

Lifestyle1

Reaching 40,300 people weekly#

Since 2003 Lifestyle1 is your very own lifestyle publication. 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 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

- Blanket distribution of over 15,500 copies each week, the highest of any publication in the area.
- Full colour on every page.
- 7 day TV Guide.
- Local news and sport
- Your complete one-stop advertising solution, saving you time, money and delivering results.

Rates

	Price	Dimensions
Full page	Casual \$1095 +gst	262mm x 380mm high
Half Vertical	Casual \$895 +gst	155mm x 380mm high
Half Horizontal	Casual \$745 +gst	262mm x 187mm high
Third Horizontal	Casual \$495 +gst	208mm x 149mm high
Third Vertical	Casual \$495 +gst	102mm x 303mm high
Sixth Unit	Casual \$275 +gst	102mm x 149mm high
Twelfth Unit	Casual \$150 +gst	102mm x 72mm high
Twentyfifth Unit	Casual \$85 +gst	48mm x 72mm high
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.

Lifestyle1 South East & Western Victoria

Lifestyle1 distributes over 15,500 newspapers midweek throughout the South East of South Australia and into South West Victoria. The full colour newspaper 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:



Reader Survey Results*

We've got it covered - Lifestyle1 reaches 40,300 potential customers weekly.

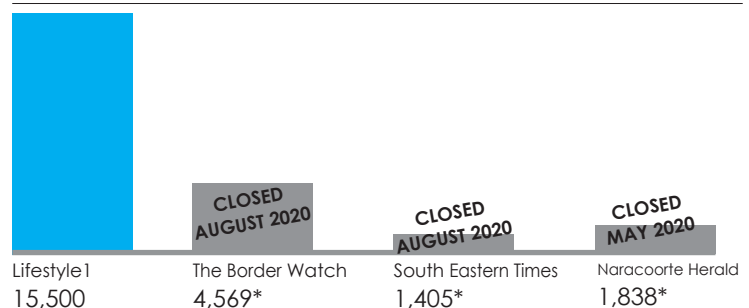
Something for everyone - 54% of readers are females & 46% males
Young or old alike - 30% of readers are under 34 years, 35% are aged 35-54 years, 33% are 55 years and over.

* Official findings of ERG International following a reader survey.

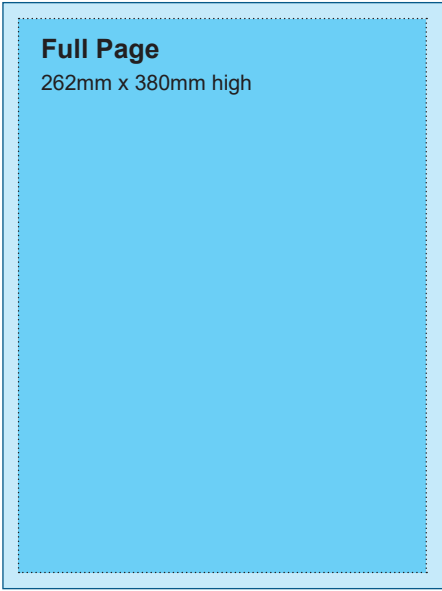
Deadlines

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.

Print Media Comparison

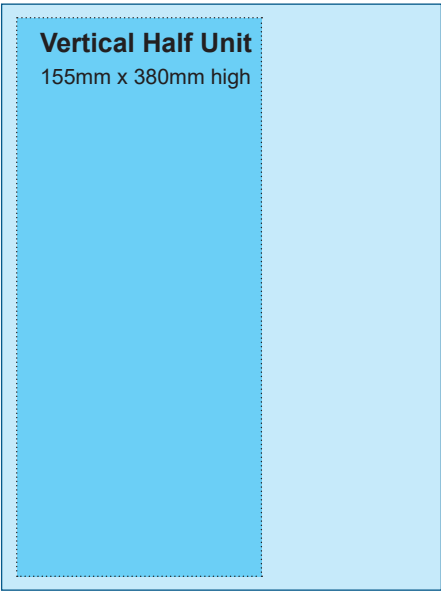


*Source, Audit Bureau of Circulations ABC Print Average Net Paid Print Sales, period ending December 2018. # 2.5 people per household



