

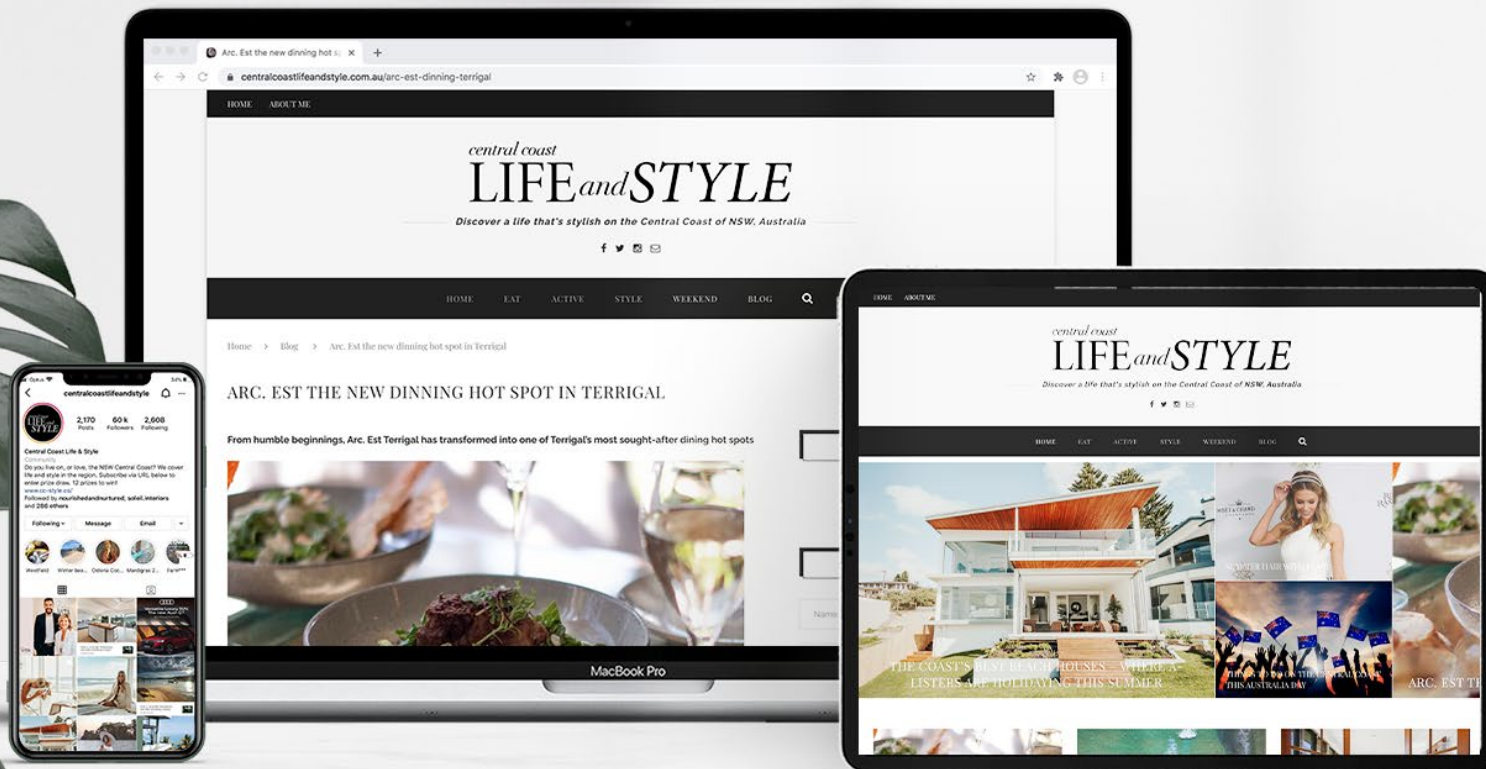
central coast
LIFE *and*
STYLE

MEDIA KIT

CENTRAL COAST LIFE & STYLE WELCOME

Central Coast Life & Style is a free, quarterly magazine for local residents, home-buyers, home-sellers, investors and holidaymakers from Sydney and beyond.

