

WE ARE **BRISBANE.**

WE ARE **LIFESTYLE.**

WE ARE **STYLE MEDIA.**

WE ARE STYLE MEDIA.

Celebrating Brisbane's enviable lifestyle

With 22+ years in publishing, we continue to be a stylish source of what's hot, new and happening in Brisbane and beyond, celebrating the homegrown talent, businesses, experiences and influential voices on our doorstep.

We're a team of influential creatives who are approachable, credible, seen not just heard, and committed to sharing and delivering for our readers, brand partners and communities.

Ready to be heard? Let's talk!



CELEBRATING ON THE...



DAILY

- Website and socials
- Digital packages
- Branded articles
- Event listings
- Business listings
- IG posts, reels and competitions
- Database competitions
- Solus eDMs
- List Inclusions
- Display Media

MONTHLY

- Print Edition
- Cover Features
- Double page spreads
- Advertisement placements
- Advertorials
- Feature placements

ALWAYS CREATIVELY

- Style Media's Creative Agency
- Creative Strategy
- Photography
- Videography
- Photoshoot Management
- Talent Management
- Fashion Styling
- Food Styling
- Copywriting
- Campaign Creative + Graphic Design
- Social Media Management
- Performance marketing
- Search Engine Optimisation
- Paid Search and Paid Social

WITH OUR AUDIENCE



LOVERS OF LOCAL

47% will pay more for local produce, products and services
78% Dine out 2+ times a week
51% want to see more events and experiences to do in their city



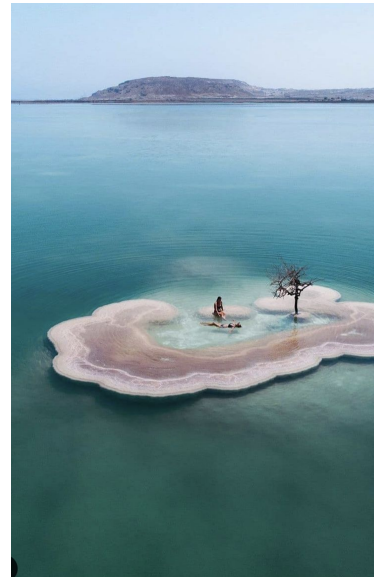
AFFLUENT

80% are female
48% have a personal income of 75k+
63% employed full time
60% own their own home
71% are coupled up
52% have children



SEEKERS

39% spend \$100+ a month on in salon hair and beauty services
35% spend \$200+ on fashion and accessories per month
43% are on the hunt for venues, dishes and eats to try



WANDERERS

59% are currently saving for a holiday.
42% intend to travel with family next year
45% are planning to travel with their partner in the next 6 months
53% are heading interstate when for a holiday when they can.

STYLE IS A KEEPER

Style Magazine is distributed monthly at high-traffic zones throughout affluent Brisbane suburbs in the inner-north, inner-south, east, west and CBD.

Street delivery includes highly-visible magazine stands in shopping precincts, cafés, restaurants, businesses and hotels in the following suburbs and surrounding areas:

- Brisbane City
- Spring Hill
- Paddington
- Albion
- Fortitude Valley
- Teneriffe
- Newstead
- New Farm
- Kangaroo Point
- Clayfield
- Ascot
- Hamilton
- Hendra
- Nundah
- Stafford
- Mitchelton
- Ashgrove
- Toowong
- Milton
- Kenmore
- Indooroopilly
- Graceville
- Chelmer
- Fairfield
- South Brisbane
- West End
- Woolloongabba
- Holland Park
- Mount Gravatt
- Coorparoo
- Camp Hill
- Norman Park
- Bulimba
- Windsor
- Wilston
- Lutwyche
- Newmarket
- Herston
- Chermerside
- Aspley



COVER PACKAGE

Brisbane and beyond is home to some of the most unique and picturesque destinations. From world-class dining venues to luxury accommodation and lifestyle precincts, a Style Magazine cover is the perfect way to capture our audiences attention and encourage visitation.

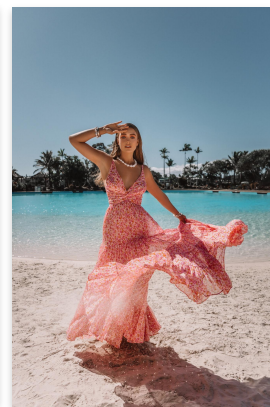
Brands have the opportunity to own our most premium placement for a full month and be the first brand our readers see and engage with. The package provides multi channel reach across print, digital and social with usage of published imagery for your own digital channels.

