

RATE CARD

2023-24

Stay Informed, Stay Lively, Stay Launceston

About

The Launceston Lively Magazine is a captivating local magazine that immerses readers in the dynamic tapestry of life in the vibrant city of Launceston.

With its finger on the pulse of community events, cultural phenomena, and inspiring stories, this publication celebrates the rich diversity and unique spirit that defines Launceston and its inhabitants.

Audience

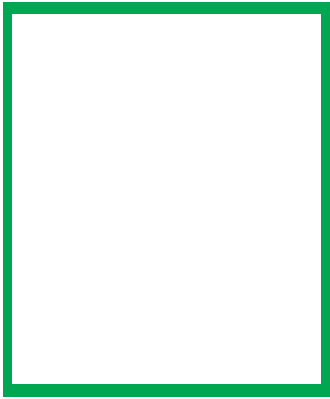
The Launceston Lively Magazine is distributed for free via local newsagents, shops, waiting rooms & businesses, as well as being emailed directly to our subscriber base, and advertised heavily on social media each month. In addition, our 'Friends of Launceston Lively Magazine' subscribers receive the edition mailed directly to their address each month.

Our readers are local, engaged and with no cost barriers preventing people from reading the magazine, it presents an ideal opportunity to reach a wider audience as many people do not have paid newspaper/magazine subscriptions, therefore are not targeted by traditional print media.

Print Advertising Rates

Contact advertising@hyperlocalmedia.com.au to get started!

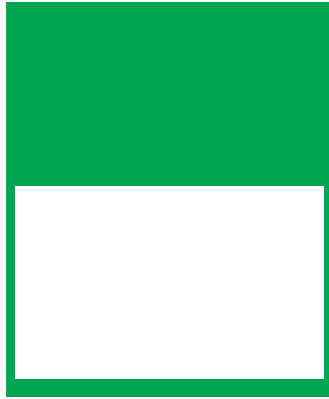
Display Ads



Full Page

W 170mm x H 240mm
Plus 15mm bleed

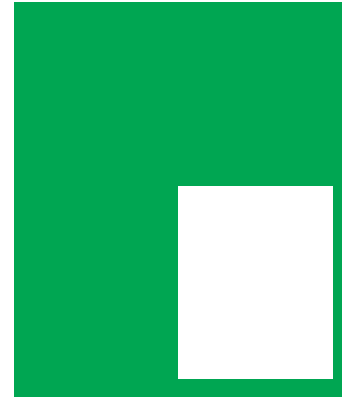
\$1,200



Half Page

W 170mm x H 118mm
No bleed

\$700



Quarter Page

W 83mm x H 118mm
No bleed

\$375

Our magazine also offers dynamic 2-page spreads for your display ads, allowing for impactful graphic narratives and compelling calls to action. With the inclusion of extended imagery into the bleed area, your ad creates an immersive experience. Reach out for more on the benefits of this impactful advertising opportunity.

Featured Article

Advertorial

Showcase your business with an advertorial! Featured Articles, often referred to as advertorials, are designed to highlight your business and inform both your existing and potential customers about your business, new services, deals or offers. They include a written editorial and space for a photo, offering you a greater opportunity for story telling and to communicate larger amounts of information than what is possible in a display ad. Featured articles are also published and shared as an article on our website and social media platforms.

\$599

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Long Term Discounts

We value loyalty - long-term advertising unlocks generous discounts and offers

3 Months

10% Discount

6 Months

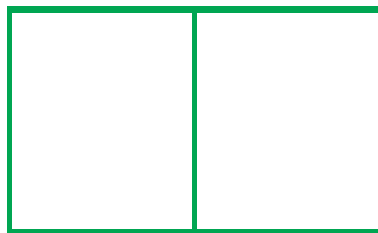
15% Discount

12 Months

20% Discount

Packages

2-Page Spread



Book 2 side-by-side full page ads in the same edition for only \$1800

Save \$600!

Ad Design & Artwork Supply

Let our in-house graphic design team design your ad!

Full page ad design \$45

Half/Quarter page ad design \$25.

Or supply your own ad as a print-ready PDF - CMYK colour settings required.

Full page ads can include a 15mm bleed in addition to standard size listed in the rate card, however important information should not go in the bleed as it may be cropped, etc. during production. We recommend non-essential imagery to be included in the bleed.

Artwork should be supplied without crop marks.

Key Dates 2023-24

Please note that some dates may vary due to unexpected events such as severe weather, pandemic conditions or other major events. Changes will be communicated via email and on our website.

<u>Edition</u>	<u>Advertising Booking Deadline</u>	<u>Material Supply Deadline</u>	<u>Publication/Distribution Dates</u>
July 2023	20 th June 2023	22 nd June 2023	10 th – 16 th July 2023
August 2023	20 th July 2023	22 nd July 2023	7 th – 13 th August 2023
September 2023	20 th August 2023	22 nd August 2023	8 th – 14 th September 2023
October 2023	20 th September 2023	22 nd September 2023	6 th – 13 th October 2023
November 2023	20 th October 2023	22 nd October 2023	6 th – 12 th November 2023
December 2023	20 th November 2023	22 nd November 2023	7 th – 14 th December 2023
January 2024	20 th December 2023	22 nd December 2023	8 th – 14 th January 2024
February 2024	20 th January 2024	22 nd January 2024	6 th – 12 th February 2024
March 2024	20 th February 2024	22 nd February 2024	7 th – 14 th March 2024
April 2024	20 th March 2024	22 nd March 2024	8 th – 14 th April 2024
May 2024	20 th April 2024	22 nd April 2024	6 th – 12 th May 2024
June 2024	20 th May 2024	22 nd May 2024	8 th – 15 th June 2024

The Launceston Lively Magazine is locally Owned & Operated by

HYPERLOCAL — MEDIA —

We help Connect Brands, Businesses & Communities.

Contact us today for your Marketing & Website needs!

1300 104 402

www.hyperlocalmedia.com.au