

barossa living

MEDIA KIT

2012



What is Barossa Living Magazine?

A lifestyle magazine for Australia's most famous wine region, Barossa Living tells the stories of the Barossa, helps brand businesses on a world scale and gives readers a snapshot into the region.

Barossa Living provides businesses, whether locally based or engaged in the Barossa on a state or national level, a premium platform to showcase their brands and align their products with the Barossa brand.

Published each season, Barossa Living provides a quality communication medium for brands to communicate their messages

to a highly captive audience of local residents, visitors to the region and lovers of the Barossa throughout Australia and all over the world, and leverage the region's international reputation for fine wine, food, heritage and hospitality.

Barossa Living is distributed by Integrated Publications Solutions nationally for \$7.95. The magazine can also be found in Qantas Club Lounges nationally, in guest rooms in premium hotels throughout Australia and in the homes of subscribers across the country.

Why Barossa Living Magazine?

A highly targeted audience

focussed on sourcing information about the Barossa

Align your business with the premium Barossa brand and its

international reputation for fine wine, food, culture and hospitality

National distribution

through Integrated Publication Solutions (Fairfax Media)

Plan your advertising investment across the

three-month shelf life of each issue



10,000

copies printed each quarter

32,000

estimated readership from within Barossa, SA, interstate and overseas

A Barossa Snapshot



- Large proportion of **home ownership**
- One of the **fastest growing populations** in South Australia
- **High standard** of living
- **Secure employment** and economic climate
- The region **includes Barossa, Gawler, Light and Mallala** local government authorities
- Regional population of over **64,000 people**
- Average annual **population increase higher than state average**
- Two most prominent age groups: **0-14 years and 25-64 years**
- Projected **population growth of over 25%** by 2021
- Due to its close proximity to Adelaide's CBD and the completion of the northern expressway, **the region is earmarked for significant growth** under the SA Government's 30 year plan

SOURCE: South Australian Tourism Commission Barossa Regional Tourism Profile 2009. 2009 Barossa Employment and Skills Network Region Regional Profile. The Barossa region includes Barossa, Gawler, Light and district areas. 2010 Regional Roadmap - Regional Development Australia, Barossa



Who Reads Barossa Living?

Barossa Living readers share a passion for the food, wine, lifestyle and people of the region. Whether living in the Barossa, throughout South Australia, interstate or overseas, or having a strong connection to the region through family, friends, work, or previous visits.

Almost half of all printed copies of Barossa Living can be found in newsagencies and

retail outlets across Australia. The magazine is distributed nationally into newsagencies by Integrated Publications Solutions, with an extensive list of specialised retailers stocking the magazine throughout the Barossa (19%), South Australia (65%) and Australia (16%). The magazine is strategically placed in areas with a strong recognition of the Barossa brand.



High income earners

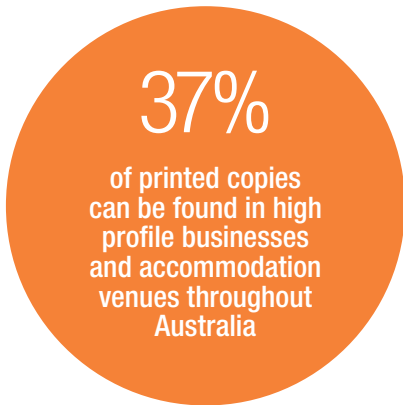
Highly aware of the Barossa

Highly engaged in food and/or wine

Community-minded

Widely travelled

House proud



Restaurants, cafes and bars, hospital waiting rooms and doctors surgeries

Guest rooms throughout the hotel, motels, B&Bs and resorts of the Barossa including The Louise and Novotel Barossa Valley Resort

