

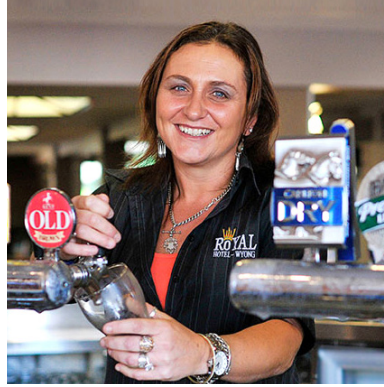


# Your Guide Central Coast

**FREE**  
EDITION

**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 30 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.

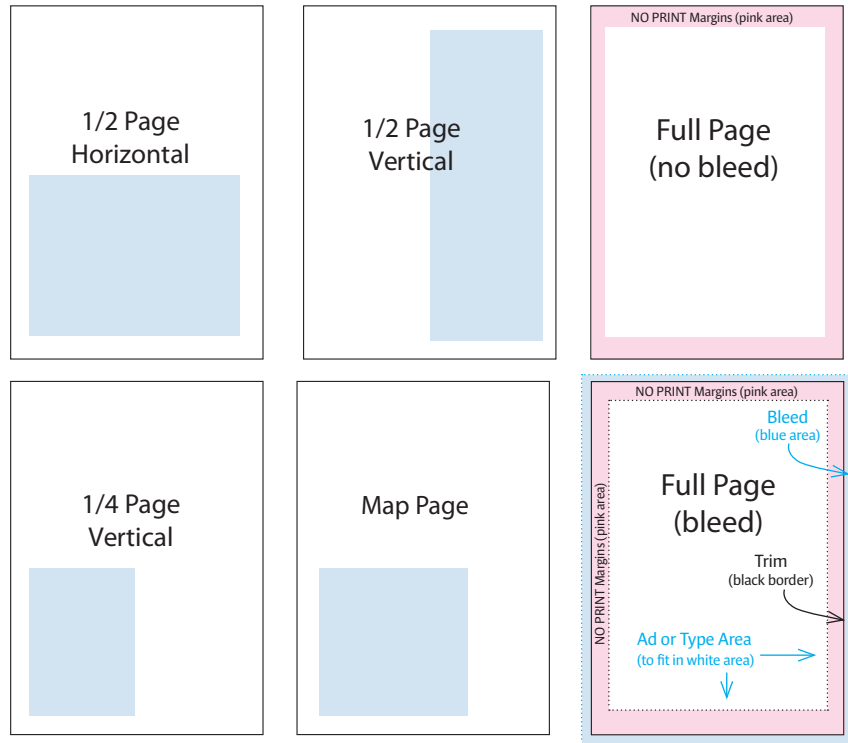
# WHAT WE CAN OFFER YOU...

- 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
Double Page Spread (bleed optional)	See p5 for sizing		\$1540
1/2 page Horizontal (Landscape)	132mm	94mm	\$690
1/2 page Vertical (Portrait)	63.5mm	192mm	\$690
1/4 page Vertical (Portrait)	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

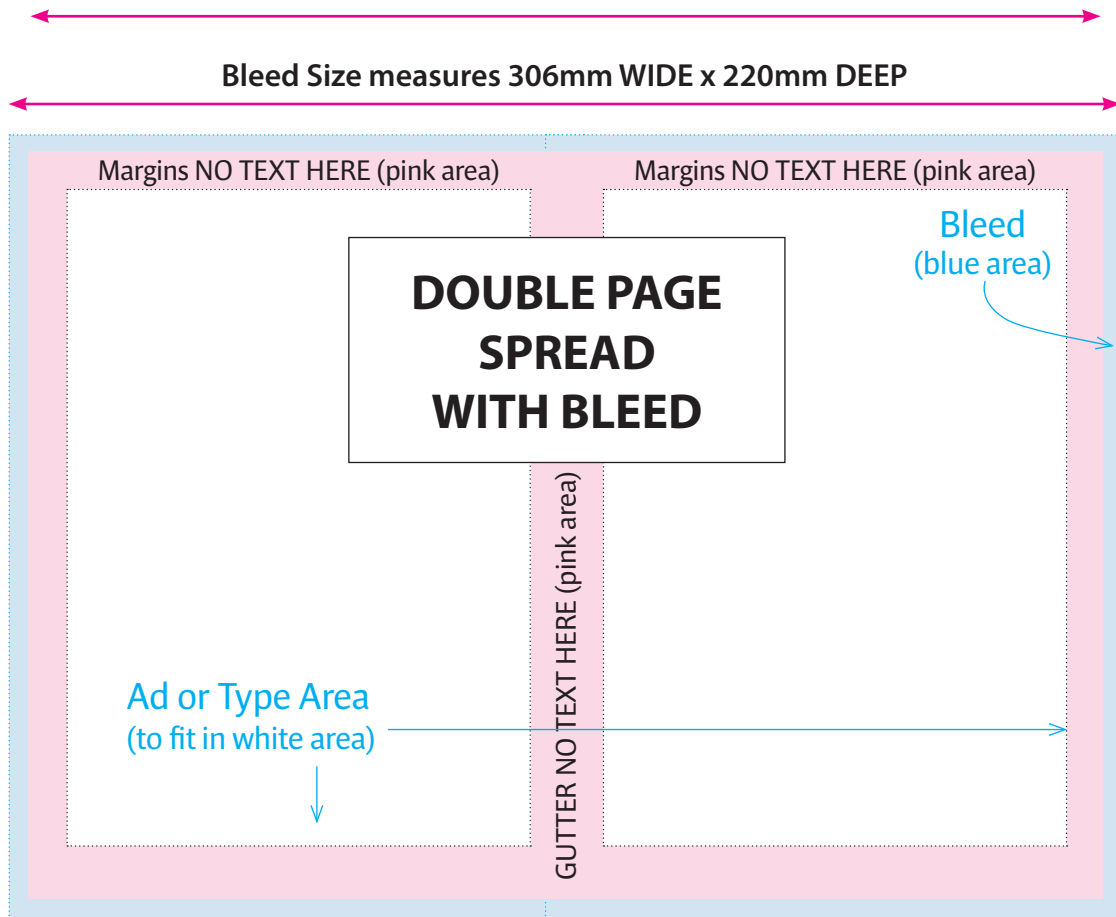
### \*\*\*Additional Specifications for special pages

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](mailto:info@yourguidecentralcoast.com.au) | [www.yourguidecentralcoast.com.au](http://www.yourguidecentralcoast.com.au)

Double Page (Artwork to measure to Trim) size 296mm wide x 210mm deep  
(bleed extra 5mm all round)



Your Ad (incl both pages) White area size 280mm wide x 192mm deep  
Margins (pink area) NO TEXT HERE Top, both sides = 8mm | Bottom = 10mm

Supply DPS artwork as Spread with bleed and trim marks  
Note the magazine folds so take care of text running across gutter

## EDITORIAL SPECIFICATIONS

### WORD COUNT FOR EDITORIALS

The following suggestions are based on a headline size of 16pt and text size of 10pt

<b>Full page Editorial</b>	350 - 450 WORDS
<b>Half page Editorial</b>	200 WORDS
<b>Quarter page Editorial</b>	100 WORDS

# PRINT ADVERTISING

**Circulation: 24,000 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.