

COAST

Lifestyle

Magazine Profile

Beauty and brains – that's *Coast Lifestyle*. *Coast Lifestyle* celebrates all that is great about living on the Gold Coast – from stunning architectural and design features, to our highly-regarded, hard-hitting True Crime and Scandal segments. Featuring local celebrities and newsmakers, *Coast* keeps readers captivated with all that is going on around our beautiful city. We combine local and international human-interest articles with a celebrity element that defines the title as a cut above the rest. Together with our resplendent *Coast* fashion and beauty section featuring the best of high-end fashion with glamorous style secrets and what every woman wants – beauty tips of the stars!

Coast Lifestyle readers are female 25+ decision makers with spending power and a strong desire for authoritative information on a variety of lifestyle related subjects.

MEDIA GUIDE

CIRCULATION 10,000 COPIES

■ **Home-delivered directly to prestigious areas including:**

Paradise Waters
Sovereign Islands
Oyster Cove

■ **Complimentary copies available in the rooms of 4 and 5 star Resorts and Hotels.**

Conrad Jupiters
Gold Coast International Hotel
Royal Pines Resort
Sea World Nara Resort
Watermark Hotel
Palazzo Versace
Radisson Resort
Circle on Cavill
Courtyard By Marriott
Holiday Inn Surfers Paradise
Marriott Surfers Paradise

■ **Coast Lifestyle distribution partners:**

BMW Bruce Lynton (BMW Lifestyle)
Ray Group (Salt Village Life)
Greater Building Society
Grand Motors Group (Grand Motors)
Prestige Property Leaders

■ **Bulk drops to a selection of Australias most exclusive Golf Courses:**

Grand Manors Golf Club
Lake Lands Golf Club
The Glades Golf Club
Royal Pines

■ **Complimentary copies are available at Cafes, Boutiques, Hairdressers, Commercial Centres and Shopping Centres including:**

Sanctuary Cove Marina
Hope Island Shopping Centre
Harbour Town
Helensvale Westfield
The Esplanade – Paradise Point
Runaway Bay Shopping Centre
Southport Central
Australia Fair
Ferry Road – Southport
Marina Mirage
Tedder Avenue – Main Beach
Circle on Cavill – Retail Precinct
Chevron Renaissance
Cavill Avenue – Surfers Paradise
Orchid Avenue – Surfers Paradise
Surfers Paradise Boulevard
Oasis Shopping Centre
Surf Parade – Broadbeach
Pacific Fair Shopping Centre
Robina Town Centre
Varsity Lakes
Mudgeeraba Shopping Village
James Street – Burleigh Heads
Old Burleigh Theatre Arcade
Stocklands – Burleigh Heads
Pacific Parade – Currumbin
Marine Parade – Coolangatta
Griffith Street – Coolangatta
Marine Parade – Kingscliff
Salt Village – Kingscliff
The Domain – Casuarina

ADVERTISING RATES

Single Page

Outside back cover.....	\$3,300
Inside back cover.....	\$2,750
Full Page.....	\$1,650
Half Page (Vertical).....	\$900

Double Page Spread

Inside front cover.....	\$4,400
First spread.....	\$4,400
Second spread.....	\$4,400
Double page spread (ROP).....	\$3,300

Personalised Magazines

Front and back cover plus double page spread inside (ROP)
1000 personalised copies (minimum).....\$5,500



DEADLINES & SPECS 2010/2011

Publication Deadlines	Issue	Booking Deadline	Material Deadline	On Sale Date
	MAR/APR 2010	10 JAN	15 JAN	15 FEB
	MAY/JUN 2010	10 MAR	15 MAR	15 APR
	JUL/AUG 2010	10 MAY	15 MAY	15 JUN
	SEP/OCT 2010	10 JUL	15 JUL	15 AUG
	NOV/DEC 2010	10 SEP	15 SEP	15 OCT
	JAN/FEB 2011	10 NOV	15 NOV	15 DEC
	MAR/APR 2011	10 JAN	15 JAN	15 FEB

