



pittwater**life**

MEDIA KIT
2024



Pittwater Life is the original magazine for Sydney's Upper Northern Beaches and has been the voice of Pittwater since 1991.

No.1 read & distributed publication in Pittwater

A distribution that offers a greater reach for advertisers at more cost-effective rates than all other local publications.

Pittwater distribution and out of area

32,000

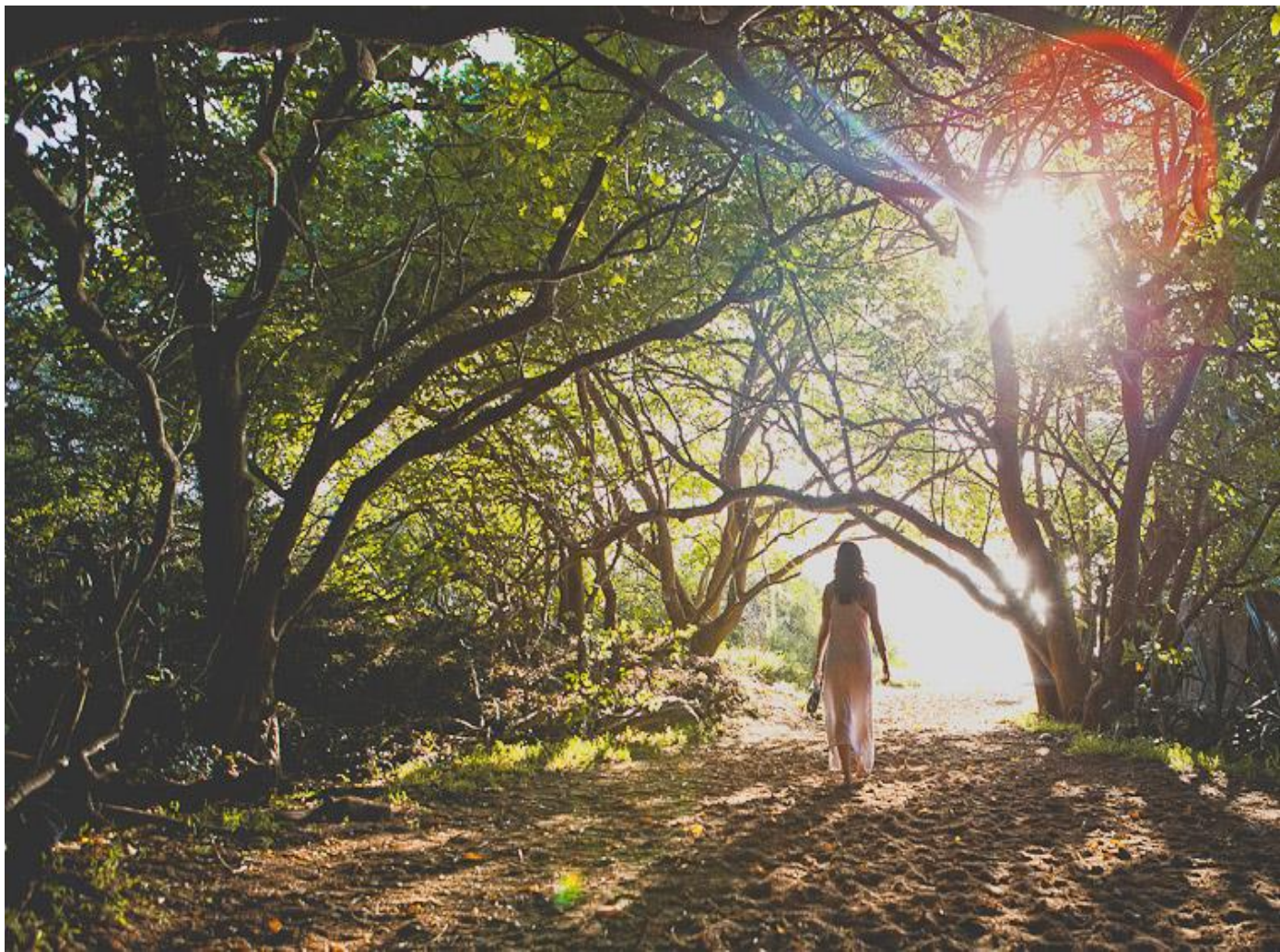


Our **Team**

Our award-winning, passionate team is headed by Nigel Wall and Lisa Offord who have a combined 60 years' publishing and editing experience in major national, metropolitan and local media.

