



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



Coastbeat  
Media Kit  
FY 2019



# 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 caring 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.

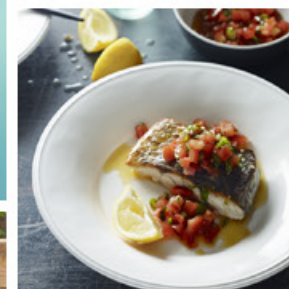
We look forward to continued support from locals and businesses within our community.



**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

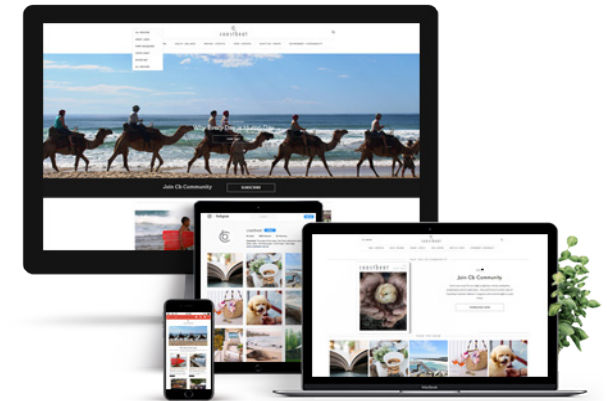
### Magazine

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



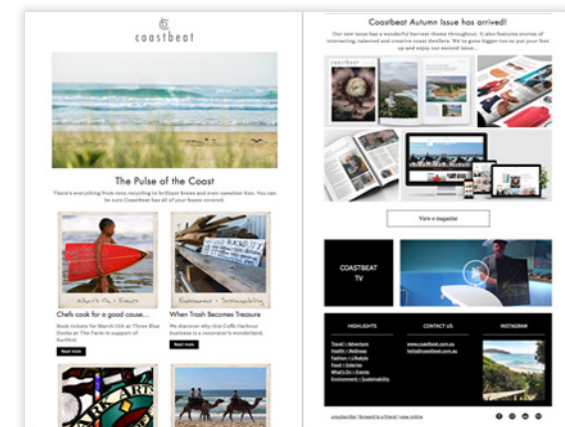
### Website

15,000 average unique monthly users



### E-Mail

20,000 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 advertising 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
\$2,217	\$1,386	\$860	\$722

+25% inside and back covers

+10% RHP

Multiple issue deal (4 issues for the price of 3)

DOUBLE PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE
\$6,651	\$4,158	\$2,580	\$2,166

File Ads Specification (\*Allow 5mm safe text zone within DPS & full pages)

(Width x Height)

DOUBLE PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE
420mm x 297mm	210mm x 297mm	184.6mm x 128mm	90mm x 128mm
* 5mm bleed No crop marks	* 5mm bleed No crop marks	No bleed	No bleed

Rates Incl. GST

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 15,000 visits a month  
7 day rate

	w x h	
Blog Ad space(s)	1300px x 780px	<b>\$115 ea</b>
Rectangle Ad space	1000px x 600px	<b>\$165</b>
Category page banner	(D) 310px x 650px	<b>\$165</b>
	(M) 452px x 513px	

E-mail newsletter to 20,000 locals  
1 issue rate

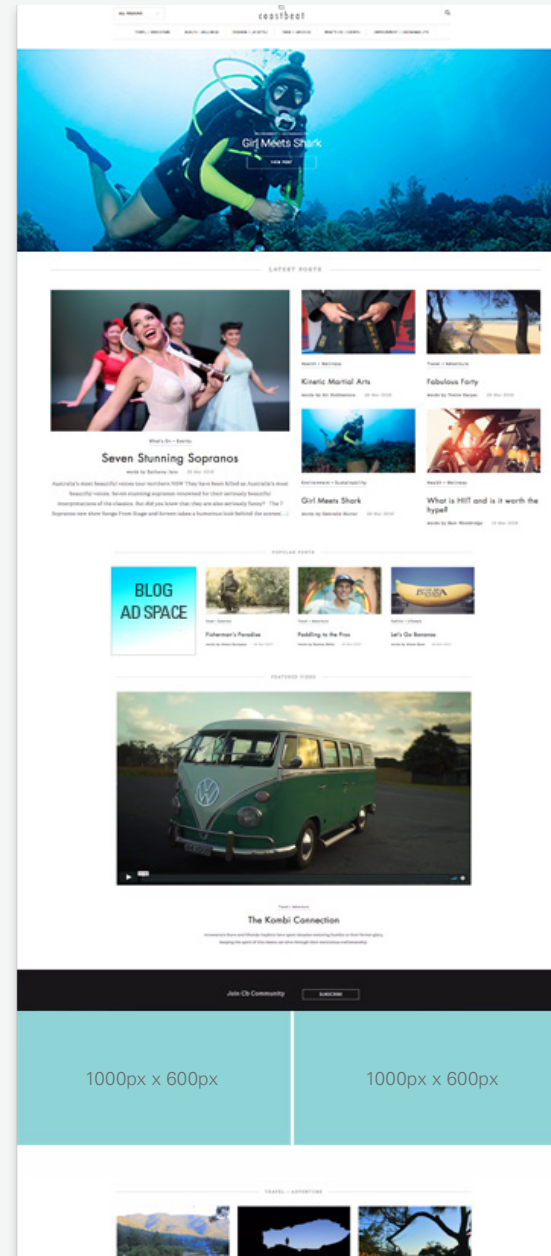
	w x h	
Feature article, up to 800 words and 5 images	300px x 300px	<b>\$396</b>
Footer Ad	660px x 500px	<b>\$99</b>