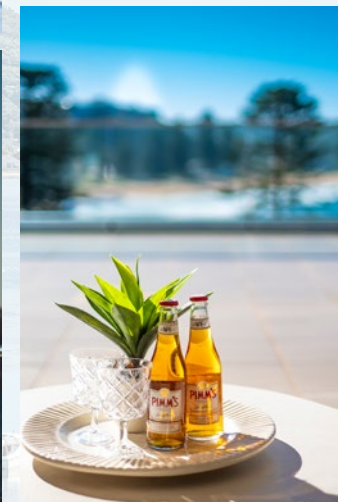
We celebrate and support the best parts of life on the Central Coast – our beautiful beaches and lush hinterland, favourite and emerging destinations, the fast-growing arts and foodie scenes, plus exciting homewares, fashion, design, health and wellbeing trends.



CENTRAL COAST LIFE & STYLE

ADVANTAGE

Just as New Yorkers escape to the Hamptons, Sydneysiders are discovering magnificent coastal retreats, stunning acreages and luxury weekenders on the Central Coast – within an easy drive from the city. Every edition of *Central Coast Life & Style* reaches a wide audience, with distribution points across luxury areas throughout the region along with premium areas of Sydney, including the Northern Beaches and Eastern suburbs. This therefore offers a unique opportunity for your business to take centre stage in this sought-after market.





CENTRAL COAST LIFE & STYLE

AUDIENCE

Predominantly
25 TO 55+
YEARS OF AGE
60% FEMALE | 40% MALE

5,000
OF EACH QUARTERLY
EDITION PRINTED

- Copies placed in all 110 properties in the expanding Belle Property Escapes portfolio, for all guests, all year round.
- Belle Property Central Coast's team of 15 agents proactively promote and distribute the magazine to all prospective buyers and sellers across the entire Central Coast region. Belle Property sold 160 Central Coast properties in 2021.
- Copies given to guests at high-profile events.

65,000+
SOCIAL MEDIA FOLLOWERS
across Instagram and Facebook

345,000+
CENTRAL COAST RESIDENTS
Copies of the magazine are placed in high-value, high-end venues including spas, hair and beauty salons, boutiques, galleries, cafes and restaurants.

4 MILLION
PEOPLE MADE DAY TRIPS
TO THE CENTRAL COAST 2019-2020
Belle Property Escapes is the leader in the luxury holiday-home market, with 1,339 bookings in 2021.

870,000
RECIPROCAL LINKS
TO SOCIAL FOLLOWERS

30,000+
EMAIL SUBSCRIBERS

19,000+
WEBSITE CONTENT VIEWS
June – December 2021

CENTRAL COAST LIFE & STYLE

PUBLICATION AND DISTRIBUTION

Central Coast Life & Style is published every quarter:
Autumn, Winter, Spring and Summer.

Central Coast Life & Style is distributed through numerous Belle Property real estate offices located on the Central Coast, and in select venues on the Northern Beaches and Sydney's Eastern suburbs. With many Sydneysiders deciding to invest in holiday homes or move to the region permanently, our magazine acts as the perfect guide to all things Central Coast. The publication is also placed on the coffee tables of Belle Property Escapes holiday homes, in select cafés and partner stores, for example; wellness and beauty salons, boutiques and galleries.



Johnny Manuel photographed at Terrigal Beach with the AUDI A4 45 2.0L TFSI Quattro S

CENTRAL COAST LIFE & STYLE

DIGITAL

Your brand will be integrated across multiple platforms and digital channels helping you grow your own digital footprint and enhance brand recognition.

With reciprocal links, your business becomes more searchable on Google. Plus we have an astounding following of over 65,000 social media followers across the media network, with Instagram being the jewel in the crown – again, increasing exposure of your brand and business, ensuring that you're seen in the palm of prospective purchasers' hands.





OUR EDITOR-IN-CHIEF

CATHY BAKER

Editor-in-Chief and multi-award-winning Principal of Belle Property and Belle Property Escapes, Cathy Baker was recently recognised as one of the Central Coast's most influential women in business. Well-known as a highly regarded advisor on the Central Coast, in 2020 Cathy founded *Central Coast Life & Style* magazine to celebrate the region and promote its many attractions and businesses to a wider audience.

