

# GOLD COAST

PANACHE  
MAGAZINE



MEDIA KIT 2024

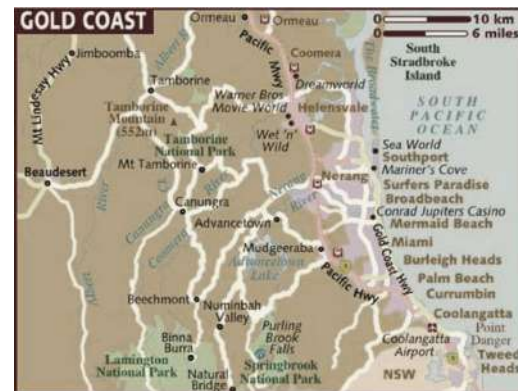
## WHO WE ARE

We are a passionate collective of people with more than 150 years of combined experience and memories, living and breathing the Gold Coast. This makes us not only locals, but advocates for the Gold Coast culture. We are a small but ambitious team that knows what it's like to want to lounge on the beach one day and immerse ourselves in the culture that the Gold Coast has on offer the next. We are all separate from each other, differing interests and opinions, but the one thing we all have in common is that we won't stop until we're proud. We all aim for the wow factor.

Each issue, we will focus on growth and development. We will grow upwards, outwards and onwards. We will do it with heart and soul, we will do it for you!

## WHAT WE DO

The magazine will cover content from the Tweed to Coomera. Our team will travel along the Coast speaking to passionate people, eating at the most popular and the best hidden restaurants, shopping locally, wandering through market stalls and supporting local designers. We will reflect the lifestyle of our readers and immerse ourselves in the culture that they live in.



We will let our readers know what's on and support local events through online and in print promotions. We will share honest and respected opinions through dining and book reviews; and have writers from all over the Coast, contributing to specialised content in their individual areas of expertise, from fashion to budgets and the latest in plastic surgery, fitness and well-being.

We will provide not just a publication, but an experience. An open letter to the people from all over the Gold Coast, asking them to join us in our endeavors to open the doors of the Coast, show people the hidden treasures and share in what we're best known for. We will not restrict who can read our magazine. We will have content for everyone, and we will be a FREE publication!!

## THE MAGAZINE

### FACTS

**PUBLISHER**  
Journey Developments Pty. Ltd.

**FREQUENCY**  
Quarterly (4 per year)

**FORMAT**  
128 pages, A4

**COST**  
Free

**DISTRIBUTION**  
20,000 hard copies across the Gold Coast  
+ ISSUU and social media

**REGULAR FEATURES**  
Health, fashion, beauty, food, lifestyle, motoring,  
travel, wellbeing, real estate

**AGE**  
25-69

**GENDER**  
Female 80%  
Male 20%

**INCOME**  
\$55,000 to  
\$200,000



## OUR PRESENCE

Our social media channels will be a huge part of our offering. Our Instagram and Facebook pages will be key tools for connecting with our audience; and give us the power to provide real time updates on upcoming issues, insider details on what we're working on and when we go to print. Even more importantly, we will take the time on our weekends and holidays to share special moments, great restaurants and beautiful sunsets with our followers. We will give live updates on what's happening in the area, from interesting exhibitions to epic sales that can't be missed. Our social media channels will be used as so much more than a marketing tool, so when we do promote a client's content, it will easily fit in with our other content posts. As you can appreciate, we are starting up again so invite you to follow us on Facebook and Instagram at:



@GoldCoastPanache

## OUR WEBSITE

With a large percentage of our readers regularly engaging with online content and reading the online versions of their favourite publications, our website will also be an integral part of our magazine. To ensure our readers keep on coming back, we will regularly post fresh content and updates.

We will include local events that are of interest and look to showcase the work and stories of locals through short interviews that feature exclusively online. It's also really important for us to have multiple platforms for our clients to utilise for advertising, this is why we are offering advertising banners as well as paid posts on our website and our social media channels.

[WWW.GOLDCOASTPANACHE.COM.AU](http://WWW.GOLDCOASTPANACHE.COM.AU)

## ADVERTISING RATES

|   | 1 Issue      | 3 Issues     | 6 Issues     |
|---|--------------|--------------|--------------|
| Inside Front Cover DPS<br>(420mm W x 297mm H)     | \$5000 + GST | \$4000 + GST | \$3000 + GST |
| Front DPS p2/3, p4/5,<br>p6/7 (420mm W x 297mm H) | \$4000 + GST | \$3800 + GST | \$2800 + GST |
| Outside Back Cover<br>(210mm W x 297mm H)         | \$4500 + GST | \$4200 + GST | \$4000 + GST |
| Inside Back Cover<br>(210mm W x 297mm H)          | \$3000 + GST | \$2750 + GST | \$2000 + GST |
| Full Page<br>(210mm W x 297mm H)                  | \$2200 + GST | \$2000 + GST | \$1800 + GST |
| Half Page (Horizontal)<br>(180mm W x 131mm H)     | \$1500 + GST | \$1300 + GST | \$1100 + GST |
| 1/3 Page (Horizontal)<br>(180mm W x 64mm H)       | \$1200 + GST | \$1100 + GST | \$1000 + GST |

Please refer to terms and conditions. All rates will incur a 10% agency fee. 10% loading for right hand page. 10% loading for consecutive right hand pages.