// Quick Reference

BLEED REQUIREMENTS
5mm around all edges

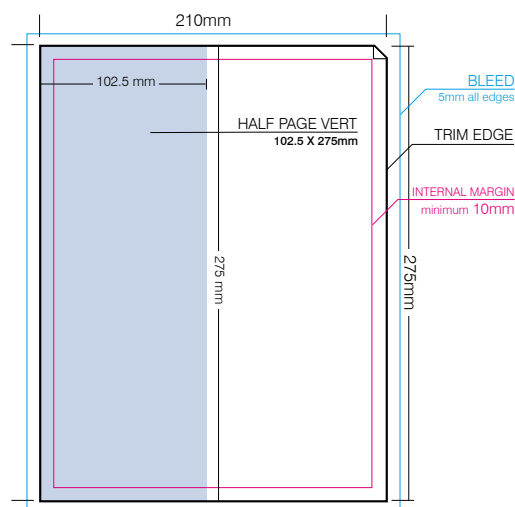
Ad Dimensions

(FULL PAGE)
210mm x 275mm

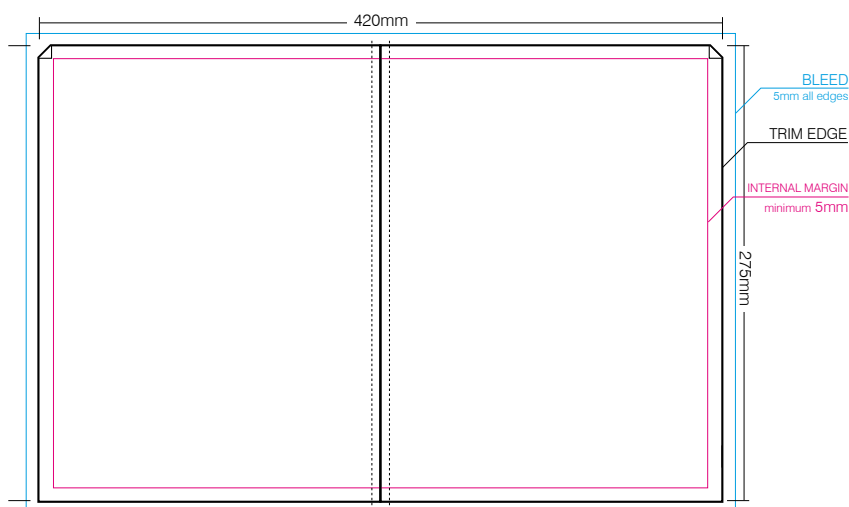
(HALF PAGE vertical)
102.5mm x 275mm

(DOUBLE PAGE SPREAD)
420mm x 275mm

FULL PAGE / HALF PAGE



DOUBLE PAGE SPREAD



General Information

- 1. Coast Lifestyle can accept advertising files in the following formats:** - Quickcut - Email - CD/DVD. Print ready PDF's are the preferred file format.
- 2. Finished Page Size** Please make sure your finished page size corresponds with the dimensions shown in quick reference.
- 3. Bleed Requirements** Please add 5mm bleed to all edges where necessary.
- 4. Resolution** We recommend that as a general guide the resolution of any images should be at least 300 dpi/ppi. You are responsible for ensuring the quality and resolution of your files are suitable.
- 5. Crop Marks** Include crop marks and page descriptions on the final output file.

- 6. CMYK** All colours must be in the CMYK colour space only. Any files supplied with RGB, LAB, calibrated or other colour modes will not print satisfactorily and may result in extra pre-press costs to rectify.
- 7. Double Page Spreads** Where possible, avoid words spanning the gutter (If not allow for a 40mm gutter where text and/or images will).
- 8. Fonts** Supply PC compatible fonts or convert all text to paths/outlines. Fonts used in EPS files must be supplied or converted to paths/outlines.
- 9. Disposal of Material** Unless otherwise requested in writing, all material including film, disks and plates will be disposed of 2 weeks after despatch of completed job. *Coast Lifestyle* accepts no responsibility for printing problems resulting from material being supplied outside any of the above parameters.

Please Note: Suppliers of advertising files are responsible for the accuracy of their files prior to sending to *Coast Lifestyle*.

Where to Send Ads? Please submit artwork to michele@lifegc.com.au (We accept up to 6MB files). **Questions?** Any queries you have about the above information please feel free to call for further clarification. **07 5553 5300.**