

coastbeat

AUD \$12.95

THE PULSE OF THE COAST  
ISSUE 02 / AUTUMN 18



THE FARM  
A DOWN-TO-EARTH FAIRY TALE  
HANGING WITH SURFER  
HARLEY INGLEBY  
OUR TOP 10 FOR  
SOUTH WEST ROCKS  
STICKY BEAK  
A BEAUTIFUL FORSTER HOME  
GENERATIONS OF  
MASTER BOAT BUILDING

GREAT LAKES | PORT MACQUARIE | MACLEAY VALLEY | COFFS COAST | BYRON BAY

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THE PULSE OF THE COAST  
ISSUE 01 / SUMMER 17-18



ON BAY

Reaching  
120,000 readers  
on the North  
Coast of NSW  
each issue

coastbeat  
Media Kit 2018

# What's Coastbeat?

Coastbeat is a community designed by locals for locals, showcasing the best of life on the North coast of NSW. Our goal is to support residents and businesses from Great Lakes to Byron by showcasing their work, creating jobs for the area and care for our environment.

Gowings is pleased to be the founding sponsor of Coastbeat because we have a significant stake in the North coast through the ownership of our Pacific Coast Community Hubs.

Since launching late in 2017, we have successfully captured the

hearts and minds of discerning locals who love where they live, and persuaded a few visitors to drop by as well. The overwhelmingly positive comments we received from readers is that we have found-and filled-a hole that existed in the North coast community. Cb is a bespoke quarterly magazine full of unique stories, features & photo essays & a website updated weekly with articles and events for those fixes in between.

We look forward to continuing support from locals and businesses within our community.



## We are

The Pulse of the Coast.

## We love

Telling stories.

Getting lost.

Uncovering treasures.

Sharing the good stuff.

Enriching Lives.

## We're for

Celebrating local makers, producers & craftsmen

Showcasing arts, design & music

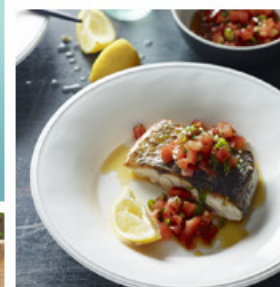
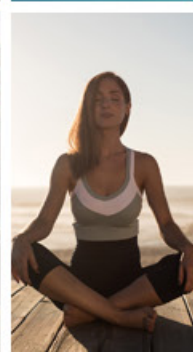
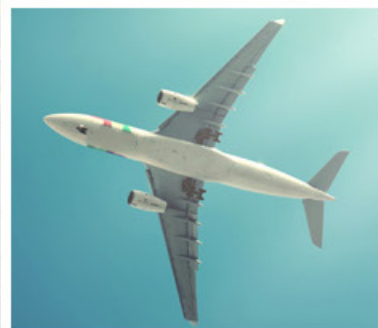
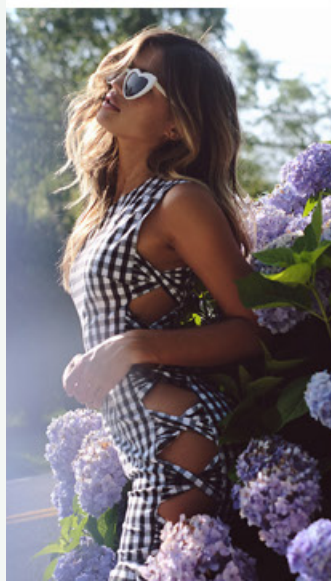
Travel, the outdoors and adventure

Living well & looking good

Great coffee & glorious food

The environment & the oceans

Local inspiration & events





# Our Channels

## Our Community:

Local Coasters who appreciate an interesting read. They're smart, curious, adventurous, creative and possibly a bit stylish.

