



LIFE GOLD COAST MAGAZINE

- » 58,577 copies home delivered
copies (CAB Audit) + 3,000 bulk dropped
to cafés & shopping centres
- » Fortnightly distribution
- » Free TV guide

THE GOLD COAST'S
LEADING FREE PUBLICATION

Our Philosophy

Life Gold Coast reflects the unique and vibrant community that it serves. Our philosophy is to promote and portray the attributes and aspirations of the Gold Coast. Fortnightly, we cover news, events, features and personality profiles relevant to both local residents and visitors. We also have the only free fortnightly TV Guide, meaning *Life Gold Coast* stays on our readers' coffee tables for the entire fortnight.

Market Coverage

Life Gold Coast is delivered to 58,577 households between Sanctuary Cove and Hope Island to Burleigh Heads - a further 3,000 copies are also delivered to shopping and entertainment precincts, cafés, restaurants and serviced tourist apartments. Independent research shows readership is over 156,700.

Quality Colour Environment

Life Gold Coast is the only mass circulating fortnightly publication on the Gold Coast that offers advertisers the added impact of full colour gloss advertising.



RATE (EXCLUDES GST)	SIZE	CASUAL	6 INSERTIONS	12 INSERTIONS	25 INSERTIONS
Publication size	H340xW275mm				
Full page	H328xW261mm	\$3,500	\$2,975	\$2,800	\$2,625
1/2 page (horiz)	H161.5xW261mm	\$2,000	\$1,700	\$1,600	\$1,500
1/2 page (vert)	H328xW128mm	\$2,000	\$1,700	\$1,600	\$1,500
1/3 page (horiz)	H110xW261mm	\$1,400	\$1,190	\$1,120	\$1,050
1/3 page (vert)	H328xW84mm	\$1,400	\$1,190	\$1,120	\$1,050
1/4 page (horiz)	H81xW261mm	\$1,200	\$1,020	\$960	\$900
1/4 page	H162xW128mm	\$1,200	\$1,020	\$960	\$900
1/8 page	H79xW128mm	\$600	\$510	\$480	\$450
1/16 page	H79xW61.5mm	\$370	\$315	\$295	\$280
1 unit	H37.5xW61.5mm	\$200	\$170	\$160	\$150

Preferred Positions

Outside back	30%	Inside front	25%
Page 3	25%	Consecutive Pages	20%
Pages 5, 7, 9	20%	Right Hand Page	15%
Pages 4, 6, 8	10%	Specified Pages	10%

Inserts

ALL RATES EXCLUDE GST

Full-run \$75/1000 (65,000 minimum quantity/subject to weight & size)

Part-run \$100/1000 (10,000 minimum quantity/subject to weight & size)

Front Covers

ALL RATES EXCLUDE GST

\$5,000 (image and pointer subject to publisher's approval)

Deadlines

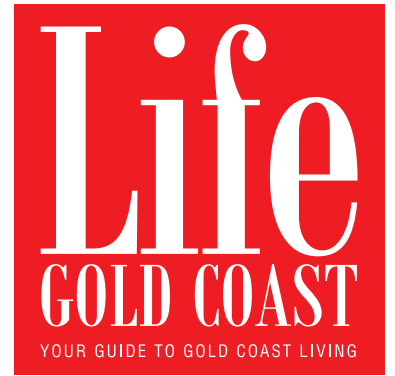
Booking & material deadline:

TUESDAY 4PM (8 days prior to distribution date)

ISSUE NO.	BOOKING MATERIAL DEADLINE	DISTRIBUTION
39	27.10.09	04.11.09
40	10.11.09	18.11.09
41	24.11.09	02.12.09
42	08.12.09	16.12.09
43	05.01.2010	13.01.2010
44	19.01.2010	27.01.2010
45	02.02.2010	10.02.2010
46	16.02.2010	24.02.2010
47	02.03.2010	10.03.2010
48	16.03.2010	24.03.2010
49	30.03.2010	07.04.2010
50	13.04.2010	21.04.2010
51	27.04.2010	05.05.2010
52	11.05.2010	19.05.2010
53	25.05.2010	02.06.2010

