

SALT MAGAZINE IS ALMOST  
10 YEARS OLD SO WE DECIDED  
WE WERE MATURE ENOUGH TO  
EXTEND OUR LOVE STORY

We are proud of our reputation as the number #1 lifestyle magazine on the Sunshine Coast, with our soul-ful articles illustrated with larger than life photography. It was a natural progression for us to release **lovestruck**, which uncovers real-life weddings and the love stories behind them. Our heartfelt feature articles are written by professional journalists ensuring the content is of the highest standard.

As a seasonal wedding feature, **lovestruck** has a permanent home within **salt** magazine, which has a three-month shelf life with four editions printed per year.

**lovestruck** falls within the first half of the magazine, positioned between our food and fashion sections. This prime spot captivates our **salt** readers who are on the bridal train and are looking for bespoke wedding venues, florists and photographers on the Sunshine Coast and Hinterland.

*How will loved-up couples get their hands on lovestruck?*

With **salt** magazine's extensive distribution, **lovestruck** undoubtedly grabs the attention of engaged couples holidaying, living or mini-breaking here on the Sunshine Coast.

We also understand that Brisbane couples LOVE to get married on the Sunshine Coast and our distribution into select regions of Brisbane helps find these wedding wannabes.

**lovestruck**  
A WEDDING FEATURE WITH ♥

**salt** magazine assists wedding businesses find loved-up couples with nuptials on their horizons. The Sunshine Coast is the #1 destination for weddings in Queensland (and Australia), with its selection of premium locations from the mountains to the sea – and a plethora of top-notch businesses servicing the wedding industry.

Thanks to our extensive distribution throughout the Sunshine Coast and into select regions throughout Brisbane, by advertising your wedding-centric business in **lovestruck** you'll reach a diverse group of **salt** readers from international to interstate guests, not forgetting our loyal local readership.

## OUR RATES\* & EDITION DATES\*

quarter page	third page	positional loadings
1 edition: 850 per edition	1 edition: 1100 per edition	inside front cover 25%
2 editions: 825 per edition	2 editions: 1075 per edition	consecutive pages 20%
4 editions: 810 per edition	4 editions: 1050 per edition	specified pages 10%
half page	full page	page 1, 3, 7 25%
1 edition: 1650 per edition	1 edition: 3000 per edition	page 9, 11, 13, 15, 17, 19, 21 20%
2 editions: 1610 per edition	2 editions: 2900 per edition	page 8, 10, 12, 14 15%
4 editions: 1570 per edition	4 editions: 2800 per edition	inside back 25%

\* Please note: rates do not include GST or graphic design. Speak to your Advertising Executive regarding graphic design fees.

## ARTWORK DEADLINES & PUBLICATION DATES\*

	winter 2014	spring 2014
artwork due:	May 16	August 8
publication date:	June 28	September 20
	summer 2014/15	autumn 2015
artwork due:	October 24	February 27
publication date:	December 13	April 3
	winter 2015	spring 2015
artwork due:	May 8	August 7
publication date:	June 27	September 19
	summer 2015/16	
artwork due:	October 23	
publication date:	December 12	

\* Please note: the magazine is extensively distributed for seven days before publication date, so that managers of holiday accommodation houses have copies of salt prior to the peak holiday period beginning.

## advertise on our map

To have a business logo or symbol on the map will cost \$1000 for four editions excluding GST. This fee will include a logo on the main Sunshine Coast and hinterland map and will include the name of the attraction in the key.

## pepper our monthly rates

Every month **salt** magazine releases her other half in the form of **pepper**. **pepper** is a monthly ezine sent directly to the inboxes of over 9000 subscribers. Businesses can advertise within **pepper** in the form of an e-banner for \$150 plus GST per month which includes graphic design.

DISCLAIMER: There is no fee charged for flight checking advertisements before print. The above publication schedules may change without notice. TERMS: Strictly 14 days from date of invoice. Contract pricing holds only if the account is paid within the set period. If not, the price reverts to full one-time rate card. Cancellations must be made before the booking deadline or the client will be liable for the agreed charge. In the event of a contract booking not running in full, all previous charges in that contract will revert to casual rates. PUBLISHER'S RIGHT: The publisher reserves the right to decline or omit any advertisement. The publisher also disclaims liability for any loss arising from the omission or incorrect printing of any advertisement, however caused.