INCLUSIONS

- Half day shoot - Concepting, model*, hair and makeup artist, stylist and shoot management.
- Front page image feature with location credit.
- Double page feature.
- Digital magazine housed on ISSUU
- Digital assets for the magazine release inc, facebook cover tile, solus eDM, Social reel on FB feed, IG feed and IG Stories.
- Licensing of published imagery for use on digital channels for 6 months.
- Digital branded article
- Vertical buyout on home page 14 days.

COST: \$14,900+GST

*A talent fee has been included as part of this package. Usage has been approved for Style Media print and organic social channels that belong to the client and the publisher. Any additional usage or perpetuity will need to be quoted in addition to. Usage excludes paid social advertising, billboards, signage, POS, and any additional print.



THEMES AND DEADLINES

| MONTH | THEME | BOOKING DEADLINE | STRAIGHT SUPPLIED | PRINT | DISTRIBUTION |
|-----------|---------------------|------------------|-------------------|-------------|--------------|
| February | Love | Fri 19 Jan | Mon 22 Jan | Wed 24 Jan | Wed 31 Jan |
| March | Wellbeing | Mon 19 Feb | Mon 19 Feb | Wed 21 Feb | Wed 28 Feb |
| April | Family | Fri 22 Mar | Fri 22 Mar | Wed 27 Mar | Wed 3 Apr |
| May | Food | Fri 19 Apr | Mon 22 Apr | Wed 24 Apr | Wed 1 May |
| June | Beauty | Fri 24 May | Mon 27 May | Wed 29 May | Wed 5 June |
| July | Birthday | Fri 21 June | Mon 24 June | Wed 26 June | Wed 3 July |
| August | Fashion | Fri 19 July | Mon 22 July | Wed 24 July | Wed 31 July |
| September | Spring | Fri 23 Aug | Mon 26 Aug | Wed 28 Aug | Wed 4 Sept |
| October | Wedding | Fri 20 Sept | Mon 23 Sept | Wed 25 Sept | Wed 2 Oct |
| November | Party | Fri 18 Oct | Mon 21 Oct | Wed 23 Oct | Wed 30 Nov |
| December | Goodwill and Giving | Fri 22 Nov | Mon 25 Nov | Wed 27 Nov | Wed 4 Dec |

DIGITAL CREDS

67k

SESSIONS

per month

23k

FACEBOOK

50.8k

INSTAGRAM

36k

SUBSCRIBERS

1.00min

DWELL TIME PER

ARTICLE

218k

LIFESTYLE

page views per year

226k

FOOD AND DRINK

page views per year

258k

BEAUTY

page views per year

125k

FASHION

page views per year

37k

TRAVEL

page views per year

80%

FEMALE

87%

**AGED
25-54 YRS**

83%

**TRUST OUR
CONTENT AND
RECOMMENDATIONS**

70%

**ARE QUEENSLAND
BASED**

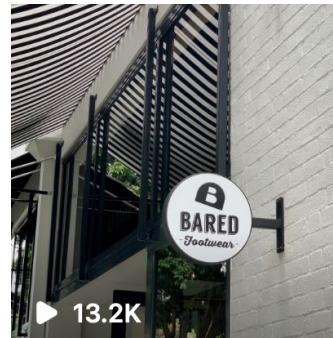
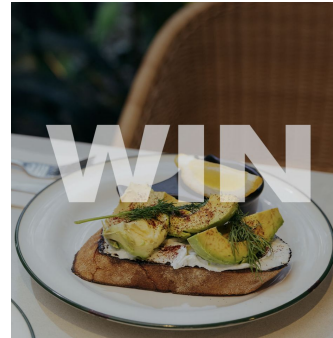
60%


**VISIT OUR SITE
WEEKLY**

OUR DIGITAL OFFERING

- Branded articles
- Event listings
- IG social media posts
- IG Reels
- Database acquisition
- IG acquisition
- Solus eDMs
- List Inclusions
- Editorial sponsorships
- Display Media
- Photoshoots
- Social media management

View some of our recent branded content [here](#).