National & Regional Marketing TOTAL MARKET COVERAGE

South East Queensland



Brisbane and Suburbs



Gold Coast



58,577 home delivered copies (CAB Audit) + 3,000 bulk delivered copies to cafés & shopping centres + 423,612 *b magazine* copies



Total distribution 488,612 copies

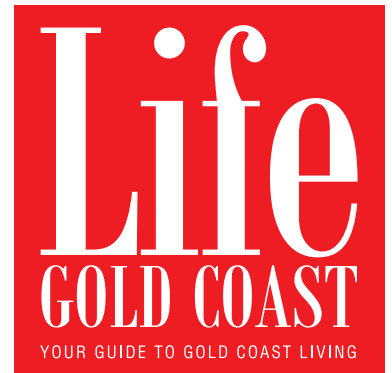
- » Twice monthly (both magazines distributed same week)
- » Same material size
- » One call, one booking



SALES AND BOOKING CONTACTS

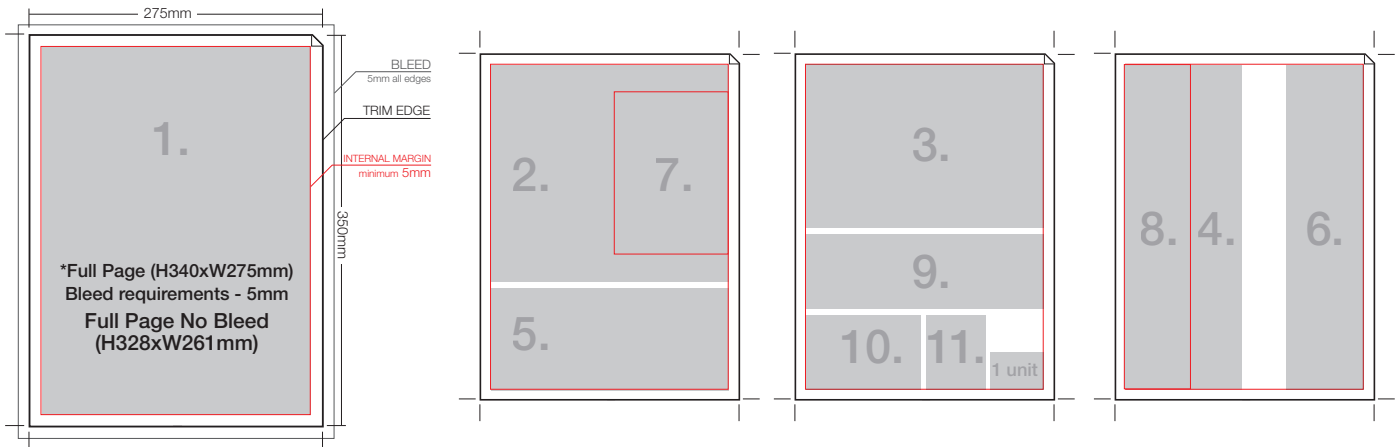
Andrew Keeley, *Life Gold Coast* | Mobile 0424 505 953 | (07) 5553 5300 | andrew@lifegc.com.au
Greg Hough, *Life Gold Coast* | Mobile 0418 648 672 | (07) 5553 5300 | greg@lifegc.com.au

Art Specifications



Ad Dimensions (height x width)

1. Full Page*	H328mmxW261mm	7. 1/4 Page	H162mmxW128mm
2. 2/3 Page	H220mmxW261mm	8. 1/4 Page (vertical)	H328mmxW61.5mm
3. 1/2 Page (horizontal)	H162mmxW261mm	9. 1/4 Page (horizontal)	H79mmxW261mm
4. 1/2 Page (vertical)	H328mmxW128mm	10. 1/8 Page	H79mmxW128mm
5. 1/3 Page (horizontal)	H110mmxW261mm	11. 1/16 Page	H79mmxW61.5mm
6. 1/3 Page (vertical)	H328mmxW84mm	12. 1 unit	H37.5mmxW61.5mm



Where to send ads?

