

ADVERTISING KIT

central coast
**LIFE and
STYLE**



ALL ADVERTISING ENQUIRES & TO BOOK CONTACT CATHY BAKER 0414 421 005 EMAIL INFO@CENTRALCOASTLIFEANDSTYLE.COM.AU

Why PARTNER WITH US

Central Coast Life and Style is the leading luxury print and online publication, we tell stories that matter and highlight events and occasions you don't want to miss. We feature the best the Coast has to offer and champion game changers in their field.

We work with brands and businesses to highlight their offering or service in the right way, with proven results and case studies.

From advertorials to branded ads, we tailor a partnership to ensure a client sees a return on investment.

Cathy

CATHY BAKER
 EDITOR-IN-CHIEF
 CENTRAL COAST LIFE AND STYLE

In The Round House
 The Star by Tastes
 Alibi Plate \$47
 Tiled by Britain Alibi
 Center \$61 \$75
 The Colour Nipkin
 \$46 \$50
 Alibi Alibi Wave Side
 Plates \$80
 All found at
www.athoroundhouse.com

Uptaino Wines is a boutique wine store created by husband and wife wine people, Dave and Michelle. The name came from their tiny tasting room on top of a speakeasy in Mendocino, to get an invite to the tasting, you had to know who to text. The reply would be: "Just come upstairs". The name stuck. They're no longer upstairs in the figurative sense, but have grown and evolved into a collection of wine store tasting rooms/rooms hang out with us and talk about wine space.

If you are on the Central Coast of NSW please drop us an email at info@uptainowines.com.au. If you can't make it in person this site is for you.

www.uptainowines.com.au

SUMMER SIPS

When the blazing days of summer hit, it's time to put away that big bold red and reach instead for a lighter refreshing summer sip to enjoy possibilities with an alfresco meal.

How to Rose all day – there is no question we all love rose, sure other wine taste good too, but there's something about the pink hue of Rose that a chardonnay or shiraz can't compete with.

GRANDIS PET NAT
 Naturally sparkling, some preventative summer drinking. Fresh, crisp, mouth and quaffable as ever.

FROM SUNDAY ROSE

Dry, mineral, refreshing plus, pretty as a peach, everything you want from a rose.

KINETIC AGLIANICO
 This wine is all about energy. It may be a red but it was fermented using carbonic maceration making for a light, juicy and most importantly ethereal wine for drinking by the pool.

Fun CLASSICS

Say hello to a fresh, fun twist on a classic. Vibrant coloured glassware not only boasts generous coupe shapes but also boasts eye-catching seasonal colour combinations.

Bordeaux Wine Glasses
 Pink/Ambre | SET OF 2
 \$198.00

Grand Soleil Decanter
 Clear/White/Pink
 \$189.00



Grand Soleil Coupes
 Set of 2
 \$148.00

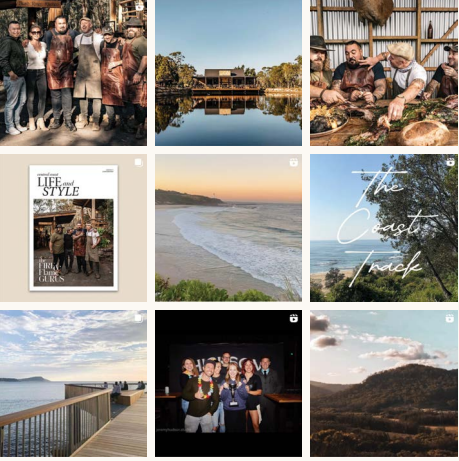
Margarita Glass
 Clear/Green
 \$79.00

www.theholder.com.au

25

64K+ Followers

  @CENTRALCOASTLIFEANDSTYLE



central coast
LIFE and STYLE

Our AUDIENCE

SOCIAL MEDIA FOLLOWERS

64,000+

INSTAGRAM AND FACEBOOK

341,000+
CENTRAL COAST RESIDENTS

60% FEMALE
40% MALE

25 TO 55+
YEARS OF AGE

5,000-10,000

OF EACH QUARTERLY EDITION PRINTED

Central Coast's team proactively promote and distribute the magazine to all prospective buyers and sellers across the entire Central Coast region.

Copies placed in 200+ local cafes, restaurants, hair salons, accommodations and more for local readers and visitors to enjoy.

Copies given to guests at highprofile events – across the Central Coast, Sydney, Northern Beaches, Hawkesbury / Pittwater Region, Hunter Valley and Newcastle.