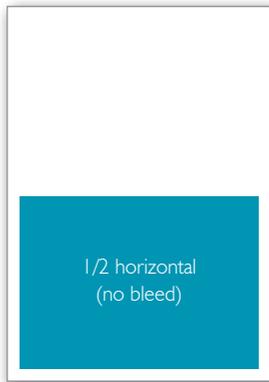
# ADVERTISING SPECIFICATIONS

ALL DIMENSIONS ARE IN ORDER OF WIDTH x HEIGHT



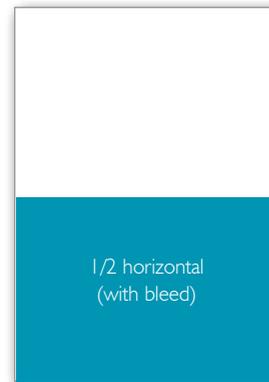
full page  
(with bleed)

**full page**  
(with bleed)  
**trim:**  
210 x 297 mm  
**type:**  
190 x 277 mm  
**bleed:**  
220 x 307 mm



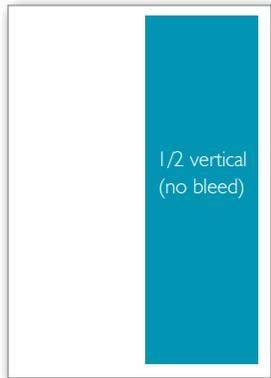
1/2 horizontal  
(no bleed)

**1/2 horizontal**  
(no bleed)  
**trim:**  
190 x 137 mm



1/2 horizontal  
(with bleed)

**1/2 horizontal**  
(with bleed)  
**trim:**  
210 x 147 mm  
**type:**  
190 x 127 mm  
**bleed:**  
220 x 157 mm



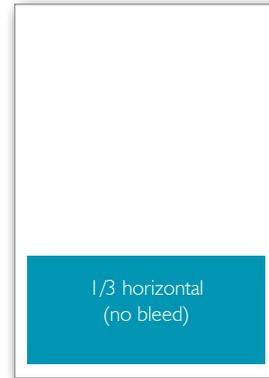
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(no bleed)

**1/2 vertical**  
(no bleed)  
**trim:**  
90 x 277 mm



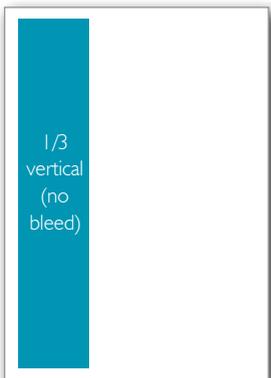
1/2 vertical  
(with bleed)

**1/2 vertical**  
(with bleed)  
**trim:**  
100 x 297 mm  
**type:**  
80 x 277 mm  
**bleed:**  
110 x 307 mm



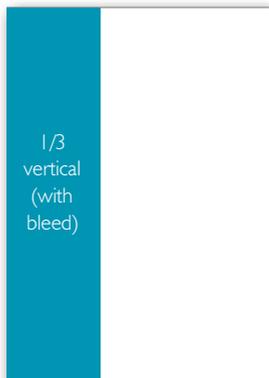
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(no bleed)

**1/3 horizontal**  
(no bleed)  
this size does not have the option to bleed off the page  
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190 x 85 mm



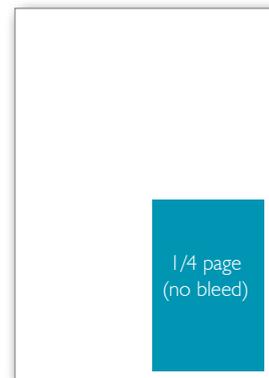
1/3  
vertical  
(no bleed)

**1/3 vertical**  
(no bleed)  
**trim:**  
57 x 277 mm



1/3  
vertical  
(with bleed)

**1/3 vertical**  
(with bleed)  
**trim:**  
67 x 297 mm  
**type:**  
47 x 277 mm  
**bleed:**  
77 x 307 mm



1/4 page  
(no bleed)

**1/4 page**  
(no bleed)  
this size does not have the option to bleed off the page  
**trim:**  
90 x 136 mm

## important notes

- Hi-resolution PDFs are the preferred format to get the best results from your artwork. Please DO NOT compress PDF files on export. Embedded fonts and images must also be print-ready on export. (TIF and JPEG files are acceptable formats, but only when artwork has been created by a print-based graphic designer.)
- A 5mm bleed on all edges is required for ads (with bleed). Crop marks are required, but should not be touching any part of your artwork.
- Use only CMYK colours. Never use RGB or SPOT colours for any object or copy.
- For solid black block areas in artwork, it is recommended that CMYK swatch with values 40c, 0m, 0y, 100k be used for best 'rich black' printing results.
- It is critical that all images, logos, graphics etc, used in your artwork are CMYK colour mode, no less than 300dpi at 100% scale.
- When exporting your PDF, select crop marks only. Bleed marks, colour bars, registration marks, and page information are not required.
- Please check that artwork follows salt specifications, following the 'trim', 'type' and 'bleed' measurements specified, at all times.
- All ads must be submitted with a printed colour proof for view.

## submissions

Email ad to: [editorial@saltmagazine.com.au](mailto:editorial@saltmagazine.com.au)

## glossary

**trim:** The size of the printed material in its finished stage. (Your document size before bleed is added.)

**type:** The safe area in which all type and important graphics (logos etc.) should be kept.

**bleed:** The artwork that extends outside the trim area.