Cathy's entrepreneurial flair sees her continually adopting innovations to extend her business prowess across prestige properties, luxury holiday escapes, prominent community events – and now our glossy, contemporary lifestyle magazine. Cathy is also a life coach to her clients, the go-to agent for Christie's International for our region, and has a strong network of business owners, celebrities and influencers.

Central Coast Life & Style proudly reflects Cathy's achievements and her drive to work for the greater good of local business, our environment and the community at large.

We look forward to welcoming you aboard as a valued partner!

CENTRAL COAST LIFE & STYLE

RATES

EDITORIAL INVESTMENT

A \$5000 investment includes a 3-4 page editorial, developed by one of our journalists and with our professional photographer.

Additionally:

- 1 x full page advertisement
- 1 x 600-800 word digital article
- A feature in our quarterly EDM
- Our social media package, which includes the promotion of your digital article across our social media channels, along with an additional Facebook post, Instagram post and Instagram story.



CENTRAL COAST LIFE & STYLE

RATES

EDITORIAL INVESTMENT

A \$3000 investment includes a 1 page editorial, developed by one of our journalists.

Additionally:

- 1 x half page advertisement
- 1 x 600-800 word digital article
- A feature in our quarterly EDM
- Our social media package, which includes the promotion of your digital article across our social media channels, along with an additional Facebook post, Instagram post and Instagram story.



