



MEDIA KIT



BOOK
BY PHONE:
CALL KAREN
0403 789 617

MEDIA KIT

Fast facts



5 REASONS TO ADVERTISE

- 1 Be hand-delivered to 8000+ letterboxes monthly.
- 2 Budget on low prices, high-quality publications.
- 3 Reach a niche market of loyal locals.
- 4 Support independent community news.
- 5 Count on the 'coffee table' factor: our mags are keepers!

CONTACT US

POST

PO Box 248
Helensburgh NSW 2508

EMAIL

editor@2508mag.com.au
editor@2515mag.com.au
editor@thesouthcoaster.com.au

ONLINE

2508mag.com.au
2515mag.com.au
thesouthcoaster.com.au
+ Facebook and Instagram

PHONE

Karen: 0403 789 617
(advertising)

Genevieve: 0432 612 168
(editorial)

ABOUT THE MAGAZINES

2508 District News is a much-loved local news magazine that began more than 30 years ago as a volunteer-run paper. The mag is free, A5, full-colour and delivered monthly to local mailboxes. It is the ultimate guide to life in the 2508 postcode, featuring talented local people, sports clubs, community groups and small businesses.

2515 Coast News is **2508's** sister magazine, launched in 2014. It now fills a successful local news niche in the seaside villages of the northern Illawarra.

The South Coaster is a quarterly supplement – a seasonal tourist guide to the bush, beaches and Grand Pacific Drive. Like **2508** and **2515**, it is free, full-colour, A5 and powered by local knowledge. With arty maps of seaside villages, an events calendar, markets guide, tide charts, plus chefs' recipes!

What's On: Your Guide to Local Life is an events round-up emailed to our unique database every Friday. This is a free service for not-for-profits and community groups, with opportunities for businesses to advertise too.

READERSHIP

2508 & 2515 have a combined estimated readership of more than 25,000 per month.

Increasingly, families and professionals – many from Sydney – are moving to the area, attracted by its strong sense of community, good schools, outstanding natural beauty and healthy outdoor lifestyle.

Our readers are loyal locals who look forward to a good read each month and use the magazine to find local services, clubs and events.

According to the 2016 Census, there are 11,112 people in the 2515 postcode

and 8975 people in the 2508 postcode. The median weekly household income is \$2,162 for 2508 and \$2,006 for 2515. **The South Coaster** is the ultimate explorer's guide to the region, with insiders' tips on where to go and what to do. Tourists are flocking to the South Coast, with the region welcoming nearly 3.8 million domestic overnight visitors in the year ending December 2017 – up by 5% on the previous year. Our guide targets the South Coast's two biggest groups of visitors – those on "Holiday" (57.4%) and those "Visiting Friends and Relatives" (32.4%). (Source: Destination NSW's Travel to South Coast NSW region report for the year ended December 2017)

PRINT RUN

- **2508 District News** 3800 copies per month.
- **2515 Coast News** 4500 copies per month.
- **The South Coaster** 6000 copies per season.

DISTRIBUTION

2508 District News covers Helensburgh, Darkes Forest, Otford, Stanwell Tops, Stanwell Park and Coalcliff.

2515 Coast News covers Clifton, Scarborough, Wombarra, Coledale, Austinmer and Thirroul. Plus, pick-up points in Bulli and beyond!

The South Coaster is snapped up at tourist hot spots from Sydney to Jervis Bay, including visitor information centres in Wollongong, Kiama and Jervis Bay. Major distribution points are Symbio Wildlife Park, Glenbernie Orchard, Bald Hill's Flying High cafe, Helensburgh's Hindu temple, Foragers Markets and Tradies clubs. Plus, you'll find the mag at cafes, galleries, boutiques, B&Bs and camp grounds.

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BOOK VIA
OUR WEBSITES:
CLICK ON 'ADVERTISE'
& FILL OUT THE 'BOOK
ONLINE' FORM



What's On: Your Guide to Local Life is delivered weekly via email, social media and websites.

PUBLICATION DATES

2508 & 2515 are published on the 1st of each month and our dedicated team of walkers delivers the magazines to letterboxes and businesses during the first three to seven days of each month (weather permitting).

The **South Coaster** is published four times a year: in spring, summer, autumn and winter.

What's On is published on Fridays.

WHY ADVERTISE WITH US

2508 & 2515 are the only local news magazines to be hand delivered to homes and businesses in the northern Illawarra each month.