4 MILLION

EDM REACH, WEBSITE CONTENT VIEWS ON A CONSTANT INCREASE FOR JUNE 2022 - JUNE 2023

900,000

RECIPROCAL LINKS TO SOCIAL FOLLOWERS

20,000+

WEBSITE CONTENT VIEWS JUNE 2024 - DECEMBER 2024

ADVERTISING Opportunities

① 4-PAGE FEATURE



4-Page Advertorial Feature
1x Instagram/Facebook post + matching stories
2x Instagram Reel
1x Blog Post on Website, including main feature on homepage

\$5,000

② DOUBLE PAGE SPREAD (DPS)



Double Page Spread Supplied Ad or Advertorial
1x Instagram/Facebook posts + matching stories
2x Instagram Reel
1x Blog Post on Website, including main feature on homepage

\$3,800

* Prices are excluding GST.

Please note artwork will need to be in keeping with CCL&S brand guidelines.

Our Art department are also available for support with design layout and imagery. Payment must be received by material deadline for all non-established account holders.

There is a 40% reduction for providing your own artwork.

Advertisers will get one revision to written advertorials; thereafter, a fee of \$100 per revision is incurred.

ADVERTISING Opportunities

3 FULL PAGE AD



Full Page Advertorial or Supplied Ad
1x Instagram/Facebook posts + matching stories
1x Instagram Reel

\$1,800

4 CUSTOM AD PACKAGE



Enquire for more details.
Pricing and availability subject to change.
Options range from ¼ Page to ½ Page Advertorial.

\$500 - \$750

* Prices are excluding GST.

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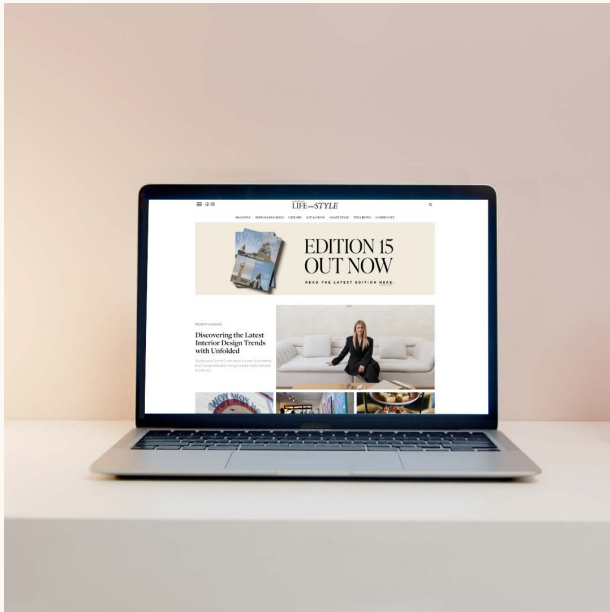
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ADVERTISING Opportunities

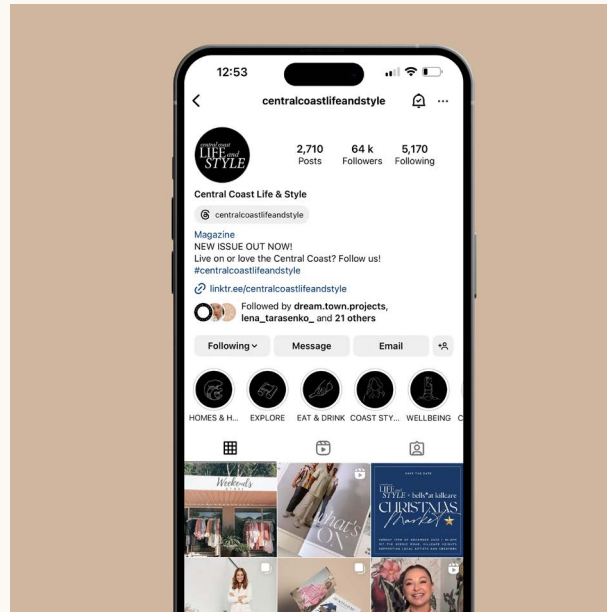
5 DIGITAL PACKAGE



1x Instagram/Facebook posts + matching stories
2x Instagram Reel
1x Blog Post on Website

\$1,000

6 SOCIAL MEDIA POSTS



1x Organic Instagram/Facebook Post + matching stories
OR
1x Organic Instagram/Facebook Reel

\$150

* Prices are excluding GST.

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NEXT Steps

CCL&S take a tailored approach with every business we work with, we have clear objectives to ensure that partnering with us helps to promote your business the right way. If you would like to discuss advertising, please get in touch via the details listed.

Contact Cathy Baker
EDITOR-IN-CHIEF

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SOCIAL

 [centralcoastlifeandstyle](https://www.instagram.com/centralcoastlifeandstyle)

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