Age is just a number, but they're anywhere from 20-60, with a cluster around 35-55 years. They enjoy a median income of \$70k and are about 30% more likely to be female (although there's plenty for the boys to enjoy too)

## Our Platform:

- a content rich website, updated weekly
- a bespoke quarterly magazine

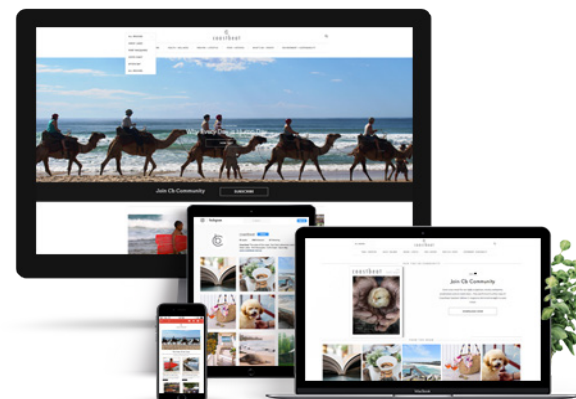
## Magazine

20,000 issues published 4 times a year, readership of approx. 120,000. Distributed from Great Lakes to Byron.



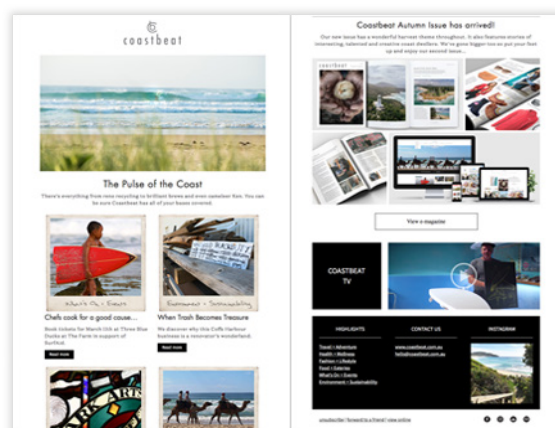
## Website

20,000 average unique monthly users



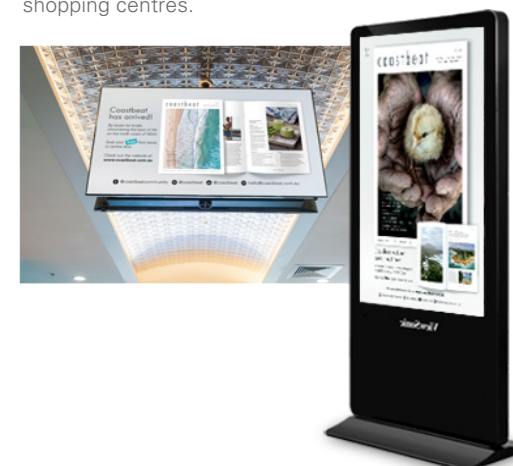
## E-Mail

18,000 e-newsletter subscribers from the region, growing at 10% a week



## Digital Screen

500,000 locals a month viewing more than 30 digital screens & kiosks at Coffs Central and Port Central shopping centres.



# Advertise with us

We pride ourselves on partnering with like minded brands and always curate an interesting and unique experience for our readers. We seek to maintain a lower than average advertising ratio with carefully placed ad placement to ensure your message stands out.

We ask our advertising partners to submit proposed ideas, copy and images for editorial review. Your message will then either run as supplied or be designed for you as a 'paid feature' to sit within the overall Cb magazine style.

## Magazine, 120,000 readers per issue

Single issue.

DOUBLE PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE
\$4,372	\$2,186	\$1,638	\$1,228

+loading of 50% for inside cover and back cover

+loading of 25% for first 10 RHP

Multiple issue deal ( 4 issues).

DOUBLE PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE
\$13,118	\$6,559	\$4,918	\$3,688

