

Lifestyle guide

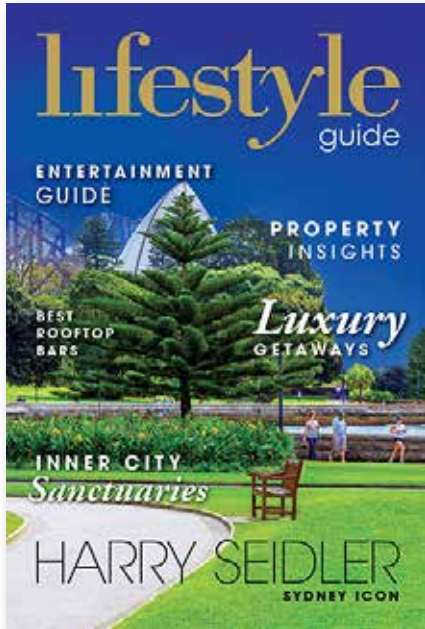
71,000
readership

52,000
distribution

Reach Sydney's most Affluent Residents

- 52,000 distribution Sydney inner-city residents & investors
- High end consumers with high disposable incomes
- 20,000 direct mailed
- Both high gloss quality print and on-line magazine
- Emagazine mailed to exclusive data base 30,000+
- Emagazine available free on the web
- Free distribution also to select, restaurants, cafe's, art galleries, hotel lobbies...
- Readership 71,000

Lifestyle guide



STATS

DISTRIBUTION:

Distribution to 52,000 Sydney inner-city households, businesses and investors. Also distributed to select restaurants, cafes, art galleries, hotel lobbies around the Sydney Inner City area.

AUDIENCE:

High-end homeowners, business owners, the real estate industry, and retirees with large disposable incomes living in the inner city boundaries.

FORMAT:

Stylish high gloss quality print magazine (155mm x 230mm) and digital version. Large online presence with directional website, exclusive email data base 30,000+ and growing social media following.

TOTAL ESTIMATED READERSHIP:

71,000. As a print magazine it's impossible to gain exact data on how many times the magazine is read.

FREQUENCY:

Annual

WHAT'S IN THE LIFESTYLE GUIDE?

Sydney is the world's most spectacular harbour city, with a lifestyle scene to match. The Lifestyle Guide was started by publisher Carlie Ziri as a way to celebrate her favourite city. Her database was built over 20 years in the inner city property market. The database includes property owners, corporate tenants, thousands of high end residential apartments and contacts in the property industry, Investors, business owners, entrepreneurs, and international guests.

The Lifestyle Guide was launched in 2012 to fill this gap in the market that Carlie detected. There was no lifestyle guide dedicated just to the Inner City with up to date information about the property market, local info, entertainment and events, travel, where to dine and wine, helpful and local services and feature articles focused on living in the city.

The Lifestyle Guide is the only publication that's still individually posted to our reader's door. And we love print so we're bringing it back. Thousands of Australia's wealthiest residents in the Inner city see this publication every year. They take it to the beach, they read it by the pool and they leave it on their fabulous coffee tables for many to enjoy.

We are supported by advertising and our advertisers can connect with a large high net worth Sydney based readership.



WHO ARE OUR READERS?

Our readers are a diverse range of inner city property owners and residents that live within the Inner City boundaries. These boundaries are Broadway to Redfern to Rushcutters to Paddington to The CBD to Woolloomooloo. On our mailing list is CEO's, executives, empty-nesters, business owners, entrepreneurs, wealthy tourists staying in short term accommodation, international guests, property investors and many retirees that are enjoying the lifestyle choices on offer in the inner city.

Apartments in this precinct are among the most coveted in the world, valued between \$500,000 and \$26million. Our audience choose to live in the most expensive real estate on the planet – because it's in arm's length of the city's best restaurants, boutiques and entertainment outlets. It's close to the water and the greenery of our beautiful city parks. It offers better transport, better councils, better state government funding. People that live in the Inner City, those that receive The Lifestyle Guide, are wealthy and looking for ways to enjoy this beautiful metropolis.

The Lifestyle Guide is full of lifestyle tips for Sydney's coveted inner city and immediate eastern surrounds. Our audience is both affluent and demographically diverse.

DISTRIBUTION:

PRINT

Individually delivered to over 20,000 Inner City residents and investors in this world-class precinct. We deliver to Sydney CBD, Walsh Bay, The Rocks, Surry Hills, Pyrmont, Darlinghurst, Surry Hills, Potts Point, Elizabeth Bay, Woolloomooloo, Rushcutters Bay and Darling Point.

Some of the exclusive residential developments we deliver to include: Bennelong Apartments, Cove Apartments, Walsh Bay, The Hyde, Barangaroo, Rockwall Apartments, The Horizon, The Connaught, The Residences, Ikon, Woolloomooloo Wharf, Observatory Tower and hundreds more.

DIGITAL VERSION

The Lifestyle Guide is emailed to over 30,000 email addresses including corporate clients, property enquiries, landlords, international expats, executive tenants, high-end property investors, and international contacts. We have a 22% open rate.

SOCIAL MEDIA



Our web presence is also a priority with an emphasis on Twitter, Facebook and our growing Instagram following. The lifestyle guide website thelifestyleguide.com.au attracts thousands of hits every month.

