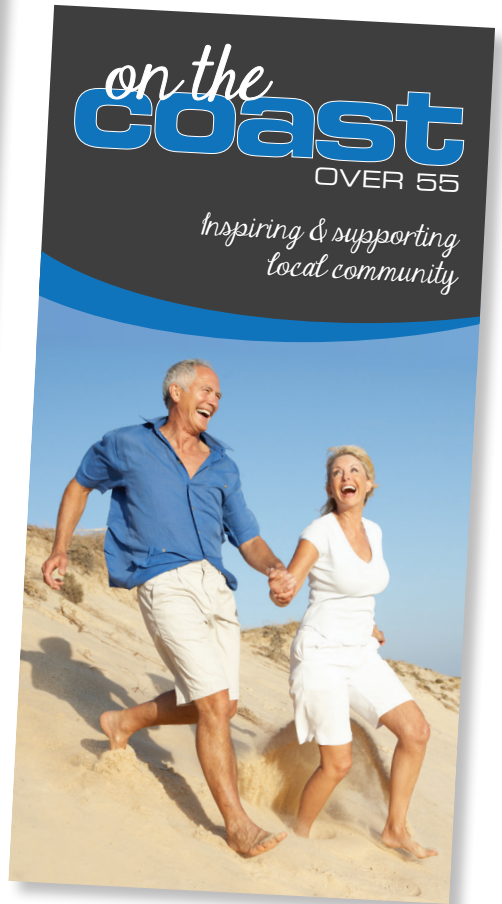


on the coast

MEDIA KIT

coast

PUBLICATIONS



www.onthecoastpublications.com.au

On The Coast Publications

offers bi-monthly publications for families and over 55's living on the NSW Central Coast. The concept behind these

magazines is to inspire and support local community – providing

resources and information to help residents live happy and healthy lives.



Target Market

On The Coast Families target market is local families living on the Central Coast. Advertising is marketed not only to children related services but to parents and families as a whole.

On The Coast Over 55 is an innovative publication for over 55's living on the Central Coast. It has been designed to support local residents with topical lifestyle information.

Distribution

On The Coast Families & On The Coast Over 55 are both published 6 times per year. Each edition is printed in full colour gloss, along with a downloadable pdf magazine on the website. Distribution covers from Umina in the south to Lake Munmorah and Morisset in the north. Primary distribution points are pinpointed to the targeted magazine demographic. Contact us for further details on distribution points.

Advertising Rates

ADVERT SIZE	1 EDITION	3 EDITIONS*
1/18 page	\$ 121.00	\$ 102.00
1/6 page	\$ 242.00	\$ 205.70
1/3 page	\$ 451.00	\$ 383.35
1/2 page	\$ 638.00	\$ 542.30
Full page	\$ 950.00	\$ 785.00

Prices are per edition and GST included.

**Free editorial is included in one edition when booking in 3 consecutive issues.*

Advertising Deadlines

ON THE COAST FAMILIES

Feb/March April/May June/July Aug/Sept Oct/Nov Dec/Jan

ON THE COAST OVER 55

Jan/Feb Mar/Apr May/June Jul/Aug Sept/Oct Nov/Dec

Booking deadlines fall on the 8th day and material deadlines fall on the 14th day of the month prior to publication date.

Advert Sizes

1/2 page landscape 186mm (w) x 131.5mm (h)

**1/6 page
portrait**
59mm (w)
131.5mm (h)

1/18 page
59mm (w)
63.5mm (h)

1/6 page landscape
122mm (w) x 63.5mm (h)

1/3 page landscape 186mm (w) x 86mm (h)

Full page advert
210 (w) x 297mm (h)

When supplying full page artwork, please ensure that:

- artwork includes 5mm bleed on all sides but please **DO NOT** include trim/registration marks
- no text or logos should appear within at least 9mm of the trim size.

Supplying Artwork

On the Coast Publications will create artwork on request, quote supplied before proceeding. If supplying your own artwork please supply a press ready CMYK pdf. Publisher, Powerpoint or Microsoft Word documents cannot be accepted as final artwork, only as mock ups and supplied text. Suppliers of finished art for advertising are responsible for ensuring that all information is

correct and checking the quality and integrity of their files before submitting to them for inclusion in the magazines.

We cannot take responsibility for accurate reproduction of advertisements if; PDF files are compressed, type size is below 9 points and reversed, type has been created in Photoshop.

Please ensure that all images supplied for print reproduction are of a high quality – 300dpi at required print size.

on the
coast
PUBLICATIONS

54 Hills Street, North Gosford Ph 4325 3393

to inspire and support community on the Central Coast