



# MEDIA KIT



# MEDIA KIT

## Fast facts



**2508 District News** is a much-loved local news magazine. It's a free, A5, full-colour, monthly publication that locals love because of its original content, business directory and positive focus. Available in print and online, it is the ultimate local business directory for residents of the 2508 postcode.

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

**The South Coaster** is a free guide to the bush, the beaches and the Grand Pacific Drive south of Sydney. It's a top-quality showcase of attractions, from the best bush walks, ocean pools and surf beaches to great markets, restaurants and art galleries. Like 2508 and 2515, it is full-colour A5. And, with a pull-out map, calendar, tide charts and local recipes, this magazine is a keeper!

**What's On: Your Ultimate Guide to Local Life** is emailed to our unique database of loyal fans every Friday. It's also published via social media and our websites. This is a free service for not-for-profits and community groups, with opportunities for local businesses to advertise too.

### READERSHIP

Our local news readership is diverse – one of our favourite letters has been from a couple of 90-somethings, yet one of our biggest fans is an eight-year-old who reads the mag cover-to-cover to his mum each month.

The Illawarra has its roots as a working-class, coal-mining region but, increasingly, families, professionals and commuters – many from Sydney – are moving to the area, attracted by more affordable housing, good schools and the area's outstanding natural beauty.

Our magazines are read in print and online. 2508 & 2515's total print distribution is 7800, with an estimated readership of more than 25,000.

### DISTRIBUTION

**2508 District News** A team of walkers distributes 3800 magazines, popping them straight into residential letterboxes in Helensburgh, Darkes Forest, Otford, Stanwell Tops, Stanwell Park and Coalcliff. The magazine also goes to local businesses, including Helensburgh Post Office, Newsagency and Library.

**2515 Coast News** A team of walkers distributes 4000 magazines to local businesses and residential letterboxes in

### HAPPY ADVERTISERS

"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**

"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**

"2508 is a well-received, highly regarded and quality publication." – **Symbio Wildlife Park**

"Advertising in 2508 and 2515 has helped us triple the number of customers we have. The magazines' friendly, local staff always provide us with great service. We can't recommend them highly enough." – **Helensburgh Tyres**

"The 2508 magazine is the best bang for your buck for advertising locally. Pretty much the entire local area enjoys reading it because it has been put together very well. We used to have multiple advertising options but now we just go with 2508." – **Helensburgh Physiotherapy**

My clients have had great success with ads in 2508/2515/South Coaster, all of which are excellent quality publications, professionally run by a friendly, local and experienced team. – **Susie F, Wollongong Marketing**



# MEDIA KIT

## Fast facts



the postcode including Clifton, Scarborough, Wombarra, Coledale, Austinmer and Thirroul.

**The South Coaster** is a free regional guide, powered by expert locals advice on where to go and what to do. About 6000 copies are distributed from Sydney along the coast via letterbox drops, tourist attractions and visitors centres in Wollongong and Kiama. Outlets include Symbio Wildlife Park, Glenbernie Orchard, Bald Hill's Flying High cafe and Tradies' Sutherland and Helensburgh clubs.

**What's On** is delivered via email, social media and the magazine's websites.

### PUBLICATION DATES

2508 & 2515 are published on the first of each month and distributed during the first week of each month (days vary depending on the weather).

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

*What's On* is published weekly, every Friday.

### WHY ADVERTISE WITH US? LOW RATES, HIGH IMPACT!

#### Build a strong community

Be part of our celebration of local people and places and build connections within your community.

#### Buy local!

Find your best customers close to home. Our readers live in a string of small coastal villages and part of the village ethos is "support local business!"

#### Enjoy professional journalism and photography

Creative and original coverage of the region and its people.

#### Target a niche market

Our news magazines are delivered to local letterboxes and businesses, via a unique, reliable network of walkers.

Our publications have original content featuring local people, places, clubs, goods and services.

Our explorer's guide targets the South Coast's two biggest groups of visitors – those on "Holiday" (58.5%) and those "Visiting Friends and Relatives" (31.4%)\* It's also read by the many adventurous locals wanting to explore their beautiful 'backyard'! (\*Source: Destination NSW's Travel to South Coast Region Snapshot June 2016.)

#### Our publications are keepers

Take advantage of the 'kitchen drawer' factor. Our news

magazines are invaluable local business directories, kept handy all month. Advertise year-round with us and reap the rewards of being part of a much-loved, top-quality publication, which readers refer to again and again when buying local goods and services.

### HOW TO BOOK – IN 5 EASY STEPS!

1. Pick a size (see rate card overleaf for prices).
2. Book via our websites, email or phone.
3. Send us your logo, images and text to make up an ad. Or, simply submit your print-ready artwork via email.
4. Approve your final artwork in writing.
5. We'll email or post an invoice. Payment is prior to publication via EFT, cheque or credit card.

### THE DEADLINES

**2508 & 2515:** 15th of the month prior to publication, except for January's issue, when the deadline is Dec 8.

**Winter South Coaster:** May 20, published June 2017.

**Spring South Coaster:** Aug 31, published Sept 2017.

**Summer South Coaster:** Nov 15, published Dec 2017.

**Autumn South Coaster:** Feb 26, published March 2018.

### THE PUBLISHERS

The Word Bureau Pty Ltd is a local, independent publisher.

### CONTACT US

#### POST

PO Box 248, Helensburgh, NSW, 2508.

#### EMAIL

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

#### ONLINE

2508mag.com.au, 2515mag.com.au,  
thesouthcoaster.com.au  
– and Facebook and Instagram.

#### PHONE

0432 612 168 (Genevieve);  
0411 025 910 (Marcus).



## 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 AND 3 : 15% SURCHARGE

### FULL PAGE AD

125mm wide X 180mm high  
\$599

### QUARTER PAGE AD

60mm wide X 90mm high  
\$139

## 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

### HALF PAGE AD

125mm wide X 90mm high  
\$299

### SQUARE AD

60mm X 60mm  
\$109

### BUSINESS DIRECTORY

60mm wide x 30mm high – \$43  
\*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

Supplied artwork should  
be minimum 300 dpi,  
CMYK resolution, saved  
full size as a PDF.

### Design rates

\$60 per new artwork  
design; \$30 per amended  
design.

### Deadline

5pm on the 15th of  
the month prior to  
publication. Need an  
extension? Please ask.

### Ad rates

Ad rates are per  
magazine, per issue. Ask  
about the discount for  
clients advertising in all  
3 mags.

### Payment

Prior to publication,  
please.

### 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