

# Hunter &Coastal

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## LIFESTYLE



**Media Kit 2019/2020**



# Rich Legacy – A Highly Respected Local Voice Since 2003

**Hunter  
& Coastal**  
LIFESTYLE



## Content Overview

We are proud to be showcasing our dynamic region's unique diversity:

- **Beautiful homes:** get inside some of the most iconic homes in the region
- **Property and real estate:** read about houses that are currently on the market, the regional real estate market, and local real estate agencies
- **Town features:** all the insider knowledge about local businesses, events and personalities
- **Arts and culture:** local artists, galleries and events
- **Hospitality and weekend escapes:** the latest about our thriving restaurant scene, cellar dollars and getaways that only the locals know about
- **Weddings:** enjoy the stories and photographs of local couples on their special day – find out about products and services that make your wedding unforgettable
- **Gardening:** beautiful features on local gardens and gardening advice
- **Automotive:** updates on new models, infos from local car dealers
- **Personalities and local heroes:** human interest stories about the people who make the Hunter and coastal region such a special place
- **Wellbeing:** facts and advice around health, nutrition, and an active lifestyle

## Fast Facts

- Frequency Quarterly
- Cover Price \$9.90
- Print Run 5,000
- Format 300 x 220 mm
- Subscribers 1,200
- Readership Male and female readership, with a focus on 35-65 year olds with medium to high incomes. Locals, soon-to-be locals and those dreaming the dream of a country lifestyle
- Distribution Newcastle, Cessnock, Maitland, Singleton, Muswellbrook, Dungog, Raymond Terrace, Port Stephens, Nelson Bay, Forster-Tuncurry, Taree, Port Macquarie, Scone, Gloucester and select areas of Sydney and the ACT
- Publisher: HSR Publishing Pty Ltd.  
PO Box 194,  
Newcastle NSW 2300

## The Hunter & Coastal Team



Cornelia Schulze  
Publisher



Julie Hancock  
Advertising Director



Lesley Horsburgh  
Features writer



Penny Evans  
Features writer



Michelle Meehan  
Features writer



Sally Evans  
Features writer



# Why Advertise with Us?

## The Environment That Fits Your Business

Hunter & Coastal Lifestyle Magazine provides a premium environment that helps position your business at the top.

With its oversized format, attractive modern layout, premium binding and quality paper, it gives a tactile experience that only premium magazines can offer.

Research studies consistently prove that the trust that readers put into magazines is second only to recommendations by friends and family. Adding a magazine to your marketing mix will increase intent to purchase by 29%, brand trust by 22% and brand favourability by 55%.\*

Most importantly, Hunter & Coastal Lifestyle Magazine provides for a positive, engaging reading experience. We entertain our readers, we give them food for thought and introduce them to new products and experiences. Make your service or product what our readers will fall in love with next.

## The Customers You Want

The demographics of our readers are a reflection of the region. They are typically between 35 and 65 years old with a medium to high income.

More than 75% are locals who are keen to learn more about local businesses, events and restaurants.

They live an active lifestyle, and have the money to pay for it

They are likely to own their home, yet they keep monitoring the real estate market to make sure they don't miss out on market developments and to take up current trends in design and decorating.

Soon-to-be locals are another key group in our readership. These readers are actively looking to re-locate to the region. Be sure to introduce your business to them as they are beginning their journey into everything the Hunter and Coastal region has to offer.

Last but not least, some of our readers are dreaming the dream of a regional or rural lifestyle. They are not ready yet to make their dreams a reality, but they are keen to regularly get a taste of what it might one day be all about. They are a key target group for special events and weekend getaways.

## The Regional Focus You Need

Promote your business, products and services to many thousands of people throughout the region and NSW.

The Hunter & Coastal Lifestyle Magazine is distributed to Newcastle, Cessnock, Maitland, Singleton, Muswellbrook, Dungog, Raymond Terrace, Port Stephens, Nelson Bay, Forster-Tuncurry, Taree, Port Macquarie, Scone, Gloucester and select areas of Sydney and the ACT.