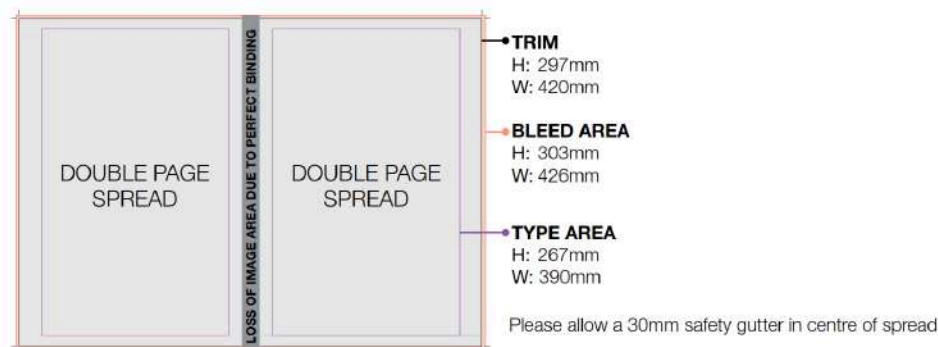
## DEADLINES

| Issue      | creative needed | publication distribution |
|------------|-----------------|--------------------------|
| March 2024 | 20/02/2024      | 06/03/2024               |
| June 2024  | 23/05/2024      | 06/06/2024               |
| Sept 2024  | 10/08/2024      | 04/09/2024               |
| Dec 2024   | 21/11/2024      | 05/12/2024               |

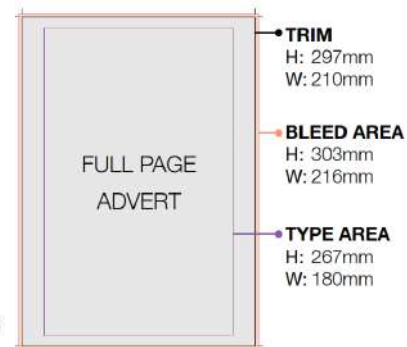
## SPECIFICATIONS

Finished artwork is to be supplied as a high resolution/press ready PDF (300 dpi CMYK - NO RGB or SPOT colours) via e-mail to [kate@goldcoastpanache.com.au](mailto:kate@goldcoastpanache.com.au). Full pages and double page spreads require 5mm of bleed and crop marks offset outside the bleed area. Please keep all type 15mm in from each trim edge. Double page spreads are to be supplied as one PDF spread with bleed and crops, with a 30mm type free gutter in the middle of the spread. Half page, quarter page, strip ads and classifieds are to be supplied to size with no crops or bleed.

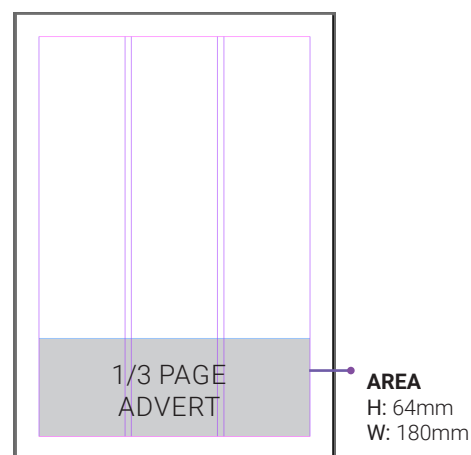
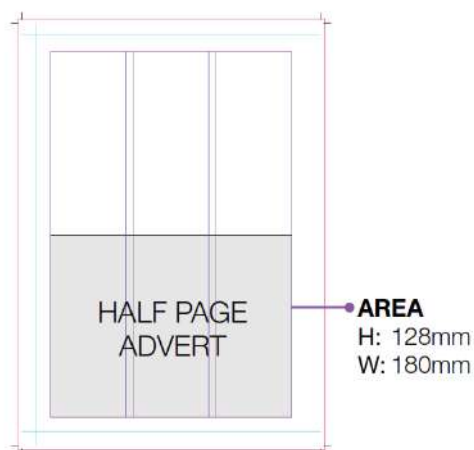
Advertisers using Gold Coast Panache Magazine's graphic design service need to supply a detailed brief, images (300dpi digital format), logos (EPS format), and text (finalised and proofed). This can be supplied via e-mail to your sales rep. The advertiser is responsible for checking the proof and ensuring all the information on the advertisement is correct. For ads designed in-house, the creative fee charged is \$150 + GST.



Artboard size:  
297mm x 420mm + 5mm bleed on each side.  
Please export pdf with trim and crop marks. Please ensure artwork is CMYK.



Artboard size:  
297mm x 210mm + 5mm bleed on each side. Please export pdf with trim and crop marks. Please ensure artwork is CMYK.



For further information contact:  
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