

Reaching 48,100 people weekly#

Lifestyle1 is your very own lifestyle magazine. Distributed to homes, Australia Post outlets, newsagencies, supermarkets, petrol stations & general stores, it is a must read for residents and visitors alike.

Readers love the mix of quality articles and the coverage of local businesses beautifully presented in full-colour gloss each week. Lifestyle1 features every conceivable topic to meet your lifestyle aspirations - local issues and personalities, local sport, events, entertainment, dining, home improvements, motoring, shopping, fashion, health and beauty. Our huge real estate section boasts up to 200 homes for sale each week.

Residents own it, love it and read it.



Benefits

The benefits to you as an advertiser

- Full gloss colour on every page.
- Blanket distribution of over 18,500 copies each week, the highest of any publication in the area.
- Local news and sport
- Your complete one-stop advertising solution, saving you time, money and delivering results.

Rates

	Price	Dimensions
Front cover	\$1000 +gst (conditions apply, call to discuss)	
Double page	Casual \$1600 +gst	540mm x 305mm deep +10mm bleed
Full page	Casual \$875 +gst	246mm x 285mm deep
Half unit	Casual \$495 +gst	192.5mm x 130mm deep
Quarter unit	Casual \$295 +gst	95mm x 130mm deep
Eighth unit	Casual \$185 +gst	95mm x 63mm deep
Business Directory	\$190 +gst (total for 12 weeks)	42mm x 35mm deep

Discount prices available for regular advertisers.

All prices exclude 10% GST. Loading applies to specified positions.

Deadlines

Booking Deadline - 5pm Wednesday week prior to publish date

Print ready material deadline - 5pm Thursday week prior to publish date.

Material to be supplied as a full colour high res PDF, CMYK format.

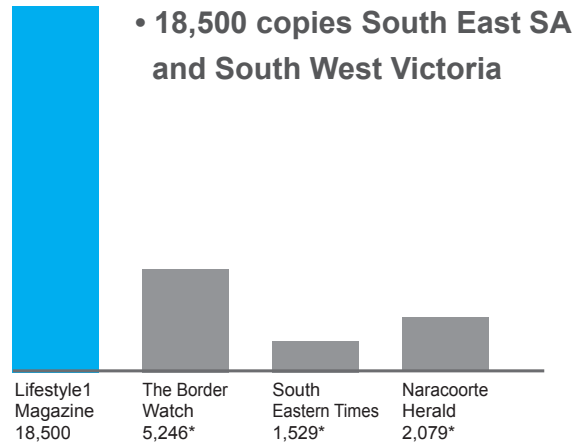
Lifestyle1 South East & Western Victoria

Lifestyle1 magazine distributes over **18,500** magazines midweek throughout the South East of South Australia and into South West Victoria. The full colour glossy magazine is hand delivered FREE to letterboxes in Mount Gambier and is also available at more than 100 pick up locations across the region.

Towns including:



Print Media Comparison



*Source, Audit Bureau of Circulations ABC Print Average Net Paid Print Sales, period ending June 2017. # 2.6 people per household

Reader Survey Results*

We've got it covered - Lifestyle1 reaches 48,100 potential customers weekly.

Something for everyone - 54% of readers are females & 46% males

Young or old alike - 30% of readers are under 34 years,

35% are aged 35-54 years, 33% are 55 years and over.

* Official findings of ERG International following a reader survey.

Full Page

Page size 246mm x 285mm high
Type area 236mm x 275mm high
No bleed required

Front Cover

Page size 270mm x 254mm high
Type area 260mm x 244mm high
Bleed area 290mm x 274mm high

*Note: Please allow top 48mm of page for Lifestyle1 masthead to appear

Front Cover Strip

Page size 270mm x 50mm high
Type area 260mm x 40mm high
Bleed area 290mm x 70mm high

Half Unit

192.5mm x 130mm high

Vertical Half Unit

95mm x 263mm high

Quarter Unit Vertical

95mm x 130mm high

Quarter Unit Horizontal

192.5mm x 63mm high

Eighth Unit

95mm x 63mm high

Business Directory

42mm x 35mm high