**Click to
explore the
opportunities
for your
business**

BIG CITY DEALS
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RATES

Rates are GST exc and inclusive of agency commission.

| PRINT | CASUAL | 4 ISSUES |
|-------------------------|---------------|----------|
| Cover | From \$14,900 | |
| Double Page Spread | \$5,560 | \$5,000 |
| Full Page | \$2,800 | \$2,500 |
| ½ Page Horizontal | \$1,600 | \$1,440 |
| ¼ Page Horizontal | \$850 | \$770 |
| Experts Column (½ page) | \$1,200 | \$1,000 |
| Back Cover | \$3,500 | \$3,150 |

Looking for something more bespoke?
Talk to us about a customised package for your business.

| DIGITAL | COST |
|--|---------|
| Branded Article | \$3,000 |
| Site Competition | \$3,000 |
| Instagram Competition | \$2,000 |
| Event Package | \$1,500 |
| Directory Listing | \$1,500 |
| Solus eDM | \$2,500 |
| eDM Takeover | \$1,000 |
| 30-Day Vertical Buyout Lifestyle and Beauty | \$2,500 |
| Home, Food, Beauty, Lifestyle, Win | \$2,000 |
| Events, Fashion, Travel | \$1,000 |

DIGITAL PACKAGES

BRONZE

One month

1x Branded Article

Article creation, Facebook post, boosting, eDM inc and 100% SOV display

1 x Instagram post

1 x e-News Takeover

COST: \$4,000

Valued at \$10,000

Pageviews: 2,000

Reach: 100,000

SILVER

Three months

2x Branded Articles

Article creation, Facebook post, boosting, eDM inc and 100% SOV display

Tag and Follow IG Comp

IG post, IG story with swipe up to comp

2x Instagram posts

2x e-News Takeover

Custom photoshoot

2 hours of shoot time, editing and supply of up to 10 images

COST: \$3,000 per month

Total: \$9,000

Valued at \$24,000

Pageviews: 4,000

Reach: 200,000

IG Engagements: 500

GOLD

Six months

Database Competition

Article creation, Facebook post, boosting, eDM inc and 100% SOV display.

2x Branded Articles

Tag and Follow IG Comp

Solus eDM

5x Instagram posts

3x e-News Takeover

Custom photoshoot

4 hours of shoot time, editing and supply of up to 20 images. Can be split into 2x separate shoots.

COST: \$2,500 per month

Total: \$15,000

Valued at \$41,000

Pageviews: 6,000

Reach: 400,000

IG Engagements: 500

Database Acquisition: 800

BEST OF LISTS

65% of our site traffic is generated through popular keyword searches from readers who are looking to Style as a credible source for Brisbane experiences, services, treatments, products, venues and so much more.

Businesses have the opportunity to be featured in some of our top performing SEO articles every year to help drive new customers through the door and build brand credibility locally.

Categories include:

Food and Drink | Cafes, Restaurants, Bars, Function spaces

Beauty and cosmetics | Hairdressers, Day Spas, Brows, Cosmetic Treatments

Health and Fitness | Gyms, Wellness and professional services

Seasonal | Valentines Day, Mothers Day, Fathers Day, Christmas and events

Insertion per article = \$750+GST

3 x article buy = \$1,800+GST

5 x article buy = \$2,800+GST

7 x article buy = \$3,800+GST

Looking for something more bespoke? Please get in touch.



83%

of our readership
trust our content,
Best of Lists and
recommendations.



SPECIFICATIONS

SUPPLIED PRINT AD REQUIREMENTS

- Only double-page spreads and full-page ads require trims and 5mm bleed. All trims must be offset 5mm
- All dimensions (mm)
- PDFs must be high-resolution and press-optimised.
- JPEGs accepted; flattened files only.
- Files to be supplied as composite CMYK (no RGB) with all fonts outlined, plus meet other requirements below.
- Images are to be CMYK, 300dpi minimum resolution with a maximum total ink weight of 310%.
- CMYK Colour Settings:
U.S. Web Coated (SWOP) v2
- All files should be run through a FlightCheck application before transmission to ensure file and colour integrity. Content of digital files must be verified before transmission and all graphics and fonts must be embedded. The file content remains the responsibility of the sender.

PRINT SIZES

Double page spread

225h x 480w (trim)
235h x 490w (bleed)
197h x 456w (safe type area)
5mm text-free area either side of central gutter (10mm total)

Half page DPS

96h x 456w (trim)
115h x 490w (bleed)
91h x 456w (safe type area)
5mm text-free area either side of central gutter (10mm total)

Full page

225h x 240w (trim)
235h x 250w (bleed)
197h x 216w (safe type area)

1/2 page horizontal

96h x 216w

1/2 page vertical

197h x 105w

1/4 page horizontal

47h x 216w

DIGITAL SIZES

Display media

Billboard 1350w x 200h (px)
Leaderboard 728w x 90h (px)
Right-hand side skin 300w x 600h (px)
Mobile leaderboard 320w x 100h (px)

eDM banner

1200w x 240h (px)

Solus eDM

Hero tile 600w x 700h (px)

- Ads can be supplied as either JPEG or GIF and must not exceed 400kb in size
- All artwork must be supplied 5 days prior to scheduled live date.



GET IN TOUCH

To discuss how you could work with us, please contact:

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