

MID & NORTH COAST   
**Wedding**  
 MAGAZINE

*Celebrating  
5 years*

ISSUE 5 - JANUARY 2012

Specifically aimed at your target audience brides on the Mid & North Coast .

A feature on waterfront locations

A feature on delicious food ideas and great photos

The magazine will be sold in Newsagents across NSW regional and cities



A sunset times chart inside

Fashion tips from the experts

A wedding planner for brides inside

A Celebrating 5 Years Calendar inside

Advertise with us and receive a free web site listing

View sample pages online

Brides can order the magazine from the web site

The wording on the cover may also change.

[www.midnorthcoastwedding.com.au](http://www.midnorthcoastwedding.com.au)

## Celebrating 5 years

As we will be celebrating 5 years in business we have decided to print a Calendar in the magazine, so brides can hang the calendar/magazine on the wall and it becomes a quick reference for brides.

You will have the opportunity to advertise in this section of the magazine and as it will be fairly prominent it's will be a great place to promote your business. You will need to get in quick as there are only 12 spaces available at \$880 inc. gst. Choose the calendar photo and supply a 1/3 size ad, and you could have a calendar page.



JANUARY 2012						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 <i>New Year's Day</i>	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 <i>Martin Luther King Jr.</i>	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**YOUR AD  
TO GO  
HERE**

(85mm wide  
by 185mm deep)

**PLUS A FULL PAGE  
PHOTO ABOVE YOUR  
AD (this can be a single  
photo or a montage)**



## WEB SITE OPPORTUNITIES:

Our web site receives 25000 hits per month. When you advertise in the Mid North Coast Wedding Magazine you receive a free web site listing.

You can upgrade your listing to a web banner for \$55.

Get noticed with a web banner:



If you don't have a web site we can build a web page for you from as little as \$220 per year. This includes design, set-up and hosting.

go to <http://www.midnorthcoastwedding.com.au/crystal.php>  
to view a sample page.

MID & NORTH COAST   
**Wedding**  
 MAGAZINE

Advertising Rates:

1/4 Page:  
 \$450 + GST  
 (134x88mm)

Half Page: Horizontal  
 \$795 + GST  
 (134x180mm)

Half Page:  
 Vertical  
 \$795 + GST  
 (271.6x88mm)

Full Page:  
 \$1340 + GST

Image Area  
 (271.6x180mm)  
 Page Size  
 297x210mm  
 Full Bleed  
 (303x216mm)

Double Page Spread:  
 \$2050 + GST

DPS Page Size:  
 (297x420mm)  
 Full Bleed  
 (303x426mm)

A double page spread is 2 facing pages - a great way to promote your business

- 20% additional charge for inside front & inside back cover, & back cover.



Why advertise with us:

- Inspires brides to come to the mid north coast as a wedding destination
- Pictorial features on unique places to have a ceremony in your local area
- Niche target audience, with a circulation of 5,000.
- The magazine will be available for sale in Newsagents across NSW for a cover price of \$7.95
- We will provide magazines to be handed out at Open Days and some bridal expos on the Mid & North Coast
- A 12 month investment in a boutique magazine shelf life.
- Professionally designed ads with personal service. Our creative staff are professionally trained to assist in the writing, design and photography to make your advertising work for you. Our professional photographer can also take high quality photos of your product or service.
- High quality magazine presentation.
- Free web site listing • Brides can order the magazine from the web site



**Booking Deadline: 14/10/11**

**Artwork Material Deadline: 30/10/11**

**Artwork Deadline: 30/10/11 (Supplied Finished Art)**

- Supplied artwork needs to be at 300dpi, CMYK, PDF or JPEG  
We do not accept publisher files, corel files or film.  
Photos to be supplied for art as digital jpeg files 300dpi

Editor – Fiona Naumov 0407 070 674  
Email: [editor@midnorthcoastwedding.com.au](mailto:editor@midnorthcoastwedding.com.au)  
Mobile: 0407 070 674

Artwork: [fiona@scorpiondesign.com.au](mailto:fiona@scorpiondesign.com.au)

Journalist: Jenny O'Mara  
Email [cjplumbing@bigpond.com](mailto:cjplumbing@bigpond.com)  
Mobile 0405 800 525

**To book your ad space go to:**

**[www.midnorthcoastwedding.com.au](http://www.midnorthcoastwedding.com.au)**

**and follow the links to 'Advertising', and  
'Booking Confirmation Form'.**

**OR fax the attached form.**

**Thank you for your order.**



ABN 36 537 556 735

PO BOX 9129,  
LIGHTHOUSE BEACH NSW 2444  
P/F 02 6550 9345

Go to our booking online form [www.midnorthcoastwedding.com.au](http://www.midnorthcoastwedding.com.au)

BOOKING CONFIRMATION

NAME: \_\_\_\_\_  
 BUSINESS NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 PHONE: \_\_\_\_\_  
 FAX: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_  
 WEB: \_\_\_\_\_  
 LIST OF MAIN SERVICES OFFERED: \_\_\_\_\_  
 \_\_\_\_\_

## Advertising Rates for 2012

AD SIZE:	1/4 PAGE:	<input type="checkbox"/>	\$495.00 INCLUDING GST
	1/2 PAGE HORIZONTAL:	<input type="checkbox"/>	\$874.50 INCLUDING GST
	1/2 PAGE VERTICAL:	<input type="checkbox"/>	\$874.50 INCLUDING GST
	FULL PAGE:	<input type="checkbox"/>	\$1474.00 INCLUDING GST
	DOUBLE PAGE SPREAD:	<input type="checkbox"/>	\$2255.00 INCLUDING GST
	UPGRADE TO A WEB BANNER:	<input type="checkbox"/>	\$55 INCLU DING GST
	CALENDAR PAGE:	<input type="checkbox"/>	\$880 INCLUDING GST
	VIEW YOUR PAGE ONLINE	<input type="checkbox"/>	\$110 INCLUDING GST

TOTAL: .....

PAYMENT METHOD: (PLEASE CIRCLE)

- CREDIT CARD
- CHEQUE
- INTERNET TRANSFER

(Payment isn't required until November, you will be sent an invoice).

SIGNATURE: .....

DATE:...../...../.....



Terms & Conditions:

- 1) The publisher reserves the write to decline to publish an ad if not in the best interest or integrity of the magazine.
- 2) The advertiser is responsible for the content of the ad that is published, the publisher cannot be held responsible for mistakes or omitted information.
- 3) Advertising material not submitted on time will be subject to a cancellation fee of 30% if content is not supplied within a reasonable time.
- 4) The advertiser is expected to pay by 30 November unless otherwise agreed.
- 5) Any fashion advertisers wishing to participate in the fashion shoot who withdraw their advertisement after a photoshoot has occurred will have to pay the full amount of the photoshoot.
- 6) Any Advertisers participating in the fashion shoot is responsible for supplying their correct business name for the credit lines.
- 7) It is the publishers discretion as to which photos are published for the editorial content and the fashion shoots.
- 8) The publisher reserves the right to impose an interest charge of 10% per month on overdue accounts.