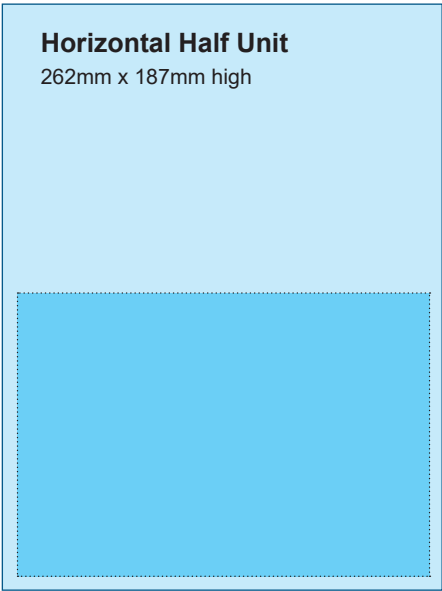
Full Page

262mm x 380mm high



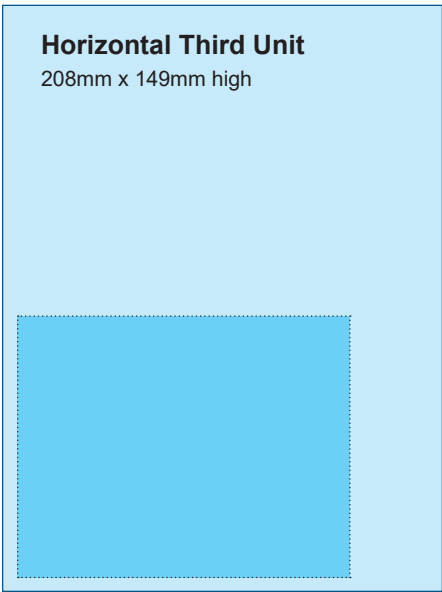
Vertical Half Unit

155mm x 380mm high



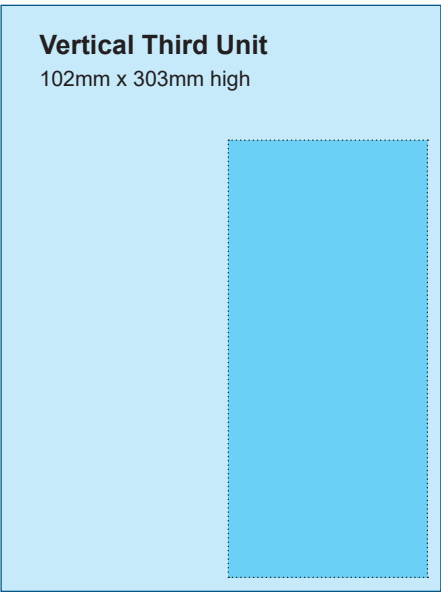
Horizontal Half Unit

262mm x 187mm high



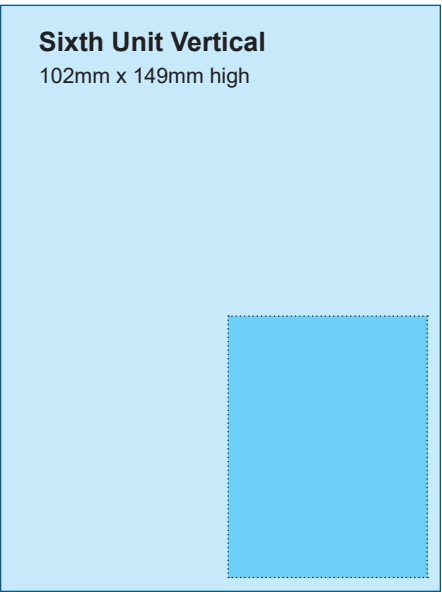
Horizontal Third Unit

208mm x 149mm high



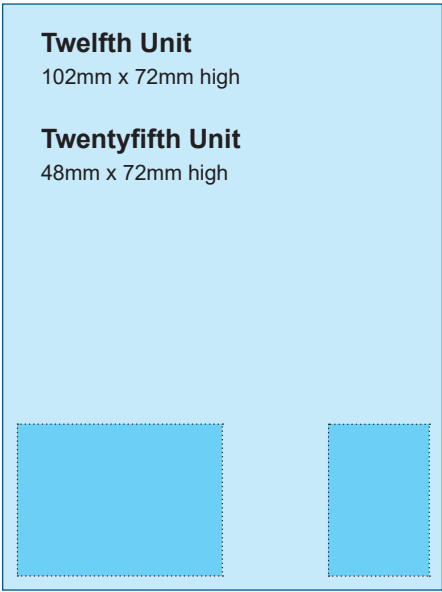
Vertical Third Unit

102mm x 303mm high



Sixth Unit Vertical

102mm x 149mm high

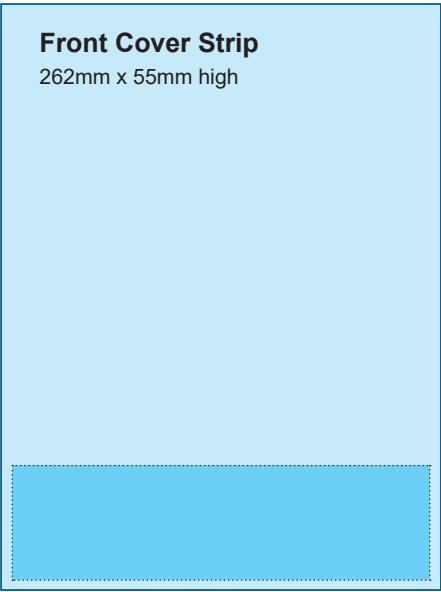


Twelfth Unit

102mm x 72mm high

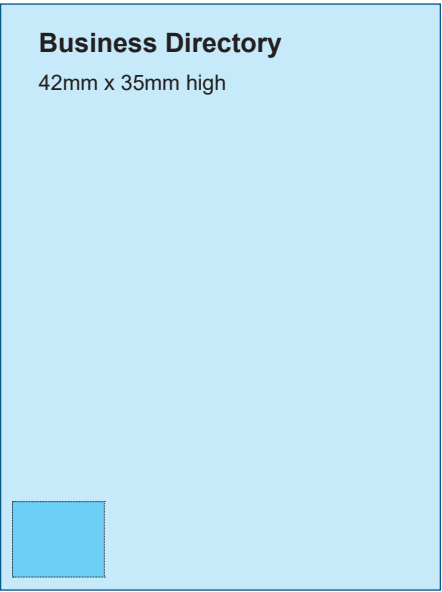
Twentyfifth Unit

48mm x 72mm high



Front Cover Strip

262mm x 55mm high



Business Directory

42mm x 35mm high