

Breeze magazine MEDIA KIT

ABOUT Advertising with Breeze magazine provides affordable access to a targeted and engaged market on the Central Coast and beyond. Our magazine has a loyal readership and our name is synonymous with quality and integrity.

PRINT + REACH Breeze magazine is available in print and in digital form, available for purchase via Apple iTunes, subscription, online and at selected stores and newsagents on the Central Coast. The magazine also goes into hotel rooms across the region, with a conservative potential reach of 150, 000+ reads per annum. We also distribute copies to local cafes and waiting rooms.

AVAILABILITY Breeze is committed to offering a maximum of 160 ads per issue (based on quarter page size) to ensure exclusivity, and inclusivity with our editorial content. Limited advertising space is also available on our website - breezemagazine.com.au

PRICE We are committed to offering good value. For the one price your ad will feature in the print magazine, plus the online edition.

RATES

	QUARTER PAGE	HALF PAGE	FULL PAGE
Per issue	\$250	\$500	\$1000

2017 Rate card. Subject to change.

* Special Positions: Inside Front Cover, Inside Back Cover and Outside Back Cover are available on request. Extra charges apply, please enquire.

EDITORIALS We offer editorials of 4 to 6 pages. These are fully photographed and written by our team in cooperation with you and in accordance to your marketing goals.

We have two ways to book an editorial:

ONE OFF PAYMENT. Editorials start at \$2000 and carry no further commitment to future issues of Breeze.

FOUR ISSUE COMMITMENT. We can produce your editorial for \$750 with a commitment to advertising in three further issues, at a minimum of a half page ad size. Of the four issues you commit to, you can choose which issue your editorial will appear in. Each issue is booked on a "first in" basis.

See TERMS AND CONDITIONS when advertising with Breeze Magazine on Booking Form.

OUR PARTNER HOTELS

Breeze magazine goes directly into hotel rooms across the region, with a current potential reach of 150,000+ reads per annum.

Our current accomodation partners are:

CROWNE PLAZA, TERRIGAL	ACCOM HOLIDAYS VACATION RENTALS
STAR OF THE SEA, TERRIGAL	AVOCA VALLEY B&B
BELLS AT KILLCARE	PRETTY BEACH HOUSE
KIMS ON THE BEACH, TOOWOON BAY	AVOCA BEACH HOTEL & RESORT
ETTALONG BEACH TOURIST RESORT	MANTRA, ETTALONG

OUR RETAILERS

Breeze magazine is sold online and in an increasing number of homewares shops, boutiques and newagents across the Central Coast.

Our current retailers are:

News@Terrigal	Piccolo Pear, East Gosford
Avoca Beach Newsagency	Trouve Home & Lifestyle, Erina
West Gosford Newspower	Haven at Home, Erina Heights
Ettalong Beach Lotto & News	Goddess by the Sea, Ettalong
Copacabana Newsagency	Salmon & Co. Ettalong
Gorokan Newsagency	Moochinside, Hardys Bay
Deepwater Plaza Newsagency	Trends at the Bay, Toowoan Bay
	Paisley Vintage, Long Jetty

OUR STATS

AGE RANGE:	25–65 years with largest percentage 35–55 years	ONLINE READS:	5,000+ per issue
BREAKDOWN:	Male 25% Female 75%	SOCIAL MEDIA:	Facebook 3400+ Instagram 2200+ Twitter 600+ Pinterest 175+
LOCATION: (digital)	Central Coast 50% Sydney 40% Rest of Australia 6% Overseas 4%	RETAIL:	2000+ copies via online sales and retailers