CENTRAL COAST LIFE & STYLE

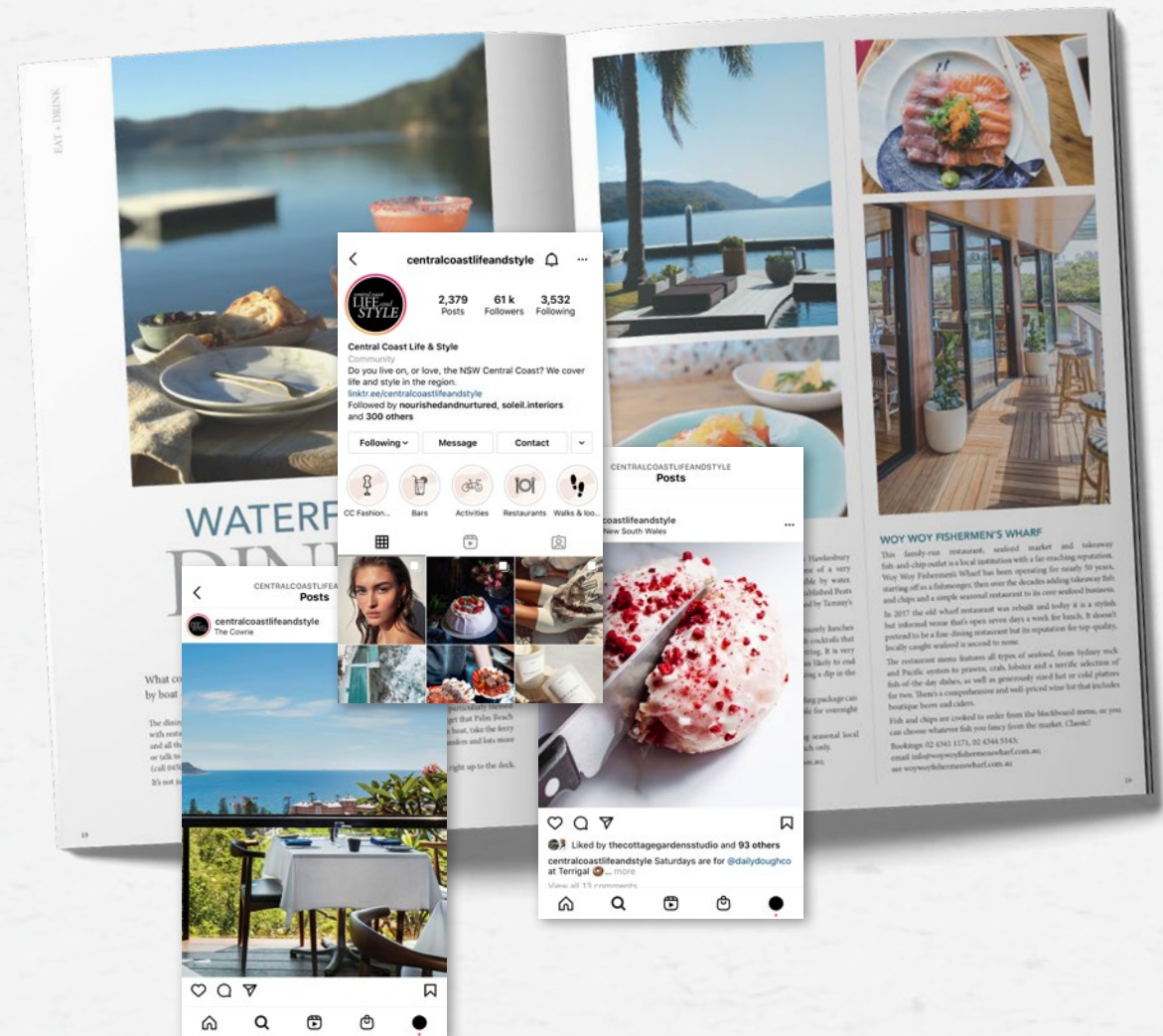
RATES

EDITORIAL INVESTMENT

A \$1500 investment includes a half page editorial, developed by one of our journalists.

Additionally:

- A feature in our quarterly EDM
- Promotion of your business digitally and across our social media channels, with a Facebook post, Instagram post and Instagram story.



CENTRAL COAST LIFE & STYLE

RATES

PRINT ADVERTISING INVESTMENT

- \$1000** FULL PAGE
- \$500** HALF PAGE
- \$250** QUARTER PAGE



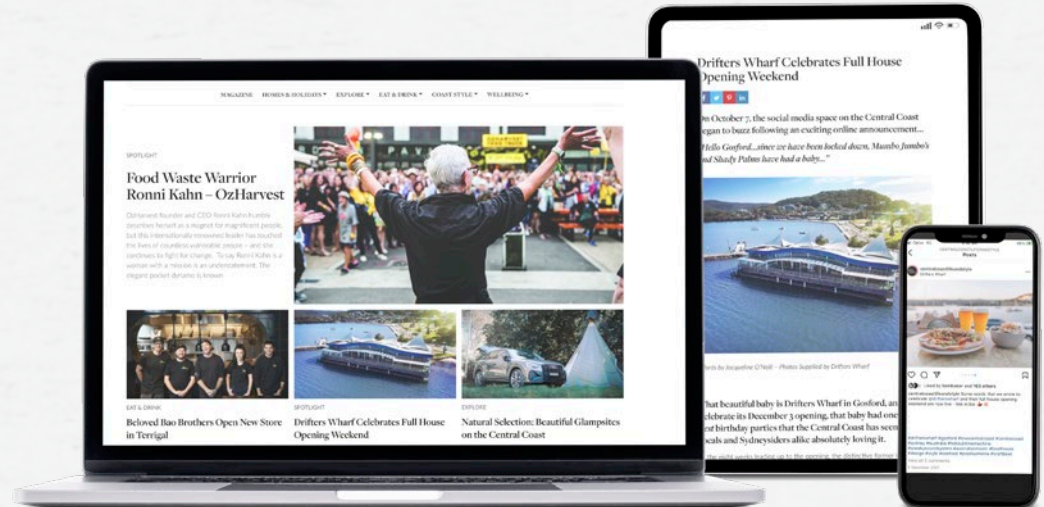
DIGITAL INVESTMENT

\$1000

A 600-800 word article developed by one of our journalists and then promoted across our social media channels including Facebook and Instagram.

\$250

A Facebook post, Instagram post and Instagram story promoting your brand or business.



CENTRAL COAST LIFE & STYLE

AD SPECS

Your artwork is designed FREE with every advertisement, however if you would like to supply your own artwork just follow these instructions.

TECHNICAL SPECS

Digital photos must be 300 dpi minimum to be printed.
For production and quality-control purposes we cannot accept web or internet images.

