telephone

Mobile

PC

E-mail

Fax

Corporate Structure (tick appropriate)

- Proprietary Limited Incorporated Body
 Sole Trader Partnership
 Trustee Public Company

Applicant(s) Financial Details

Bank Name
Branch
Telephone

Trade Business References

1. Contact
Telephone Fax

2. Contact
Telephone Fax

2. Contact
Telephone Fax

Full names and addresses of Proprietors / Directors / Partners

Name Drivers Lic. #
Address PC DOB

Name Drivers Lic. #
Address PC DOB

Terms and Conditions

- 1) Hunter Publishing Pty Ltd may in assessing my/our application for credit or if the application is accepted and subsequently any payment becomes overdue, obtain personal information and seek from a credit reporting agency or other credit provider information about my/our credit arrangement and I/we understand that this information may include my/our credit worthiness, credit history and credit capacity that the credit providers are allowed to give or received pursuant to the Privacy Act and Privacy Policy Amendment Act.
- 2) The applicant(s) must inform Hunter Publishing Pty Ltd in writing within seven days of any change of his/her/their business or corporate structure.
- 3) Hunter Publishing Pty Ltd reserves the right to refuse and withdraw the applicant(s) credit facilities at any time in the event that the applicant is in breach of these terms and conditions.
- 4) All contracts between Hunter Publishing Pty Ltd and the

applicant(s) shall be deemed to have been entered into in the state of New South Wales and shall be construed according to the Laws of the state of NSW

- 5) I/We acknowledge that if the account is overdue, Hunter Publishing Pty Ltd at its discretion, reserves the right to refer the account to an Agency for collection and I/we agree to be personally responsible to meet all reasonable costs and commissions incurred employing the said mercantile agent to collect the overdue account.

- 6) I/We acknowledge and agree that the terms of payment are that full payment is due within 14 days from invoice date.

I/We acknowledge that the information provided within this application has been read and understood by me/us and I/we acknowledge that if credit is given, credit will be provided in reliance upon the information supplied by me/us herein. Furthermore, I/we are authorised to provide this guarantee on behalf of the

Signature _____

Print Full Name _____

Signature _____

Print Full Name _____

Dated this _____ day of _____, _____



Phil Collins PUBLISHER PO Box 183, Clarence Town NSW, 2321

E phil@hunterpublishing.com.au T 4996 3380 M 0407 496 933 F 02 4996 3383

Advertisement Booking Form

Business Name

Contact Name (of person with authority to approve advertisement)

Business Address

State Telephone Mobile

PC E-mail Fax

Booking Details (tick appropriate, prices are gst inclusive)

No. of Editions Edition Commensing

- | | |
|--|---|
| <input type="checkbox"/> Double Page | <input type="checkbox"/> Quarter Vertical |
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Quarter Horizontal |
| <input type="checkbox"/> Half Vertical | <input type="checkbox"/> Double Quarter Horiz. |
| <input type="checkbox"/> Half Horizontal | <input type="checkbox"/> Advertorial <input type="text"/> Pages |
| <input type="checkbox"/> Quarter Page | <input type="checkbox"/> Product Page <input type="text"/> Blocks |

Cost per booking \$

Loading \$

Total \$

Total Contract \$

Payment Options

1. Preferred: Electronic Funds Transfer (please fax remittance)

ANZ Bank - BSB: 012 780 A/C: 1100 467 47

2. Credit Card

Please select Visa Mastercard Bankcard

Card Number

Total Amount Payable \$ Name on Card

Signature Exp. Date

3. Cheque by Mail

Payable to: Hunter Publishing Pty. Ltd.

Mail to: PO Box 183 Clarence Town, 2321.

Terms and Conditions

- A signed advertising form with the details of your requirements is necessary to confirm your booking.
- Ad copy deadline is 7 days after date of booking. Hunter Publishing reserves the right to refuse publication due to late or poor quality copy.
- 50% of the first advertisement cost is due at time of booking.
- Cancellations made after the final copy deadline for each issue and more than 3 weeks from date of publication will be subject to 50% charge of quoted advertising rate. Any cancellations made 3 weeks or less prior to publication date will incur 100% charge of quoted advertising rate.
- Contract is for 12 months from the date of first issue booked.
- The prices above include the design of each advertisement.
- Advertising created by Hunter Publishing remains the property of Hunter Publishing. Advertisers must seek permission to reproduce or re-use advertising material in any way. This include facsimiles, scans, electronic versions and other copies of any quality.
- Unless agreed in writing, photographs taken by Hunter Publishing or company's contractors are under copyright of Hunter Publishing and must not be reproduced without permission.
- To ensure quality reproduction of your advertisement, artwork supplied by advertisers should be of best possible quality. Only photographs, transparencies and digital material with appropriate legal permission for use will be accepted. The acceptance of low quality digital files (eg: images obtained from or prepared for use on the internet) can not be guaranteed. Please contact Hunter Publishing should you require further information.
- Full payment for advertisement is due strictly 30 days from date of invoice.
- I have read and signed the credit application form (page 3) and agree to abide by the payment terms and conditions.

Publisher's Indemnity

Advertisers and/or advertising agencies upon lodging material with the publisher for publications or authorising or approving of the publication of any materials indemnify the publisher, its directors, employees and agents against all claims, demands, proceedings, costs, expenses, damages, awards, judgements and any other liability whatsoever, wholly or partially arising directly or indirectly in connection with the publication of material and without limiting the generality of the foregoing, indemnify each of them in relation to defamation, libel, slander of title, infringement of copyright, infringement of trademarks or names of publications title, unfair competition, breach of

trade practices or fair trading legislation, violation of rights of privacy or confidential information or licenses or royalty rights or other intellectual property rights, and warrant that the material complies with all the laws and regulations and that its publication will not give rise to any claims against the publisher, its directors, employees and agents and without limiting the generality of the foregoing, that nothing therein is in breach of the Trade Practices Act 1974 or the Copyright Act 1968 or the Fair Trading Act 1987 of the defamation consumer protections and sale of goods legislation of the States and Territories or infringes the rights of any person.

I acknowledge that I have read this document fully and agree to abide by all the terms and conditions stated therein

Authorised by _____

Position _____

Signature _____ Dated this _____