As well as experts across a number of fields:

- Food – Janelle Bloom
- Health & Wellbeing – Lisa Offord
- Gardening – Gabrielle Bryant
- Money – Brian Hrnjak
- Law – Jennifer Harris



Our Readers

Pittwater Life maintains a strong following in all age groups

- 35% of all 15- to 19-year-olds
- 50% of 20- to 24-year-olds
- 60% of the 35+ age bracket read it regularly
- 70% of the over-50s in Pittwater are regular readers.

(Independent Council survey)



Our **Merits**

- 1** First Pittwater magazine
- 2** Trust & credibility
- 3** No 1 read Pittwater magazine
- 4** Cost efficiency
- 5** Total hyperlocal editorial focus
- 6** Editorial support
- 7** Proven success
- 8** Superior gloss paper quality & colour production
- 9** Pittwater-based local business
- 10** Reliable letterbox delivery, employing locals only
- 11** Monthly shelf life delivering optimum 'bang for buck'
- 13** We are ready to listen to you



Our **Reach**

We encourage and support local employment *exclusively*. More than 60 local mums, children and retirees deliver ***Pittwater Life*** to residences/letterboxes and businesses every month.

Minimum 32,000 copies printed and delivered every month (some months more depending on events).

We have a footprint from select bulk drops in Manly (yes, Manly) through all suburbs north through Dee Why and Collaroy, with home deliveries in Narrabeen to Palm Beach and west to Terrey Hills. And with the formation of the new Northern Beaches Council, our reach now extends to Belrose and Frenchs Forest.



Rates 2024

AD SIZES	CASUAL	3 Ads Booking	6 Ads Booking	12 Ads Booking	DESIGN (Set-up)	RIGHT HAND PAGE
Full page	\$1800	\$1720	\$1,650	\$1,580	\$100	\$100
1/2 page	\$980	\$935	\$900	\$865	\$100	\$100
3/8 page	\$800	\$760	\$725	\$680	\$100	\$80
1/3 page	\$700	\$670	\$635	\$610	\$100	\$80
1/4 page	\$530	\$505	\$485	\$465	\$75	\$80
1/8 page	\$330	\$310	\$290	\$275	\$50	\$50
1/16 page	\$200	No discount	No discount	No discount	\$50	Not available
Classified Ad	\$90	No illustrations or logos. Heading & phone number bold. Max 30 words			Setting is not charged for approved print-ready artwork	

10% GST must be added to all the above.



Specifications

AD SIZES	SPECIFICATIONS - HEIGHT X WIDTH
Full page	250mm x 180mm (without bleed) 283mm x 215mm (with bleed)
2/3 page	160mm x 180mm (4 columns)
1/2 page	250mm x 88mm (2 columns) 125mm x 180mm (4 columns)
3/8 page	125mm x 134mm (3 columns)
1/3 page	80mm x 180mm (4 columns only)
1/4 page	250mm x 42mm (1 column) 125mm x 88mm (2 columns) 80mm x 134mm (3 columns) 60mm x 180mm (4 columns)
3/16 page	60mm x 134mm (3 columns)
1/8 page	125mm x 42mm (1 column) 60mm x 88mm (2 columns) 30mm x 180mm (4 columns)
1/16 page	60mm x 42mm (1 column) 30mm x 88mm (2 columns)
Classified Ad	30mm x 42mm (1 column)



Deadlines 2024

Month	Published	Booking Deadline	Finished Art Due
JANUARY 2024	29 th December	6 th December	13 th December
FEBRUARY	31 st January	12 th January	19 th January
MARCH	28 th February	9 th February	16 th February
APRIL	29 th March	13 th March	20 th March
MAY	1 st May	12 th April	19 th April
JUNE	29 th May	10 th May	17 th May
JULY	28 th June	10 th June	19 th June
AUGUST	31 st July	12 th July	19 th July
SEPTEMBER	28 th August	9 th August	16 th August
OCTOBER	27 th September	11 th September	18 th September
NOVEMBER	30 th October	12 th October	19 th October
DECEMBER	29 th November	13 th November	20 th November