



LOCALE

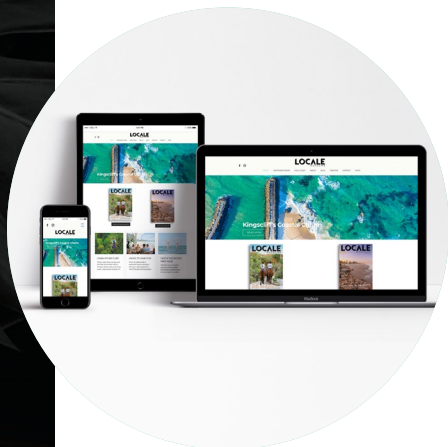
MAGAZINE

Living like a local

MEDIA KIT 2025

localemagazine.com.au

Living like a local



- Locale Magazine is dedicated to promoting businesses and attractions in the Northern Rivers region and includes Gold Coast region.
- Our premier 84-page quarterly magazines cover local fashion, dining, living, arts, entertainment, lifestyle, and beauty.
- Our team of creative locals is passionate about highlighting the wonderful aspects of these regions and communities.
- We distribute 10,000 printed copies throughout the Northern Rivers and the Gold Coast in various establishments such as resorts, Airbnbs, hotels, cafes, restaurants, and fashion boutiques.
- Multiple booking discounts are available to help businesses maximize their exposure.
- In addition to our print editions, Locale Magazine has a rapidly growing online presence.
- When you advertise with us, your business receives dedicated social media posts across our platforms, including Instagram.
- Our social media profiles drive traffic to our website and promote our advertisers, events, and services.



SALES AND ADVERTISING ENQUIRIES

sales@localemagazine.com.au

EDITORIAL ENQUIRIES

editor@localemagazine.com.au

STATS



FREQUENCY
QUARTERLY



PRINT COPIES
10,000



DEMOGRAPHIC
25-70YOs



LOCATION
NORTHERN RIVERS
GOLD COAST



EMAIL
SUBSCRIBERS
5,000+



ONLINE
READERSHIP
7,000+



SOCIAL MEDIA
7,000+



DISTRIBUTION
NORTHERN RIVERS
GOLD COAST



MAGAZINE PAID
SUBSCRIBERS
250+



ONLINE READS
PER MONTH
3100+



AVERAGE
TIME READ
26min



DWELL TIME
PER ARTICLE
1:54min

REGULAR SECTIONS AND FEATURES

FEATURES

Our **Features** section dives deep into the stories that shape the Northern Rivers region. From inspirational local personalities to impactful community initiatives, we highlight the movers and shakers who are making a difference. Each feature offers a thoughtful narrative, exploring diverse topics from environmental conservation to cultural trends, ensuring our readers stay connected with the region's heartbeat.

DISCOVER

Discover introduces readers to hidden gems and must-visit spots across Northern Rivers. Whether it's a scenic lookout, a boutique shopping experience, or a tucked-away café, this section is dedicated to showcasing local treasures. Readers can explore new places and experiences, all curated with insider knowledge for those who want to truly live like a local.

DINE

Food lovers will revel in our **Dine** section, where we spotlight the region's vibrant culinary scene. From farm-to-table restaurants to buzzing beachfront cafes, we celebrate the passion behind each dish and the talented chefs who bring it to life. Our reviews, profiles, and dining guides help readers discover where to eat, drink, and enjoy local flavors.

LIFESTYLE

Our **Lifestyle** section offers insights into the Northern Rivers way of life. Covering everything from wellness and fitness to home décor and fashion, we embrace the laid-back, health-conscious ethos that defines the area. Readers can find inspiration to enhance their daily routines with a touch of local flair.

ESCAPE

The **Escape** section transports readers to serene getaways and adventure-filled destinations within and beyond the Northern Rivers. Whether it's a luxurious beachside retreat or a weekend camping trip in the hinterland, we provide readers with inspiration for their next travel experience, encouraging them to unplug and recharge.

THE ARTS

In **The Arts**, we showcase the region's thriving creative community. This section celebrates artists, musicians, galleries, and cultural events, giving readers an inside look into the artistic pulse of Northern Rivers. From up-and-coming talent to established creatives, we cover the diverse art forms and cultural happenings that make the area a vibrant hub for creativity.