You will find Hunter & Coastal Lifestyle Magazine in over 400 newsagencies in the region and in an ever growing number of upmarket retail, hospitality and accommodation venues.

Our most loyal readers are our subscribers who are located throughout the region and beyond.

If local customers are your focus - Hunter & Coastal Lifestyle Magazine is the right choice for you.

## The Creative Support that Delivers Results

At Hunter & Coastal Lifestyle Magazine we are committed to the success of your business. We are with you on every step of your journey with us. We will make sure that we understand your goals and what success means for you.

We will:

- Work with you to provide creative solutions that help position your business and reach your customers in the most efficient and effective way possible
- Offer fresh ideas on how best to make your services stand out in an authentic way
- Provide you with ways to take your advertising further including
  - Digital solutions
  - Content creation for use on our and your own platforms,
  - Events
  - A custom publication of your own

**Let's work together to make it happen! We love a challenge - and we genuinely want to support your success.**

\* Source: Magazine Networks, "The Multiplier Effect Study", n=3,000

# Material Specifications

## Display Advertising Specifications

	Trim (+5 mm Bleed)	Type Area
<b>Double Page</b>	300 x 440 mm	–
<b>Full Page</b>	300 x 220 mm	280 x 200 mm
<b>Half Horizontal</b>	148 x 220 mm	138 x 200 mm
<b>Half Vertical</b>	300 x 106 mm	280 x 98 mm
<b>Quarter Vertical</b>	–	138 x 98 mm
<b>Quarter Horizontal</b>	–	67 x 200 mm

## Deadlines

Issue	Description	On Sale	Booking	Material
<b>94</b>	Winter 2019	30 May	18 April	2 May
<b>95</b>	Spring 2019	29 August	18 July	1 August
<b>96</b>	Summer 2019/2020	28 November	17 October	31 October
<b>97</b>	Autumn 2020	27 February	16 January	30 January
<b>98</b>	Winter 2020	28 May	16 April	30 April

**Please note:** Booking deadline is cancellation deadline. It is the responsibility of the advertiser to ensure artwork is submitted prior to material deadline.

## Print Ready Artwork

- Finished artwork should be emailed to [production@hunterancoastal.com.au](mailto:production@hunterancoastal.com.au)
- We prefer PDF - other formats may be accepted upon inspection.
- CMYK colour format, all fonts embedded or outlined, and artwork flattened. Images should have a resolution of 300 dpi or more.
- Where a bleed is required (full page only), artwork needs to include a 10 mm 'safe area' to allow for page gutter.
- Please mark all material with your contact details and the magazine issue it is intended for.
- Material provided AFTER material deadline will not be accepted.
- If artwork is provided AFTER material deadline, the publisher reserves the right to repeat a previous advertisement.

## Our Contact Details

### Contact for advertising material and artwork:

[production@hunterandcoastal.com.au](mailto:production@hunterandcoastal.com.au)  
m: 0403 587 048

### Advertising contact:

[julie@hunterandcoastal.com.au](mailto:julie@hunterandcoastal.com.au)  
m: 0412 909 490

### Editorial contact:

[cornelia@hunterandcoastal.com.au](mailto:cornelia@hunterandcoastal.com.au)  
m: 0412 299 488

Submission of large files  
(10 MB or more):

YouSendit: [www.yousendit.com](http://www.yousendit.com)  
DropBox: [www.dropbox.com](http://www.dropbox.com)

Postal address for CDs, USBs or external drives:

HSR Publishing Pty Ltd  
PO Box 194  
Newcastle NSW, 2300

## Material for Artwork Design

- Acceptable formats for images are PDF, EPS, JPEG, TIFF, BMP, PNG, and Photoshop; resolution of 300 dpi or more.
- Images embedded within Word or Excel will not be accepted.
- Copy to be submitted as plain text in Word documents or Notepad.

## In General

- Please contact us before emailing large files of 10 MB or more.
- HSR Publishing takes no responsibility for damage or loss of material provided to us.