



2020

RATE CARD

inside

INTRODUCTION, COVERAGE, AD SPECS & PRICES

INTRODUCTION

The Local is a somewhat new age magazine for the Clarence. Based on an original Byron Bay concept, *The Local* seeks to entertain a demographic that is currently overlooked in the Clarence.

20 to 40 year olds who are looking for light entertainment, some ideas on healthy eating, maybe a local hangout to try or simply something to pass the time while they have their daily caffeine fix.

This demographic is possibly just starting a family, buying their first new car or house. They may also be single and looking for a new style, or a weekend getaway with a new partner.

Currently our serials include:

Boy in the Bowtie - Lifestyle Humour
PT - Fitness
The Review - Book Reviews
About Town - Business Review
Prince & Queen Of Cologne - Fragrance
Business Showcase - Interview

...and more in each issue.

One thing is for certain, people are looking for many things, and they will find some of them in *The Local*!



COVERAGE

We bulk drop to the most populated places in the Grafton CBD as well as boutique cafes around Grafton & South Grafton. Our magazines are always completely taken up before the next issue is released!

ADVERT SPECS AND PRICES

We have tried to keep advertising rates as low as possible whilst maintaining a certain quality of production. In a world where being good to the environment costs more than destroying it, we have taken the high road (and unfortunately the more expensive road) and decided to print all magazines on sustainable paper. Although it costs us more, we will sleep a whole lot sounder for it.

Our Standard Advert Rates do not include Advert Design but if you don't have an advert ready we can create one for you at little cost.

Can't afford it? **Can you afford not to?**





BACK COVER FULL PAGE

148.5mmX210mm
Bleed Size 158.5mmX220mm
(+5mm ALL SIDES)

\$365.00+GST per Issue

ADVERT DESIGN AVAILABLE
only \$100.00

INTERIOR SKYSCRAPER

AD SIZE 50mmX210mm
Bleed Size 55mmX220mm
(+5mm RHS, Top & Bottom only)

\$105.00+GST per Issue

ADVERT DESIGN AVAILABLE
only \$55.00

INTERIOR QUARTER

AD SIZE 68mmX99mm
NO Bleed

\$105.00+GST per Issue

ADVERT DESIGN AVAILABLE
only \$65.00

Inside Front & Back Covers ONLY

DOUBLE QUARTERS

ALSO AVAILABLE

AD SIZE 68mmX198mm OR
99X136MM NO Bleed

\$225.00+GST per Issue
ADVERT DESIGN AVAILABLE
only \$75.00

INTERIOR BANNER

AD SIZE 45mmX148mm
Bleed Size 50mmX158mm
(+5mm RHS, LHS & Bottom only)

\$135.00+GST per Issue

ADVERT DESIGN AVAILABLE
only \$55.00