DEADLINES 2024

EDITION	BOOKING DEADLINES	MATERIAL DEADLINE	DISTRIBUTION
SUMMER '24/25	4th November	18th November	1st December
AUTUMN '25	7th February	14th February	14th March
WINTER '25	9th May	16th May	13th June
SPRING '25	8th August	15th August	12th September
SUMMER '25/26	7th November	14th November	12th December

ARTWORK

- Print artwork to be supplied as Press Ready PDF, using CMYK colours
- Images must be minimum 300dpi
- Complete material supplied as press quality pdf (300 dpi)
- Photography, copy writing, design and layout fees on application
- Proof supplied in PDF format, changes and approvals required by email
- Advertisers are responsible for accuracy on proofing.

Design support

Need help with your artwork? We have a full design service to help develop your advertisement for an additional fee. Always here to help locals!

ADVERTISING RATES

RATES PER QUARTER

15% PREMIUM POSITION LOADING FEES APPLY. 10% GST APPLIES ON ALL PRICES

AD SIZE	CASUAL per quarter	x 2 per quarter	x3 per quarter	x4 per quarter
Full page	\$1,850	\$1,780	\$1,620	\$1550
Half page	\$980	\$910	\$850	\$795
Quarter Page	\$620	\$580	\$530	\$480
Inside FC / BC	\$2,280	\$1,950	\$1,850	\$1,750
DPS	\$2,990	\$2,630	\$2,480	\$2,350
Back cover	\$2,800	\$2,350	\$2,150	\$1,930
Front Cover	\$4500	(includes double page editorial value \$2300)		
Double page advertorial	(upto 800 words upto 5 images)		\$2,300	
Full page advertorial	(upto 500 words upto 3 images)		\$1,400	
1/2 page advertorial + Half page advert	(300 words + 1 image)		\$1580	
Editorial inclusion	(150 words + 1 Image)		\$250	
Product Placement				\$200/product

DIGITAL ADVERTISING RATES

Banner advert in e-newsletter \$450/quarter

Blog post on our website \$2/word

PAYMENT & CANCELLATION TERMS: Total cost per issue to be paid as follows: On contract, full payment. - With proof approval, full payment total cost. - Cancellations after the booking deadline will be charged at full rate. - Written cancellations accepted seven days prior to booking deadline.

PACKAGES

MONTHLY SUBSCRIPTION MARKETING PLAN - 12 MONTH CAMPAIGN

Each package offers incredible value, ensuring maximum visibility across both print and digital platforms for consistent brand exposure.

Secure your campaign today!

Option 1.

Essential Visibility Package

- 4 x Half-page ads across 4 issues
- 4 x Banner ads in quarterly e-newsletters
- 4 x Instagram posts

\$480

PER MONTH

\$5,760

PER YEAR

\$6,920
TOTAL VALUE

Option 2.

Premium Exposure Package

- 4 x Full-page ads across 4 issues
- 1 x Full-page advertorial in an edition of your choice
- 4 x Banner ads in quarterly e-newsletters
- 4 x Instagram posts

\$625

PER MONTH

\$7,500

PER YEAR

\$11,400
TOTAL VALUE

Option 3.

Ultimate Impact Package

- 1 x Inside Front Cover full-page ad
- 1 x Back Cover full-page ad
- 2 x Full-page ads
- 1 x Double-page advertorial in an edition of your choice
- 1 x Full-page advertorial in another edition
- 4 x Banner ads in quarterly e-newsletters
- 4 x Instagram posts

\$790

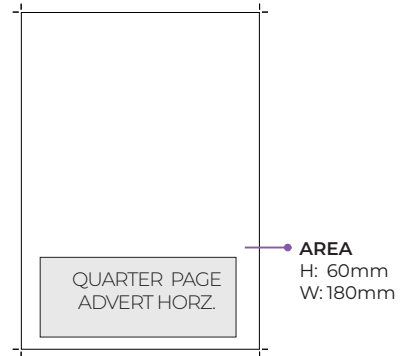
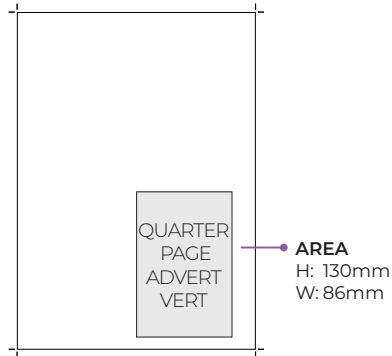
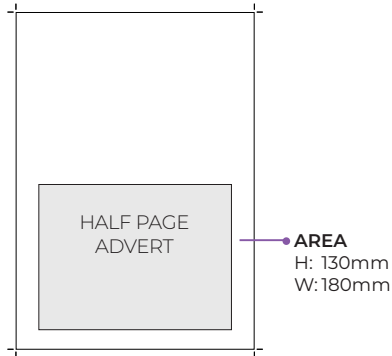
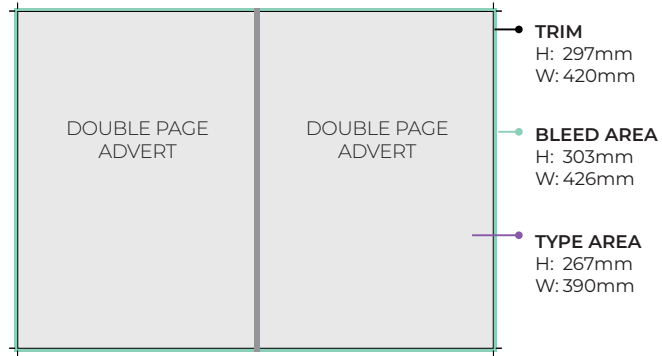
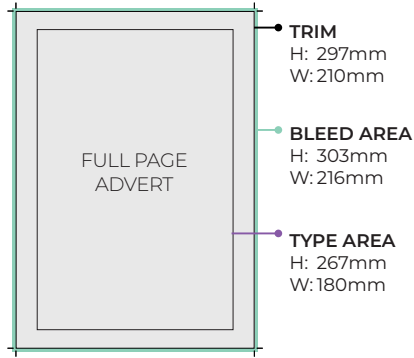
PER MONTH

