



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 annual magazine full of unique stories, features & photo essays & a website updated weekly with articles and events for those fixes in between.

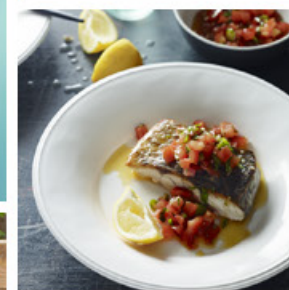
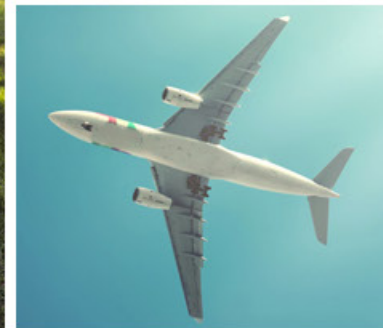
We look forward to continued support from locals and businesses within our community.



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 annual magazine

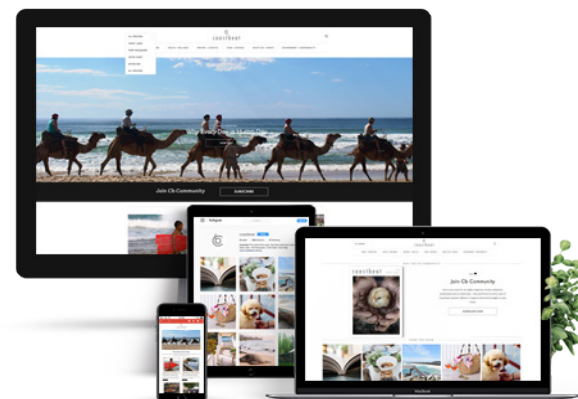
Magazine

20,000 issues published in November each year, readership of approx. 120,000. Distributed from Great Lakes to Yamba.



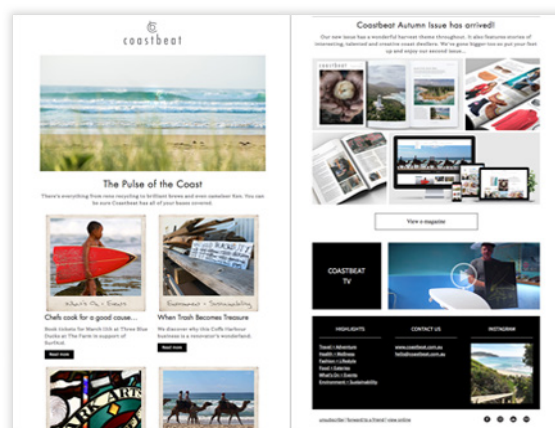
Website

15,000 average unique monthly users



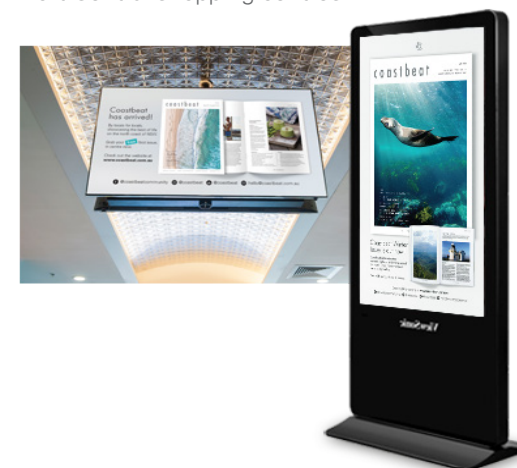
E-Mail

27,000 e-newsletter subscribers from the region, growing at 10% a week



Digital Screen

750,000 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. All rates inc. GST

DOUBLE PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE
\$2,217	\$1,386	\$860	\$722

+25% inside and back covers

+10% RHP

(Width x Height)