All rates are inc. GST

## Custom Editorial

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

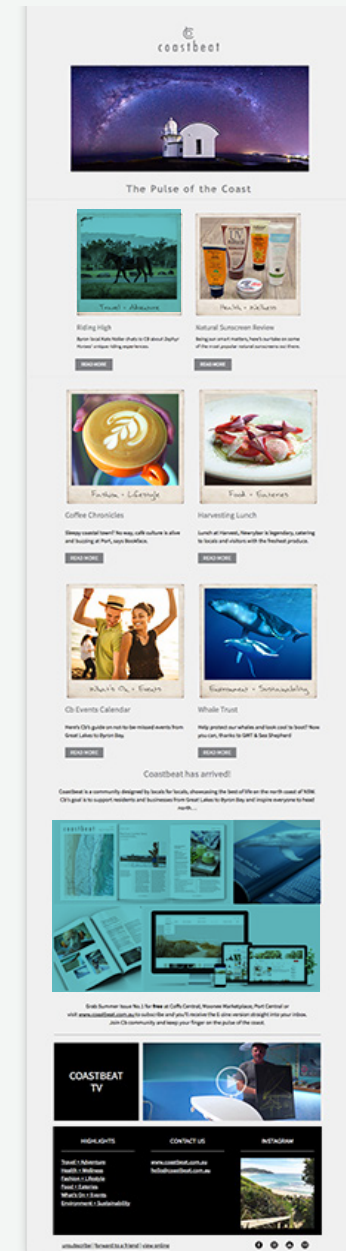
Website: [www.coastbeat.com.au](http://www.coastbeat.com.au)



Blog ad

Rectangle ad

E-mail newsletter



Feature article

Footer ad



# Digital options

## In Centre Screens 750,000 viewers a month

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

Cost per fortnight, per Centre	<b>\$550</b>
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All rates are inc. GST



Large LED Screen, Coffs Central  
(w)1920px x (h)1080px



55" Kiosk Screens, Port Central  
(w)1080px x (h)1920px



LG 75" Screens, Port Central  
(w)1920px x (h)1080px

(Please provide mp4 or 3 jpeg files)

# Cb Packages FY19

1 MONTH BUNDLE		3 MONTH BUNDLE		6 MONTH BUNDLE	
<ul style="list-style-type: none"> <li>One issue-full page magazine ad</li> <li>One month website ad</li> <li>One month screens</li> </ul>		<ul style="list-style-type: none"> <li>Two issues -full page magazine ad</li> <li>Three month website ad</li> <li>Three month screens</li> </ul>		<ul style="list-style-type: none"> <li>Three issues- full page magazine ad</li> <li>6 month website ad</li> <li>6 month screens</li> </ul>	
<b>Discount 25% \$2,540</b>	Package value: \$3,386	<b>Discount 25% \$6,579</b>	Package value: \$8,772	<b>Discount 25% \$12,118</b>	Package value: \$16,158

12 MONTH SPONSOR PARTNER, SAMPLE INCLUSIONS			
<ul style="list-style-type: none"> <li>Gold Partner logo across all channels</li> <li>12 pages of magazine content, across 4 issues</li> <li>12 month screens</li> <li>12 month website ad</li> </ul>		<ul style="list-style-type: none"> <li>Silver Partner logo across all channels</li> <li>8 pages of magazine content, across 4 issues</li> <li>6 month screens</li> <li>6 months website ad</li> </ul>	
<b>GOLD \$19,995</b>	Package Value: \$40,632	<b>SILVER \$13,995</b>	Package value: \$23,088

Join our Founding Sponsor Partners





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