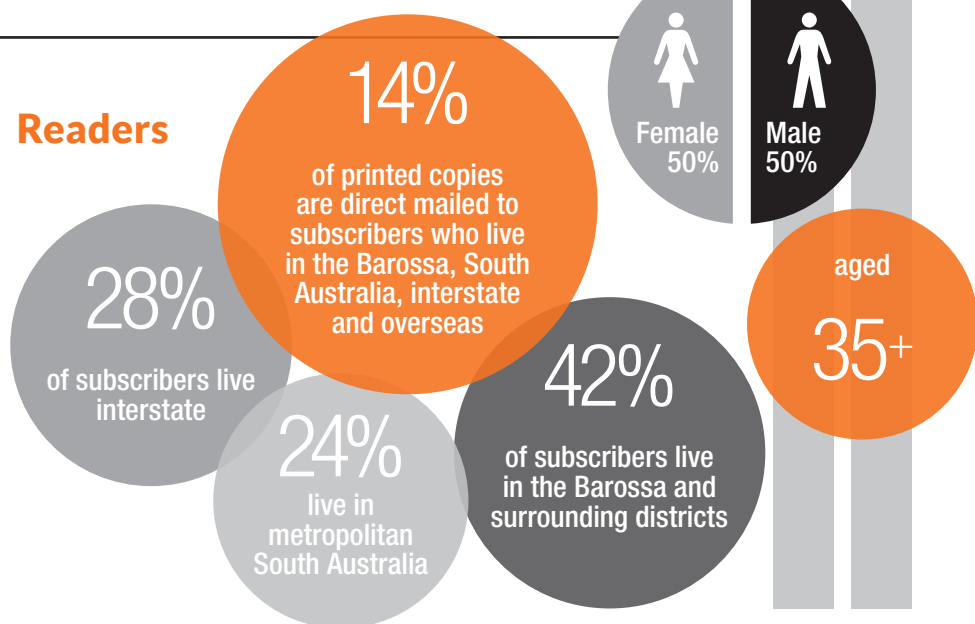
Guest rooms in select accommodation venues such as the Quay Grand Suites Sydney, Hotel InterContinental Adelaide and the Rendezvous Allegra Adelaide

The Qantas Club Lounge at all major airports across Australia

Circulation

- 10,000 copies printed quarterly
- Estimated readership of 32,000 (based on standard industry assumption of 3.2 readers per copy)
- National newsagency distribution via Integrated Publications Solutions

Readers



SOURCE: Based on data sourced from distribution of Summer 2010 edition.

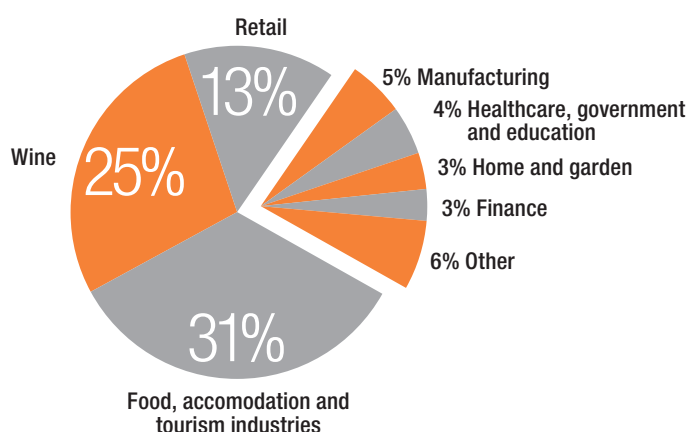
2011 Advertising Rates

	x1	x4 (rate per issue)
Double page	\$4350	\$2900 (\$5800 saving across 4 issues)
Full page	\$2950	\$2100 (\$3400 saving across 4 issues + advertising Partner benefits)
Half page	\$1750	\$1300 (\$1800 saving across 4 issues)
Third page - solus	\$1950	\$1500 (\$1800 saving across 4 issues)
4 Page Front Gatefold	\$8750	
4 Page Back Gatefold	\$6750	
Retail Therapy (cooperative double page spread)	\$380	\$280 (\$400 saving across 4 issues)
Premium loaded positions		
	x1	x4 (rate per issue)
Page 1	\$3850	\$2750
Inside front cover	\$3850	\$2750
Inside back cover	\$3850	\$2750
Back cover	\$4450	\$3200
Partner rates		
Full page		\$2100
Double page		\$2900
Inside front cover		\$2750
Inside back cover		\$2750
Back cover		\$3200

- All prices exclude GST.
- Advertising design is included in advertising rates.

- Photography is not inclusive of ad rates.
- Placement of advertisements is at the discretion of the editor.