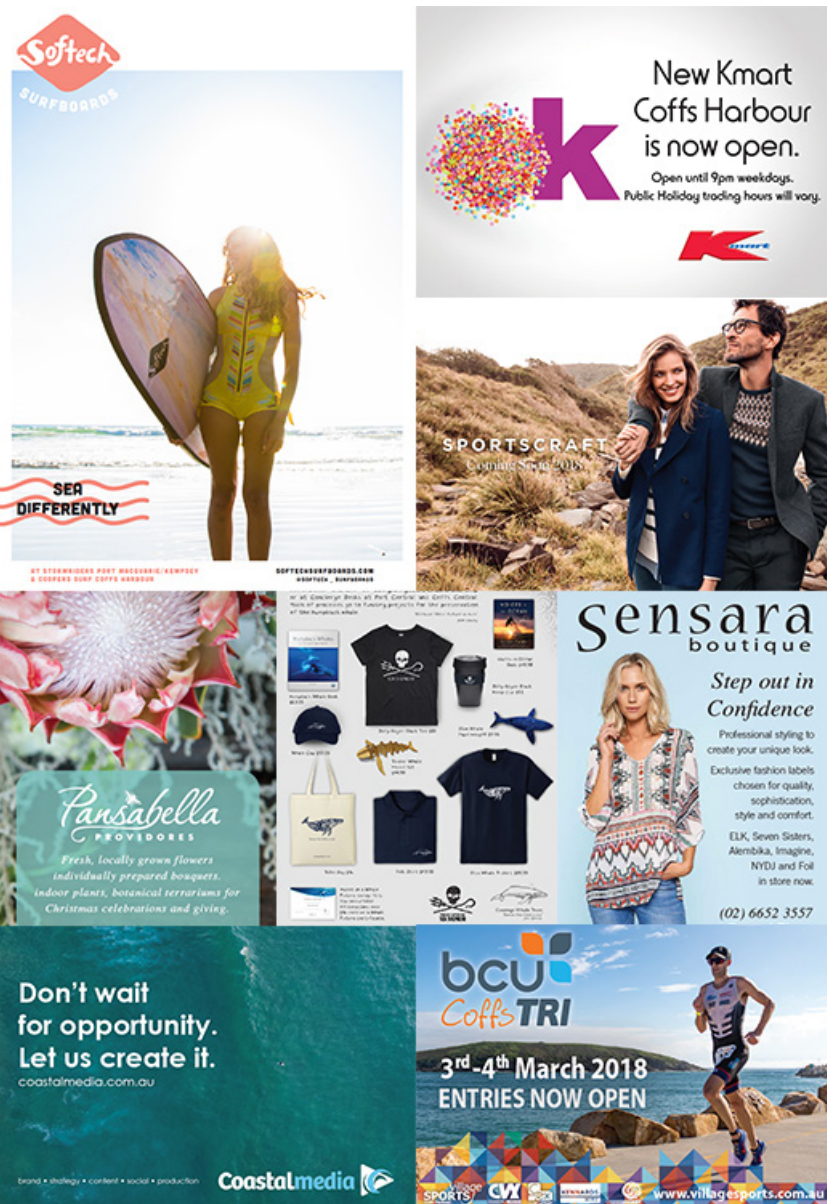
Sponsor packages.

<b>GOLD</b> Only 2 packages remaining	<b>\$19,995</b>	Please contact us for further information
<b>SILVER</b> Only 6 packages remaining	<b>\$13,995</b>	

All Rates are Excl. GST

Production sizes and specs please contact [olivia@gowings.com](mailto:olivia@gowings.com) or call 0416 388562

We reserve the right to select our advertising partners based on shared values, approach to life and an audience that can be best spoken to through the Cb brand.



# Digital options

Website, 20,000 visits a month  
7 day rate

Blog ad space(s)	300px x 330px	<b>\$175 ea</b>
Parallax ad space	1620px x 1080px	<b>\$250</b>

