

MULTI-MAGAZINE RATES

(cost per month)



ADVERT SIZES		WIDTH X HEIGHT (MM)	Northern Beaches - 87,000 PENINSULA LIVING PW & MW				Manly Warringah & North Shore - 102,000 PENINSULA LIVING MW + NORTH SHORE LIVING NL				North Shore & Northern Beaches - 132,000 PENINSULA LIVING PW & MW + NORTH SHORE LIVING NL			
			Casual	4 mth	6 mth	12 mth	Casual	4 mth	6 mth	12 mth	Casual	4 mth	6 mth	12 mth
DPS	DOUBLE PAGE SPREAD	390 x 275	5935	5420	4945 <small>1 X DPS advertorial</small>	4475 <small>2 X DPS advertorials</small>	6485	5935	5375 <small>1 X DPS advertorial</small>	4845 <small>2 X DPS advertorials</small>	7585	6975	6365 <small>1 X DPS advertorial</small>	5725 <small>2 X DPS advertorials</small>
FP	FULL PAGE	195 x 275	4145	3795	3475 <small>* 2 x 1/2 advertorials</small>	3115 <small>* 2 x FP advertorials</small>	4460	4155	3775 <small>* 2 x 1/2 advertorials</small>	3265 <small>* 2 x FP advertorials</small>	5125	4705	4280 <small>* 2 x 1/2 advertorials</small>	3850 <small>* 2 x FP advertorials</small>
2/3	HORIZONTAL VERTICAL	178 x 170 117 x 257	3275	3035	2805 <small>+1 FREE advertorial</small>	2575 <small>+3 FREE advertorials</small>	3525	3235	3015 <small>+1 FREE advertorial</small>	2765 <small>+3 FREE advertorials</small>	4070	3740	3495 <small>+1 FREE advertorial</small>	3185 <small>+3 FREE advertorials</small>
1/2	HORIZONTAL	178 x 124.5	2665	2475	2305 <small>+1 FREE advertorial</small>	2115 <small>+3 FREE advertorials</small>	3125	2865	2670 <small>+1 FREE advertorial</small>	2485 <small>+3 FREE advertorials</small>	3610	3320	3105 <small>+1 FREE advertorial</small>	2855 <small>+3 FREE advertorials</small>
1/3	VERTICAL HORIZONTAL BLOCK	56.5 x 257 178 x 81 117 x 124.5	1880	1755	1645 <small>+1 FREE advertorial</small>	1490 <small>+2 FREE advertorials</small>	2265	2070	1945 <small>+1 FREE advertorial</small>	1755 <small>+2 FREE advertorials</small>	2625	2435	2300 <small>+1 FREE advertorial</small>	2085 <small>+2 FREE advertorials</small>
1/4	HORIZONTAL	178 x 60	N/A	1325	1245	1120 <small>+2 FREE advertorials</small>	N/A	1535	1465	1320 <small>+2 FREE advertorials</small>	N/A	1940	1830	1655 <small>+2 FREE advertorials</small>
1/6	VERTICAL	56.5 x 124.5	N/A	N/A	830	750 <small>+1 FREE advertorial</small>	N/A	N/A	945	840 <small>+1 FREE advertorial</small>	N/A	N/A	1165	1090 <small>+1 FREE advertorial</small>

All prices are per advert and exclude GST. 12 month bookings receive FREE artwork and FREE copy writing * Conditions apply. Agency commission of 10% included.

Prices include digital magazine refer to www.thinklocal.com.au/magazine-editions/

Page loadings

Inside Front	Inside Back	Cover Back
50%	40%	50%
Back	Back minus 1	Back minus 2
30%	30%	20%

FRONT PAGES

1	2	3	4	5	6	7	8	9	10	11
50%	30%	40%	25%	35%	20%	30%	15%	25%	10%	20%

Preferred positions

Right hand page	15%
Guaranteed page	25%
Feature cover	25%
Section opening page	25%
Upsize advert	rate card
Extra magazine	rate card
Extra advertorial	rate card
Cover strap	on application
Recipe page	\$990 per mag
Sponsored page	on application

Think Local

Banner advert	\$240/mth \$1800/yr
VIP display advert	\$180/mth \$1200/yr
Display advert	\$720/yr
Event	\$120ea
Deal	\$120ea
Promotion	\$120/mth
Competition cover	\$1800ea
Competition online	\$400ea
Contact pack	\$90/yr
Starter pack	\$240/yr

Advert setup costs

DESIGN		COPY WRITING	
1/6	\$60	200 words or less	\$90
1/4	\$80	201 - 600	\$240
1/3	\$100	601 - 900	\$360
1/2	\$120	Editing	\$90/hr
2/3	\$160	PHOTOGRAPHY	
Full page	\$210		
		Photo stock library	\$60