2508 & 2515 are your most affordable choice for local advertising – as little as \$43 per month earns a spot in the printed magazine and in its online business directory.

2508 & 2515 are invaluable guides to local services, kept handy all month.

Advertise year-round and reap the rewards of being part of a trusted, much-loved, top-quality publication, which readers hold onto and refer to again and again when buying local goods and services.

THE DEADLINES

15th of the month prior to publication.

THE PUBLISHERS

The Word Bureau is a local, independent family publishing business, owned and operated by Marcus Craft and Genevieve Swart.

GOOD TO KNOW!

You guys are 'the bomb!' You have taken our little local paper and fashioned it into a high-quality magazine-style publication that we all look forward to reading. Stunning work – thanks for having the vision to work on a local project that supports everyone: businesses and community. But most of all, thanks for doing the job so well! – **Jo-Anne Fahey, of Glenbernie Orchard & Darkes Cider**

"Reasonable rates, great distribution and its compact size mean people hang on to this magazine for the month and it has become the bible of trade services throughout the district. The 2508 mag consistently proves to be our most successful form of advertising." – **Cattley Plumbing**

"Working with the team behind 2508/2515 & the South Coaster is a genuine pleasure. Tradies has enjoyed the consistent professionalism, outstanding customer service and the willingness to go the extra mile." – **Tradies Group**

"We love to advertise with 2515 because of the local flavour of the northern suburbs. The magazine's smaller format lends itself to delicious bite-sized morsels that readers relish and guarantees consumption." – **Horizon Credit Union**

"Great local magazines, I advertise in both 2515 and 2508. I would recommend both if you are looking for work in the Northern Illawarra." – **Mike Berghuis, Northern Illawarra Gutter Cleaning**

"Thanks so much for putting together such a great publication! I know I for one have to race the rest of the family to the mailbox to have the first read when it arrives. Keep up the great work – it is such an amazing asset for the community!" – **Heather McNaughton, Helensburgh Girl Guides**

HOW TO ADVERTISE IN 5 EASY STEPS

- 1 Pick a size (see rate card overleaf for prices).
- 2 Book by the 15th of the month prior to publication – via our websites, email or phone Karen on 0403 789 617.
- 3 Submit your print-ready ad via email. (Need help with artwork? We offer graphic design and proofreading services.)
- 4 Check your email for an invoice with payment details.
- 5 Pay prior to publication via EFT, cheque or credit card.



AD SPECS

RATE CARD

NOTE: RATES INCLUDE GST, BUT EXCLUDE DESIGN

SPECIAL!

Book the same ad in 2 mags and take 10% off!

PRIME ADVERTISING PAGES:

PAGE 2, 3 AND BACK COVER: 15% SURCHARGE

FULL PAGE AD

125mm wide X 180mm high.
To bleed off the page: A5, with 5mm bleed + crop marks
\$599 per issue

QUARTER PAGE AD

60mm wide X 90mm high
\$139 per issue

SPECIAL!

Book the same ad in all 3 mags and get your third ad at HALF PRICE!

BACK PAGE BANNER

125mm wide X 50mm high
\$349 per issue

HALF PAGE AD

125mm wide X 90mm high
\$299 per issue

SQUARE AD

60mm X 60mm
\$109 per issue

BUSINESS DIRECTORY

60mm wide x 30mm high – \$43 p/m
*minimum booking of 3 ads
TOTAL: \$129 every three months
Placement: To be first in a category is an extra \$20 per month. Second is \$15, third is \$10.

CLASSIFIEDS

\$129 per six months
\$29 per one-off
Maximum 30 words

SPECIAL!

Book ahead and save \$\$\$! Pay for 12 months and take 5% off.

Format

Please supply a high-res PDF file. All artwork must have:

- All fonts embedded (or converted to outlines)
 - Minimum of 300dpi
 - CMYK colour mode only (no RGB or spot colours)
 - 5mm bleed and trim marks where required
- Artwork that is not received in the required specifications may incur a design fee.

Graphic design rates

\$60 per new artwork design (includes 3 minor amendments per year).

Deadline

15th of the month prior to publication. Need an extension? Please ask.

Payment

Prior to publication.

The fine print

All text and graphics are copyright and may not be reproduced without prior consent. It is a client's responsibility to ensure supplied artwork is print ready, that typography and resolution are correct.
* More Terms & Conditions apply.
Read them in full at 2508mag.com.au, 2515mag.com.au or thesouthcoaster.com.au