

barossaliving

2009 Partnership Proposal

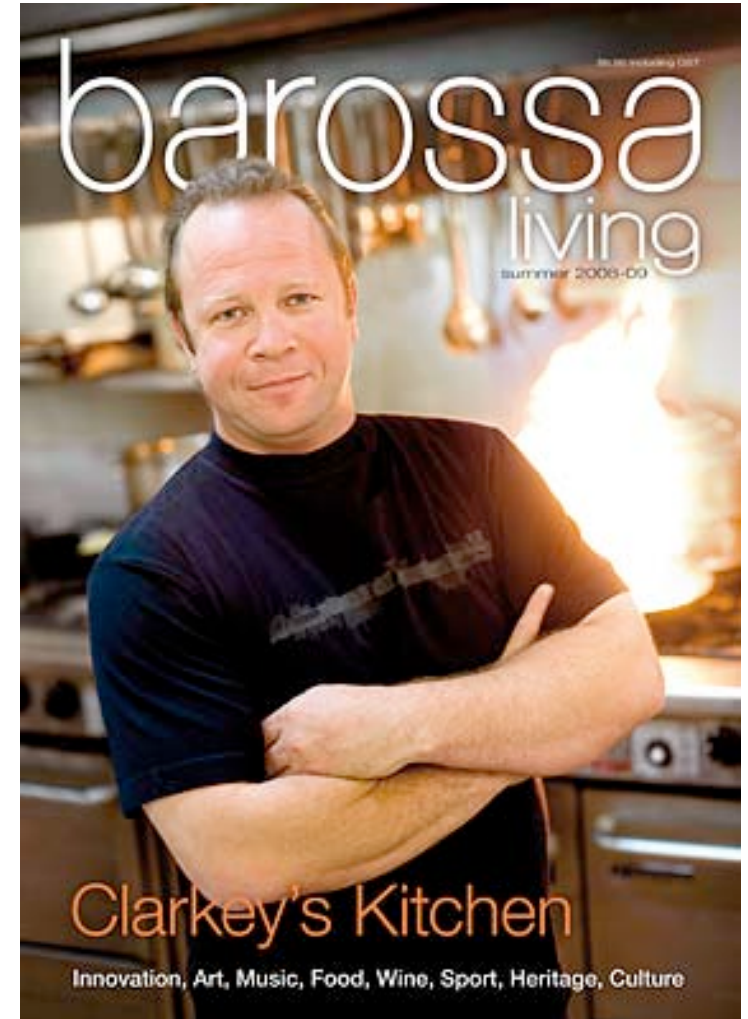
INTRODUCTION

Barossa Living is the region's first publication designed to share and celebrate the stories and people which make the Barossa Valley unique in the world.

The reason the Barossa continues to grow and prosper after 160 years is our willingness to innovate, to re-invent and to look to the future. Since the first pioneers arrived in Bethany a confident, can-do attitude has underpinned the community's growth and development.

Now in the early 21st century the Barossa faces the challenges of increasing population growth, development pressures, rapid industrialisation, wine and grape over supply and competitor wine regions all of which threaten the unity, which has made us strong.

It is essential that we continue to look ahead positively. We are a community full of inspiring stories and Barossa Living exists to tell the world about them. In doing so, we hope it will assist in a small way to grow our unique community.



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DISTRIBUTION

RETAIL OUTLETS

- Distribution to key retail outlets as follows:
 - Barossa: 43 outlets
 - South Australia: 74 outlets
 - Interstate: 9 outlets
 - Adelaide Airport Newslink newsagencies

PROMOTIONAL OUTLETS

- Distribution to key promotional outlets as follows:
 - Qantas Club: 13 outlets
 - Cibo Espresso: 13 outlets
 - Adelaide Hilton: All rooms
 - Hyatt Regency Adelaide: All rooms
 - Quay Grand Suites (Sydney): All rooms
 - Sebel Pier One Hotel (Sydney): All rooms
 - Barossa Medical Centres: 4 outlets
 - Selected Barossa accommodation venues
 - Selected Adelaide professional rooms
 - Key metropolitan dining venues
 - Tourism Australia offices
 - South Australian Tourism Commission offices
 - Wine Australia offices

SUBSCRIBERS

- Growing subscriber database of over 1,000 people
- During the 2007/08 period subscriptions increased by 181% with strong growth trends expected to continue in the 2008/09 period
- Subscriber breakdown by location:
 - South Australia: 71%
 - International: 11%
 - Australian Eastern States: 14%
 - Other Australian States: 4%

OUR READERS

WHO ARE THEY?

- Female
- 40-55 years of age
- Higher than average disposable income (high net worth)

HOW MANY?

- 10,000 copies printed
- Estimated readership of 60,000 people from the Barossa, regional and metropolitan South Australia, interstate and overseas

WHY BAROSSA LIVING?

- Attract high spending customers in the local, corporate and tourism markets
- Readers are highly connected to the region, providing a targeted audience who is focussed on the Barossa
- Reach the 246,000 overnight visitors to the Barossa who are exposed to the magazine while in the region
- Spread your message to a wide area including regional and metropolitan South Australia, interstate and overseas
- Associate your brand with other high quality Barossa businesses

2009 PARTNERSHIP OFFER

One Year Advertising Partner Package – One Year Commitment over four consecutive issues

A \$6,800 (+ GST) commitment for one year, paid in \$1,700 (+ GST) quarterly instalments per issue of Barossa Living (four issues) includes:

- Full page advertisement at special partner rate of \$1,700.00 per issue in four issues
- Exclusive 12% saving on loaded positions, such as inside front and inside back covers, page one and back cover
- Complimentary advertising positions in the Barossa Living daily electronic news bulletin (frequency and location TBC), distributed to a targeted audience of 1000+ readers
- Partner advertising rates in additional Barossa Living publications during the partnership period
- One profile/editorial piece relating to your company or relevant topic in one issue, including professional writing services of Barossa Living and a dedicated photo shoot
- Extended exposure at the newly designed www.barossaliving.com.au website (to be launched April 2009) including:
 - Prominent display of your company identity including a live link to your website
 - On-line display of your partner profile during the current publication period
- The Partner Forum – Involvement in editorial debating key issues in the Barossa
- Corporate Promotion – Partner logo on Partners' page in all issues
- Complimentary graphic design of client provided elements for each advertisement if required
- Two boxes of complimentary copies of each issue on publication for internal promotion
- Access to the Barossa Living Gallery for private openings

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PRINTING SPECIFICATIONS

- Trim size 297mm x 210mm (A4)
- 96 pages plus covers
- Full colour
- Cover stock – 250gsm gloss with plasticcoat
- Internal stock – 100gsm gloss
- Machine Burst Bound and trimmed

CONTACT

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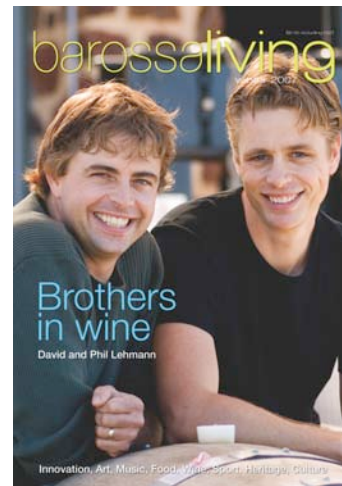
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