

Reaching 55,900 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, competitions, entertainment, dining, home improvements, property, motoring, shopping, fashion, health and beauty.

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 21,500 copies each week, the highest of any publication in the area.
- Letterbox delivery ensures your message reaches your target audience.
- 7 Day TV Guide ensures very high retention rate in homes.
- Local news and sport
- Your complete one-stop advertising solution, saving you time, money and delivering results.

Rates

	Price	Dimensions
Double page	Casual \$1800 +gst	470mm x 300mm deep
Full page	Casual \$1095 +gst	235mm x 300mm deep
Half unit	Casual \$595 +gst	192.5mm x 130mm deep
TV unit	Casual \$595 +gst	225mm x 70mm deep
Quarter unit	Casual \$325 +gst	95mm x 130mm deep
Eighth unit	Casual \$185 +gst	95mm x 63mm deep
Classified unit	Casual \$75 +gst	62mm x 42mm 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.

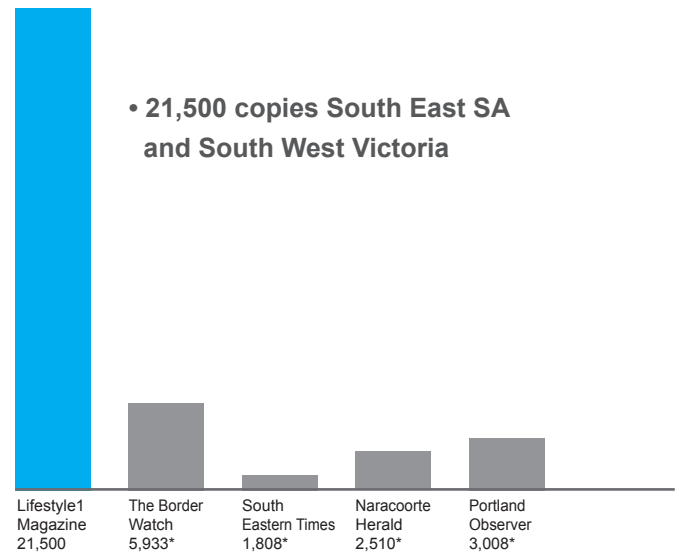
Lifestyle1 South East & Western Victoria

Lifestyle1 magazine distributes over **21,500** 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 and is also available from selected newsagencies, supermarkets and businesses.

Towns including:



Print Media Comparison



*Source, Audit Bureau of Circulations ABC Print Average Net Paid Print Sales, period ending June 2015. # 2.6 people per household

Reader Survey Results*

We've got it covered - Lifestyle1 reaches 55,900 potential customers weekly.
Long lifespan - 68% of readers retain the magazine for 7 days as their TV Guide.

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 235mm x 300mm high
Type area 225mm x 290mm high
Bleed area 245mm x 310mm high

Front Cover

Page size 235mm x 248.5mm high
Type area 225mm x 243.5mm high
Bleed area 245mm x 253.5mm high

*Note: Please allow top 45mm of page for Lifestyle1 masthead to appear

Front Cover Strip

Page size 235mm x 50mm high
Type area 225mm x 45mm high
Bleed area 245mm x 55mm 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

Classified 1 Unit

62mm x 42mm high

Classified 2 Unit

62mm x 86.6mm high

TV Strip

225mm x 60mm high