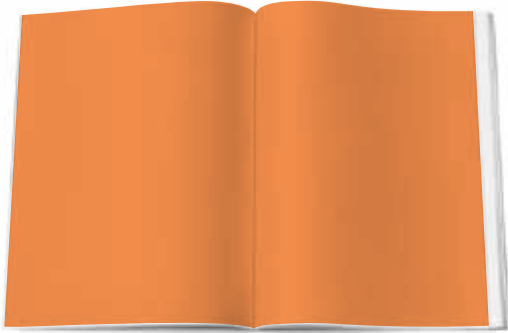



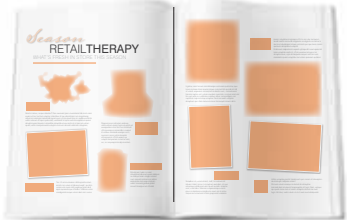
Barossa Living's advertising clients represent the diversity of the region



Exclusive to Barossa Living Partners

- Four full page adverts in consecutive issues of Barossa Living and one profile/editorial written by Barossa Living, OR
- Three full page adverts and one double page advertising spread/advertorial in consecutive issues of Barossa Living.
- Logo representation on Partners page in all issues.
- Logo representation on Vignette, Barossa Living's bi-weekly electronic news bulletin.
- Exclusive 12% saving on loaded positions, such as inside front and inside back covers, page1 and back cover.
- Extended exposure on www.barossaliving.com.au including prominent display of your company identity including a live link to your website.
- 10 complimentary copies of each issue on publication for internal promotion.
- Complimentary graphic design services (of client provided elements) for each advertisements if required.
- Access to the Barossa Living Gallery for private openings.

Booking and ad sizes

Booking & copy	Release date	Measurements are shown depth x width. Magazine trim size is 300 x 240mm.		
JANUARY 27TH	MARCH 15TH			
APRIL 27TH		Double page - DPS 5mm bleed 300 x 480mm (310 x 490mm including bleed)	Full page - FP 5mm bleed 300 x 240mm (310 x 250mm including bleed)	
JUNE 15TH	JULY 27TH			
SEPTEMBER 13TH		Half page - HPH no bleed 132 x 210mm horizontal	Half page - HPV no bleed 270 x 102mm vertical	Third page - Solus no bleed 66 x 270mm vertical
OCTOBER 26TH	DECEMBER 6TH			Retail Therapy (cooperative double page spread) 1 photo + logo + approx. 20 words

No crop marks on PDF files.

Design specifications

Electronic Format

The following file formats are acceptable for advertisement supply.

PDF

- PDF files must be supplied press ready: CMYK colour (not RGB), 300ppi* graphics, all fonts embedded, 5mm bleed, no crop marks.



Photoshop PSD

- Layered Photoshop PSD files must be supplied with font files separately.
- Files must be 300ppi* CMYK colour.



InDesign (saved as CS4 or earlier)

- InDesign files must be supplied with all images and font files separately.
- All images to be 300ppi* CMYK colour.



Microsoft files

- Microsoft Word, Excel and Powerpoint files can be received, but will not be used as final art.
- Any adverts supplied in these formats need to be rebuilt by Barossa Living Magazine and may incur a fee. Any images embedded in the files must also be supplied separately. Images must be 300ppi*.



EPS

- Illustrator and Freehand EPS files must be supplied with all images and font files separately.
- All images to be 300ppi* CMYK colour. Please supply a second copy with fonts converted to outlines.



Publisher and Pagemaker files

- Cannot be accepted.



Placement of advertisements is at the discretion of the editor unless paid for preferred post.

* Image resolutions are correctly described as ppi = pixels per inch.

Barossa Living designed ads

Client to supply:

- A design brief to assist with theme, style, and message for your ad
- Text (refer to Text specifications)
- Photos (refer to Photo specifications)
- Logos (refer to Logo specifications)

Client supplied (finished) ads

Client to supply:

- Print quality PDF file
- CMYK (no spot colour)
- Minimum 300 dpi
- Minimum 5mm bleed included for full page ads

* Publisher and Pagemaker files cannot be accepted

Photos

Client to supply all photography

- Supplied at a minimum 300dpi file size at 100% file size
- JPG, TIF or EPS files only
- Emailed files cannot be above 5Mb
- Any additional photography is at the client's expense and is not included in ad rate
- Scans or photocopies will not be accepted
- iStockPhoto images available at additional cost

Logos

- All logos to be supplied in EPS format
- Alternatively, high resolution JPG or TIF files will be accepted

Text

- All text to be supplied in a Word document
- Email will be accepted

Supplying advertising material and files

- Send material by email, CD, or flash drive
- Do not email materials above 5Mb

Ad proofs and approval

- Clients will receive a full colour low-resolution proof for approval
- Please check your proof carefully
- Clients are entitled to a maximum of two rounds of changes only per ad



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