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

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



Digital options

Website 15,000 visits a month
7 day rate

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

E-mail newsletter to 27,000 locals
1 issue rate

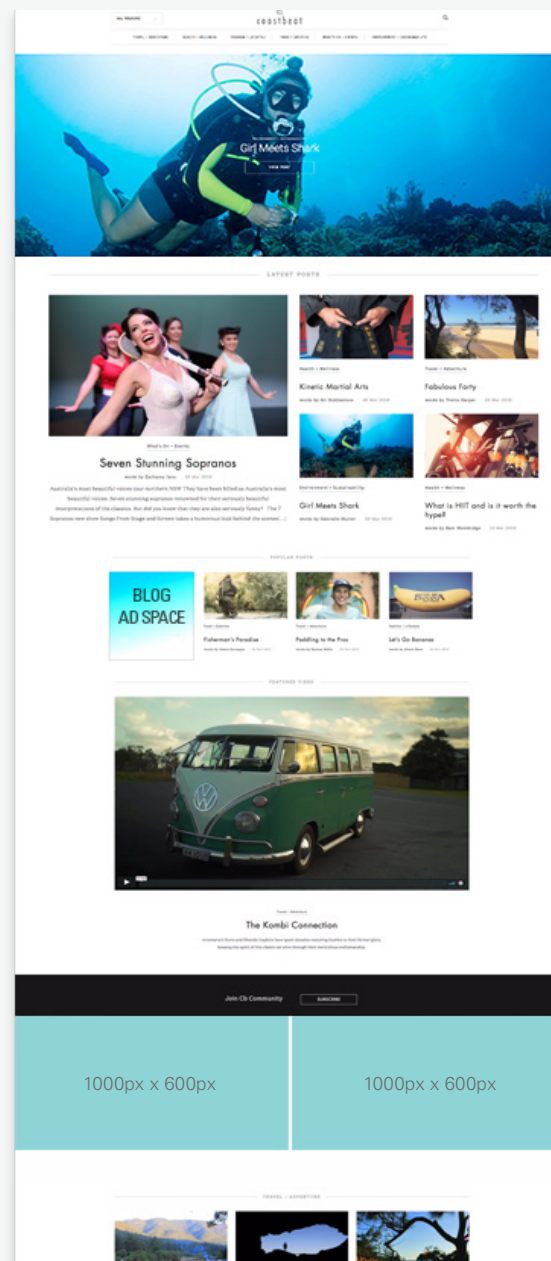
	w x h	
Feature article, up to 800 words and 5 images	300px x 300px	\$396
Footer Ad	660px x 500px	\$99

All rates are inc. GST

Custom Editorial

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

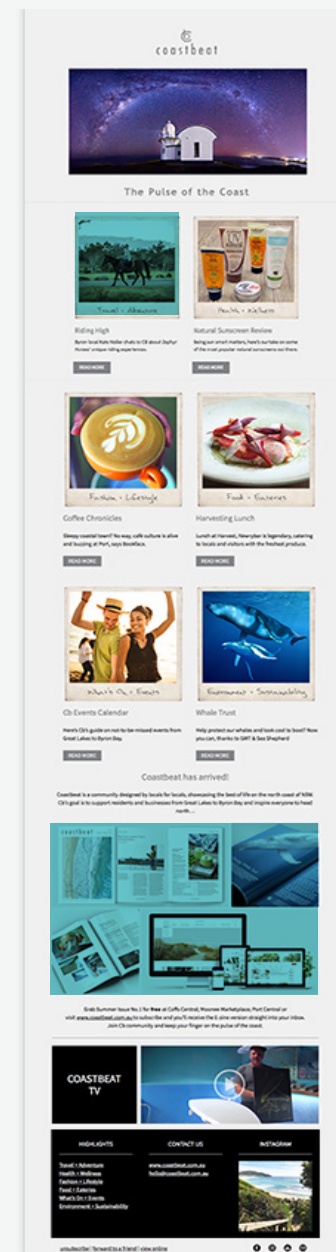
Website: www.coastbeat.com.au



Blog ad

Rectangle ad

E-mail newsletter



Feature article

Footer ad

Digital options

In Centre Screens 750,000 viewers a month

Your movie will be viewed not less than 4 times an hour during centre hours 7 days a week.

All rates inc. GST

15 seconds. Cost per fortnight, per Centre	\$550
30 seconds. Cost per fortnight, per Centre	\$1,100



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 FY2020

All rates inc. GST

1 MONTH BUNDLE		3 MONTH BUNDLE	
<ul style="list-style-type: none"> One issue-full page magazine ad One month website ad One month screens (15 sec) 		<ul style="list-style-type: none"> One issue - full page magazine ad Three month website ad Three month screens (15 sec) 	
Discount 20% \$2,560	Package value: \$3,201	Discount 20% \$5,465	Package value: \$6,831

12 MONTH SPONSOR PARTNER, SAMPLE INCLUSIONS			
<ul style="list-style-type: none"> Gold Partner logo across all channels 3 pages of magazine content 12 month screens (30 sec) 12 month website ad 		<ul style="list-style-type: none"> Silver Partner logo across all channels 2 pages of magazine content 6 month screens (30 sec) 6 months website ad 	
GOLD \$16,495	Package Value: \$41,338	SILVER \$12,817	Package value: \$21,362

Join our Founding Sponsor Partners



florent & munday



Enriching People's Lives, since 1868



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