E-mail newsletter to 18,000 locals  
1 issue rate

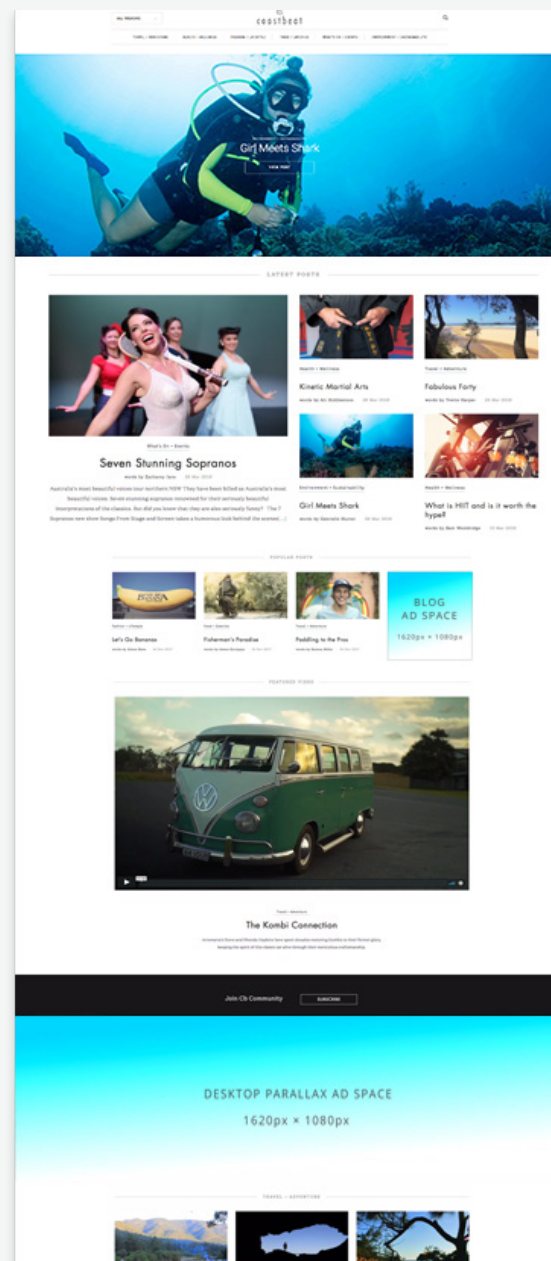
Feature article, up to 800 words and 5 images	300px x 300px	<b>\$600</b>
Footer ad	660px x 500px	<b>\$150</b>

All rates are excl. GST

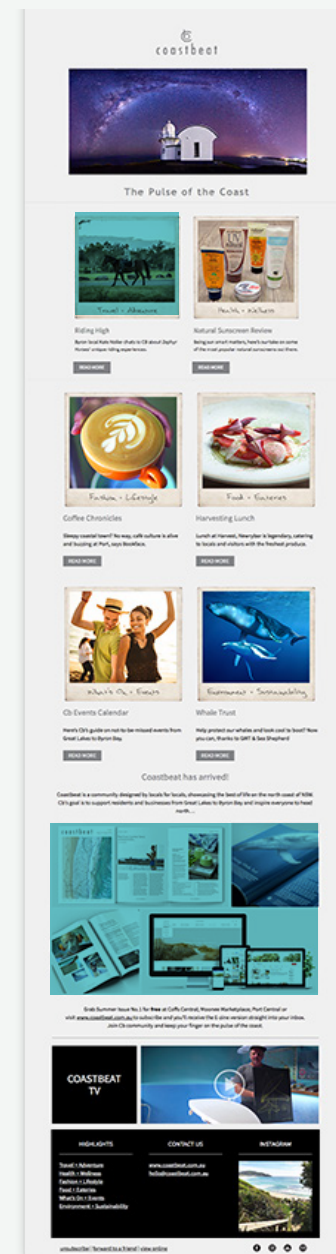
## Custom Editorial

Custom editorial is available and can be discussed on a case by case basis.

Website: [www.coastbeat.com.au](http://www.coastbeat.com.au)



E-mail newsletter



Blog ad

Parallax ad

Feature article

Footer ad



# Digital options

## In Centre Screens, 500,000 viewers a week

15 second movie, viewed not less than 4 times an hour during centre hours 7 days a week.

Cost per fortnight

**\$500**

All rates are excl. GST



Large LED Screen, Coffs Central



55" Kiosk Screens, Port Central



LG 75" Screens, Port Central



General Manager: Olivia Hannah

[olivia@gowings.com](mailto:olivia@gowings.com)

0416 388562

Content Manager: Yvette Harper

[yvette@gowings.com](mailto:yvette@gowings.com)

0431 317100

[www.coastbeat.com.au](http://www.coastbeat.com.au)

 @coastbeatcommunity  @coastbeat  @coastbeat  [hello@coastbeat.com.au](mailto:hello@coastbeat.com.au)