ACCEPTABLE FILE FORMATS

FOR ELECTRONIC ART ARE:

- Adobe Acrobat PDF file - Preferred format, (high resolution with all fonts embedded, CMYK colour)
- Adobe Photoshop files – PSD, JPG & TIFF,
- Adobe Illustrator – AI Files

THE PREFERRED MATERIAL FORMAT IS A PDF

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Measurements are given in millimetres and are as width X height.

FULL PAGE

W 210mm x H 297mm

Plus 3mm bleed all round

PLUS an offset of 3mm for any crop or bleed marks

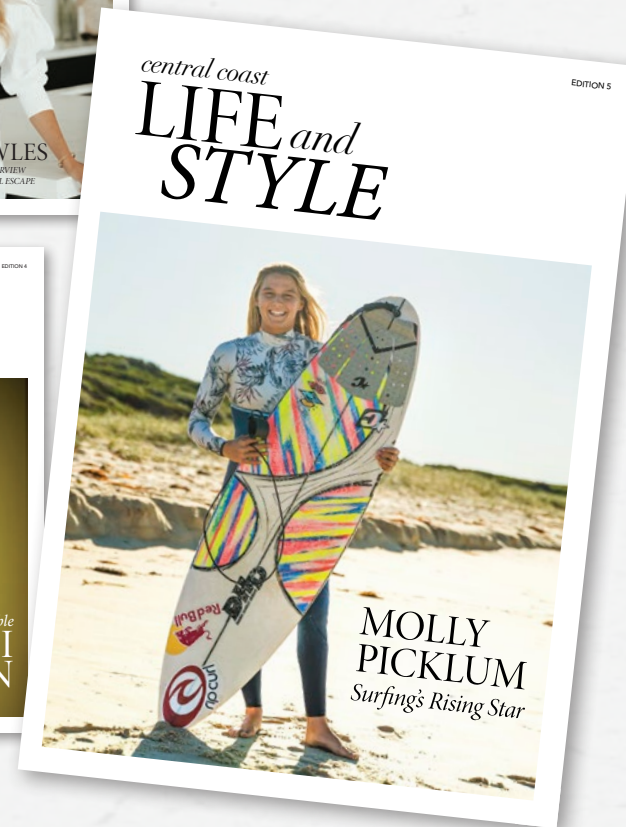
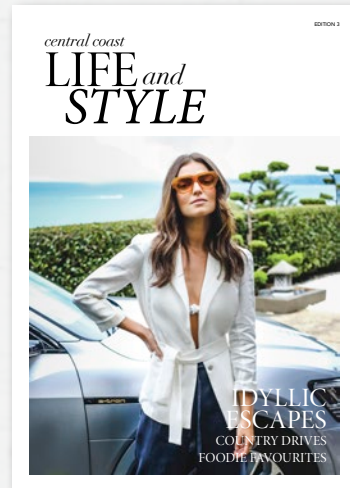
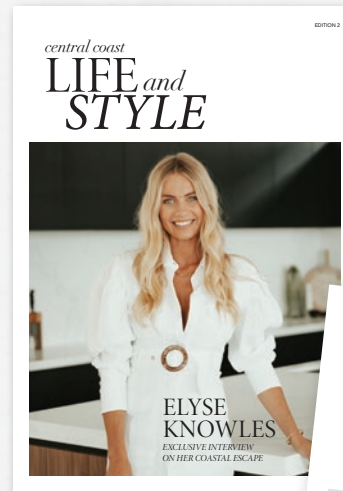
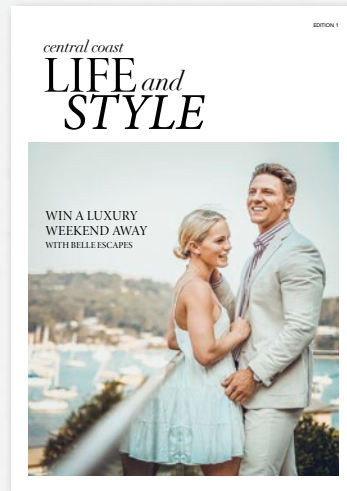
We also recomend a 10mm safe type zone

HALF PAGE

W 190mm x H 136mm

QUARTER PAGE

W 190mm x H 67mm



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