Send all ad material to phillippa@lifegc.com.au
Main Switch (07) 5553 5300 **Production Fax** (07) 5553 5370
Deliveries 6/175 Varsity Pde Varsity Lakes Qld Australia 4227

Electronic Delivery

Our preferred method is via email in PDF format. Restrictions apply to advertisements or artwork sent by email to Life Media Group Pty Ltd.

Email: phillippa@lifegc.com.au

NOTE: 100% space charge will apply (after booking deadline) if material fails to arrive in time for publication, or if the file is unable to be output correctly.

Email must be clearly marked with:

- 1 Client booking name
- 2 Publication date(s) & section
- 3 Advertisement size
- 4 Full Contact details

Complete Advertisements

- 1 Adobe PDF format ONLY
- 2 All text (fonts) MUST be embedded
- 3 Full page ads must have crop marks.
- 4 Files created in Microsoft Word, Publisher, Excel, Power Point and PDFWriter will not be accepted

To be built

(i.e. logos, graphics)

- 1 Supplied as AI, JPG, TIF or EPS only
- 2 Photographs at a min 300 dpi resolution
- 3 Colour logos at 300 dpi resolution
- 4 Lineart or similar at 600 dpi resolution
- 5 Artwork supplied at the actual size or larger
- 6 All advertisements must strictly adhere to specific sizes as per rate schedule

Mechanical Specifications

Double page spread width
Trim size: H350mmxW550mm (add 5mm bleed)
Single page spread width
Trim size: H350mmxW275mm (add 5mm bleed)

Advertiser Responsibility

It is the responsibility of the advertiser to deliver advertising copy, artwork, photographs to the publication. The company will not accept liability for costs of delivery.

Advertisement Proofs

To enable a proof copy of an advertisement to be built, all copy, layouts etc must be by the copy deadline and the supplied proof must be returned by the ad sign-off deadline. Check with your Advertising Executive for deadlines.

Please be advised that a proof is supplied on the understanding that corrections only will be made; NOT restructuring of an advertisement.

Terms of Credit

Payment by cheque, credit card (Bankcard, Visa, Mastercard only) or bank draft is required with order, unless prior arrangements for credit facilities exist. No claim for adjustment will be recognised after due date for payment. Discounts and/or rebates will be allowed only if payment for the advertising is made in full within the time prescribed for that payment. All advertising will be charged according to size of material lodged or space ordered, whichever is the greater.

Indemnity

Advertisers and/or advertising agencies upon and by lodging material with the Publisher for publication or authorising or approving of the publication of any material thereby INDEMNIFY the Publisher, its servants and agents against all liability.

Trade Practices Act

Advertisers are advised to study the act carefully, in particular sections 52 and 53. The Trade Practices Act forbids "MISLEADING OR DECEPTIVE" conduct in trade or commerce and "false representation" in the supply or promotion of goods and services. Heavy penalties have been imposed for breaches. The primary responsibility for ensuring that advertisements comply with the Act rests upon the advertiser or the advertising agency submitting the advertisement.

Questions?

Any queries about the above information please call for further clarification

Main Switch

(07) 5553 5300

Production Fax (07) 5553 5370

Deliveries

6/175 Varsity Pde Varsity Lakes Qld Australia 4227



PRODUCTION CONTACTS

Phillippa Netolicky, *Life Gold Coast* | (07) 5553 5366 | phillippa@lifegc.com.au

Brenton King, *Life Gold Coast* | (07) 5553 5364 | brenton@golferpacific.com.au