\$9,500

PER YEAR

\$14,530
TOTAL VALUE

PAGE SPECS



100% VEGAN — #BRUSSELSNOTBEEF

NO BONES

11 FLETCHER STREET, BYRON BAY | 823 MAHAR ROAD, OCEAN SHORES

@NOBONESRESTAURANTS
WWW.NOBONESRESTAURANTS.COM.AU

FULL PAGE ADVERT

Blue Office
Hydrogen Day

A good coffee changes everything...
Roasting here in Byron Bay

Monday Friday 6am - 3pm
Saturday 7am - 12am

QUARTER PAGE ADVERT

RE / WIND

RE/WIND brings you an experience like no other. Equipped with a built-in day chair, yoga mat and everything from hairbrush, to yoga blocks, to locally sourced and sustainably sourced.

11 Cambridge Ave. | Ocean View VIC
Melbourne | Sydney | Perth | Brisbane | Gold Coast | Adelaide | Hobart | Darwin

HALF PAGE ADVERT

SIPPING IN THE SUNSHINE

ROASTED BY ALEX WILSON

Coffee culture is strong in this city. Gold Coast's take on coffee is seriously and our local bars are quick to take on the rising custom and the resulting accolades from here, Perth and as far as healthy, boutique beans and brews made from locally grown beans, here's a good coffee to get going on.

Blue Bakery - Ingeborg
Roasting house of the year in Melbourne. Blue Bakery, a cafe and roastery, has been named the best coffee roaster in Australia for the second year running. The cafe is a great place to get your coffee fix.

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EDITORIAL INCLUSION

LOCALE must-have!

The items are changing and it's time to refresh and re-evaluate. Let our new range of the 'Must-Have' collection.

WALKER FIVE FIVE
A collection of five essential items for your wardrobe.

BLACK AND WHITE
A collection of five essential items for your wardrobe.

BLACK CHOCOLATE
A collection of five essential items for your wardrobe.

WHITE CHOCOLATE
A collection of five essential items for your wardrobe.

PRODUCT PLACEMENT

MEETING MUKTI - THE FOUNDER AND NAMESAKE OF MUKTI ORGANICS

Meet the founder and namesake of Mukti Organics, a natural beauty brand that is revolutionizing the industry with its commitment to sustainability and ethical sourcing.

MUKTI BEAUTY MOODS AND PLEASURES RETAIL STORE
Our retail store is located in the heart of the city, offering a wide range of natural beauty products.

SPRINK BEAUTY MOODS
A collection of five essential items for your wardrobe.

MUKTI BEAUTY MOODS
A collection of five essential items for your wardrobe.

HALF PAGE ADVERTORIAL & ADVERT

CHANGING LIVES BY
Changing Skin

Young heart failed an eye again along the right hand of a young girl. A life-changing eye operation was performed in the UK for the first time.

LOCALE INDUSTRY

FULL PAGE ADVERTORIAL

KIRRA CALLING
BEACH BLISS MEETS CULINARY DELIGHTS

The Kirra Beach Club, a restaurant and cafe, is a perfect spot for a relaxing day by the beach. The club offers a wide range of fresh seafood and locally sourced produce.

LOCALE INDUSTRY


DOUBLE PAGE ADVERTORIAL



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