ADVERTISING OPTIONS

ADVERTS

FULL PAGE

155(w) x 230(h) mm
+ 5mm bleed on all edges

HALF VERTICAL

67mm(w) x
208mm(h)

HALF HORIZONTAL

141(w) x 100(h) mm

ADVERT SIZES	WIDTH	HEIGHT	BLEED & TRIMS
Full Page	155mm	230mm	5mm bleed & trims
Half Page Vertical	67mm	208mm	no bleed or trims
Half Page Horizontal	141mm	100mm	no bleed or trims

ADVERTISING OPTIONS

LISTINGS

THE DUMPLING BRIGADE

Who doesn't love their dumpling fix? Well, we do. And we've got you covered with a list of the best dumpling restaurants in Sydney. From traditional Chinese to modern fusion, we've got you covered. So grab your chopsticks and get ready to eat!

Dumplings
The dumpling is a staple of Chinese cuisine. It's a small, round, doughy treat that can be filled with a variety of meats, vegetables, and seafood. Dumplings are typically served in a hot broth or pan-fried. They're a delicious and healthy snack that's perfect for any time of day.

Mr Wong
Mr Wong is a well-known Chinese restaurant chain. It's known for its authentic Chinese cuisine and its friendly service. Mr Wong has several locations in Sydney, including a location in the CBD. It's a great place to go for a quick bite or a full meal.

Fisherman's Wharf Seafood Restaurant
Fisherman's Wharf Seafood Restaurant is a seafood restaurant located in the CBD. It's known for its fresh seafood and its casual atmosphere. It's a great place to go for a seafood meal.

FEATURE LISTING

Dumpling
This is the second daily dumpling listing in the magazine. It's a listing for a restaurant that serves dumplings. The listing includes the restaurant's name, address, phone number, and a brief description of the food. It also includes a small photo of a dumpling.

WHAT'S ON LISTING

This is a listing for a restaurant. It includes the restaurant's name, address, phone number, and a brief description of the food. It also includes a small photo of the restaurant's interior.

What's on

november 2016 december
january 2017
february

This is a calendar of events for the year 2016-2017. It lists various events, including festivals, exhibitions, and performances, for each month. It also includes a small photo of a woman in a dress.

Online & Local Services Guide

This is a guide to various services available online and locally. It lists services such as social services, property listings, delivery gift ideas, and more. It includes contact information for each service.

SERVICES LISTING

Organised Delivery
Call Us Now
02 9380 2255

ONLINE

Inner City Lifestyle & Real Estate Magazine, Sydney Australia

PREMIUM BANNER

300 pixels(w) x 208 pixels (h)

STANDARD BANNER

300 pixels(w) x 75 pixels (h)

SCHEDULE & RATES

BOOK & CANCEL	ARTWORK DUE	DISTRIBUTION DATE
30 May 2017	2 June 2017	from October 2017



RATES

ADVERT

Back Cover _____ \$2,200.00 + GST

Inside Back _____ \$1,895.00 + GST

Full page Advert _____ \$1,495.00 + GST

Half page Advert _____ \$895.00 + GST

LISTING

Feature Listing _____ \$395.00 + GST

What's On Listing _____ \$195.00 + GST

Services Listing _____ \$149.00 + GST

ONLINE

Premium Banner

\$495.00 per month _____

Standard Banner

\$295.00 per month _____

ARTWORK RATES

Full page Advert _____ \$390 + GST

Half page Advert _____ \$260 + GST

Changes to Existing Advert _____ \$130 + GST

Listings _____ Free

Artwork prices are guideline only. Variations may occur due to final client brief. Note: Prices do not include stock images or copy writing.

MATERIAL SPECIFICATIONS

Clients who are not in a position to supply artwork according to our specifications can take advantage of our creative services, see below.

PRINT FILE FORMATS

We only accept high resolution PDF files. If you are unable to provide PDF files, we will accept EPS, TIFF and JPG formats.

- JPG compression set at maximum
- Ensure all colours used in your documents have been set up to print as CMYK mode only
- Images to be 300dpi at 310% ink weight
- Do not use True Type fonts, only use PostScript Type 1 fonts as this will avoid type re-flow
- If an EPS file is to be supplied, have fonts embedded or outlined before saving it
- The lifestyle guide is a premium publication and we reserve the right to reject your artwork if it doesn't suit the feel of the publication.

Suppliers are responsible for image resolution (300dpi) and quality. Any artwork not electronically supplied and not in the correct size or the requested format is termed "Incomplete material" and will bear a design/production charge unless otherwise organised.

EMAGAZINE FILE FORMATS

All advertiser need to provide material for both print and the eMagazine. We only accept PDF files and JPG formats. The file must not exceed 1.5mb and should be RGB and 72-150dpi, depending on suitability. Please supply the URL you would like your ad linked to.

ONLINE BANNER FILE FORMATS

We only accept JPG or GIF formats. The file must be RGB and at 72dpi. If you are creating an Animated Banner, no more than 3 slides are allowed. Please supply the URL you would like your banner linked to.

LISTING SPECIFICATIONS - Supply text in an email

Feature Listing – Company Name, Address, Website, Telephone, Image (300dpi CMYK jpg) and approx. 100 word count.

What's On Listing – Event Name, Date, Description and Website.

Services Listing – Company Name, Telephone and Website.

CREATIVE SERVICES

- **Please send artwork to:**
lifestyleguide@fluxx.com.au
- Files up to 4mb may be emailed.
- Artwork enquiries
FLUXX
Tanya Stabler
02 4751 7771
lifestyleguide@fluxx.com.au

