

# 2515

## COAST NEWS

**LOW  
RATES  
HIGH  
IMPACT!**

# MEDIA PACK

**ADVERTISERS' GUIDE TO  
EVERYTHING 2515**

Clifton | Scarborough | Wombarra | Coledale | Austinmer | Thirroul

# 2515 + MEDIA PACK

**IT'S A HIT!**

Check out our sister magazine at [2508mag.com.au](http://2508mag.com.au)



## FAST FACTS

### WHAT WE ARE

A proudly local publication!

**2515** will be a free, full-colour monthly magazine, a celebration of our wonderful coastal community and a handy local business directory.

**2515** Coast News will launch this summer.

The magazine takes its name from the postcode it covers – the Illawarra's beachside suburbs from Clifton to Thirroul. Page size will be A5, perfect for slipping into residential mailboxes.

**2515** publishers are the same people behind the highly successful **2508** District News, which covers Helensburgh and district.

### WHERE TO FIND A MAG

In your mailbox! **2515** will print 4000 magazines, which a team of local walkers will distribute to households in 2515. Copies will also go to Post Office boxes and local businesses, including cafes, estate agents and the library. You can read the magazine online at [2515mag.com.au](http://2515mag.com.au)

### HOW OFTEN

Monthly. **2515** will be published online on the first of each month and distributed to residential mailboxes from the first week of the month.

### DEADLINE

15th of the month prior to publication.

### READERSHIP

The 2515 postal area's population was 10,387 (5095 male, 5292 female), according to the most recent Australian Bureau of Statistics data (2011). There were 2820 families and 4365 private dwellings. The median weekly household income was \$1702 and the median monthly mortgage repayment was \$2167.

### THE PUBLISHERS

Genevieve Swart and Marcus Craft are seasoned journalists, owners of the Word Bureau editorial consultancy in Stanwell Park.

### OUR WRITERS

Submissions are welcome – please contact us with ideas. Ultimately, the mag is by the community, for the community. All our regular writers are local residents, such as surf scientist Rob Brander, aka Dr Rip.

## CONTACT US

### POST

**2515** PO Box 248, Helensburgh, NSW, 2508.

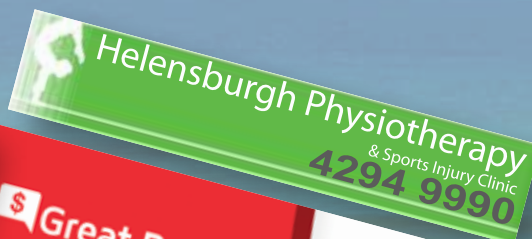
### ONLINE

[2515mag.com.au](http://2515mag.com.au), [editor@2515mag.com.au](mailto:editor@2515mag.com.au) or

[f](#) 2515mag

### PHONE

0432 612 168 (Genevieve); 0411 025 910 (Marcus).



## WHY ADVERTISE WITH US?

**LOW RATES, HIGH IMPACT!**

**JOIN THE GLOBAL TREND TO 'BUY LOCAL'** Savvy consumers want to support local businesses.

**PROFESSIONAL JOURNALISM AND PHOTOGRAPHY** Our creative coverage caters to a demand for local news not met by mainstream media.

**GET CONNECTED** We are the strongest link between residents and local businesses. The printed magazine's success lies in being small, specific and not powered by batteries. It's simple; no screen time required.

**REACH A NICHE** The magazine is targeted at local residents looking for local goods and services.

**GREAT DISTRIBUTION** Via local walkers.

**WE'RE A KEEPER** 2515 will be an invaluable local business directory. Advertise with us and reap the rewards of being part of a much-loved, top-quality publication, which readers refer to again and again when buying local goods and services.

## JOIN GREAT LOCAL BRANDS

2515 will be funded by ad revenue. Above are some regular advertisers in our sister title, 2508. Below, see what happy clients have said about the mag.

*"Reasonable rates, great distribution and its compact size mean that people hang on to this magazine for the month and it really has become the bible of trade services throughout the 2508 district. The 2508 mag consistently proves to be our most successful form of advertising and is the most reasonably priced print advertising around."* – **Natalie Cattley, Cattley Plumbing**

*"We choose to advertise with the 2508 mag as it is a well-received, highly regarded and quality publication within the local community."* – **Michelle Aldred, Symbio Wildlife Park**

*"The 2508 magazine is the best bang for your buck for advertising locally. Pretty much the entire local area enjoys reading it because it has been put together very well. We used to have multiple advertising options but now we just go with 2508 magazine."* – **Aaron Babb, Helensburgh Physiotherapy**

### RATE CARD

| NOTE: RATES INCLUDE GST, BUT EXCLUDE DESIGN

#### PRIME ADVERTISING PAGES:

PAGE 2 AND 3 : 15% SURCHARGE

##### FULL PAGE AD

125mm wide X 180mm high  
\$599 (includes free web ad)

##### QUARTER PAGE AD

60mm wide X 90mm high  
\$135

### SPECIAL!

*Book any half or full page  
ad in the print mag and  
get a free web ad!*

##### BACK PAGE BANNER

125mm wide X 50mm high  
\$349 (includes free web ad)

##### HALF PAGE AD

125mm wide X 90mm high  
\$336 (includes free web ad)

##### SQUARE AD

60mm X 60mm  
\$105

##### BUSINESS DIRECTORY

60mm wide x 30mm high – \$39  
\*minimum booking of 3 ads  
TOTAL: \$117 every three months  
Placement: To be first in a category is  
an extra \$20 per month. Second is \$15,  
third is \$10.

##### CLASSIFIEDS

\$120 per six months  
\$25 per one-off  
Maximum 30 words

### SPECIAL!

*Book an ad in 2515 and  
take 20% off the same  
ad in 2508: District  
News!*

#### FORMAT

Supplied artwork should  
be minimum 300 dpi, CMYK  
resolution, saved full size  
as a JPEG or PDF.

#### DESIGN RATES

\$50 per ad design.  
This includes three minor  
text amendments a year.

#### DEADLINE

5pm on the 15th of the  
month prior to publication.  
Extensions may be granted  
at the editors' discretion.

#### PAYMENT

Prior to publication, please.

#### THE FINE PRINT

All text and graphics are  
copyright and may not be  
reproduced without prior  
consent. It is a client's  
responsibility to ensure  
supplied artwork is print  
ready, that typography  
and resolution are correct.  
We believe in fair, honest  
and balanced reporting.  
Commercial considerations  
shall not undermine  
editorial independence.  
\* Terms & Conditions apply.  
See 2515mag.com.au

#### 2508: DISTRICT NEWS

Find ad rates for our sister  
mag at 2508mag.com.au

### SPECIAL!

*Book ahead and save  
\$\$\$ Take 5% off the  
total if you pay for 12  
months.*