

"Arms of the Ocean" photo of The Skillion at Terrigal
by Ken Duncan. For more details visit
<https://www.kenduncan.com/product/arms-of-the-ocean/>



Your Guide **Central Coast**



MEDIA KIT 2024

Bi-monthly print & online



Your Guide Central Coast

NEW NAME...SAME QUALITY MAGAZINE!

Your Guide Central Coast (formerly the Central Coast iMag) has a proud history.

For more than 29 years, our free magazine has helped locals and visitors enjoy the beautiful NSW Central Coast Region and is distributed at Newcastle Airport and throughout the area.

We publish reliable, up-to-date information and interesting articles about what to see and do; where to go, stay, shop and dine; and how to find the region's hidden treasures.

For advertisers, Your Guide Central Coast offers affordable, effective and flexible marketing. We tailor packages to your needs by combining display advertising with well written articles, beautiful imagery and informative content.

Business advertisers can opt for printed or online adverts, or a package inclusive of both with complimentary basic online listings during the print advertisement period.

WHAT WE CAN OFFER YOU...

- A smart way to promote your business and reach more customers within the Central Coast region.
- Glossy, full colour magazines with FRESH editorial content each issue, provide two whole months of coverage.
- Your Guide website with your business listed.
- Our readers are a mix of visitors and locals.
- Select an advertising package to suit your budget.
- Printed adverts include complementary internet and social media promotion during the advertisement period.
- Convenient A5 sized publication with +2 months of exposure each issue
- Distributed throughout the Central Coast to more locations than any other advertorial
- Published and available online for download



PRINT AD SIZES

Get
online for
FREE*
with a paid
print ad!



Advertisement Size (mm)	Width	Depth	Cost (ex. GST)
Full Page no bleed	132mm	192mm	\$900
1/2 page Horizontal	132mm	94mm	\$690
1/2 page Vertical	63.5mm	192mm	\$690
1/4 page Vertical	63.5mm	94mm	\$345
Page 2 or Page 3***	148mm	210mm	\$1150
Back Cover***	148mm	210mm	\$1150
Map Page Display Ad	84mm	92.5mm	\$440

***Additional Specifications for special pages

Ad Size (mm)	Width	Depth	Bleed	Info
Full Page (bleed) or Back Cover (bleed)	158	220	includes 5mm bleed all round	This allows for bleed artwork to appear on a left or right page
Trim size	148	210	This is the size of printed magazine. Leave margins of 8mm top and sides, 10mm from bottom	
Ad size	132	192	Ad content to fit within margins as specified for full page (see above)	

Editor, Administration & Advertising Sales: Klara Kaye
Mobile 0414 405 999

Email: info@yourguidecentralcoast.com.au | www.yourguidecentralcoast.com.au

EDITORIAL SPECIFICATIONS

WORD COUNT FOR EDITORIALS

There are many factors that affect the presentation of Editorials.

The size of the text, the density of the paragraphs, long sentences or short and size and quantity of images or logos to be used.

The following suggestions are based on a headline size of 16pt and text size of 9.25pt (the optimum size is 10pt)

Full page Editorial

600 WORDS: Includes:	1 line Headline 1 Small image 1 Small Logo
430 WORDS: Includes:	1 line Headline 1 Full Width image 1 Logo incorporated into image
400 WORDS: Includes:	1 line Headline 1 Full Width image 1 Small image 1 Logo incorporated into image
350 WORDS: Includes:	1 line Headline 1 Extra Large Full Width image 1 Small image 1 Logo incorporated into image

Half page Editorial

200 WORDS: Includes:	1 line Headline 1 Small image 1 Small Logo or Small image
----------------------	---

Quarter page Editorial

100 WORDS: Includes:	1 line Headline 1 Small Image 1 Small Logo or Small Image
----------------------	---

PRINT ADVERTISING

Circulation: 24,200 copies (45,000+ readers)

Distribution: throughout the Central Coast Region and beyond including: Newcastle Airport and Bunnings, restaurants, cafes, takeaways, retail outlets, pubs and clubs, visitor information centres, events and attractions, hotels/motels/holiday parks & more!

Advertisements by location or special feature

Advertise your business by its location or in one of our special features.

Special features include: **

Coffee Shops | Food & Wine | Attractions | Markets

Location pages are divided into the following areas: **

- Wyong to Yarramalong & Spencer
- The Entrance
- The Peninsula: Ettalong, Umina & Woy Woy

***Sections and availability may vary depending on advertiser demand*

2024 DEADLINES	Booking	Material	Distribution	Published online
JAN/FEB	5/12/23	9/12/23	27/12/23	1/1/24
MAR/APR	7/2/24	13/2/24	21/2/24	1/3/24
MAY/JUNE	10/4/24	12/4/24	24/4/24	1/5/24
JULY/AUG	12/6/24	17/6/24	26/6/24	1/7/24
SEPT/OCT	7/8/24	12/8/24	21/8/24	1/9/24
NOV/DEC	9/10/24	14/10/24	23/10/24	1/11/24

Payment Terms:

Advertising must be paid prior to publishing

Artwork Requirements:

- PDFs or jpegs are accepted.
- Images should be 300dpi at their final print size and converted to CMYK.
- Spot colours must be converted to CMYK.
- All fonts embedded.
- No trim marks or colour bars are required.
- Please email your high res (300dpi, CMYK) PDF or jpeg artwork.

Editor, Administration & Advertising Sales: Klara Kaye

Mobile 0414 405 999

Email: info@yourguidecentralcoast.com.au | www.yourguidecentralcoast.com.au