

salt

MEDIA KIT



YOUR COMPLETE SUNSHINE COAST LIFESTYLE MAGAZINE



why ADVERTISE WITH US?

salt magazine is a locally owned and produced, high-quality lifestyle publication that is delivered to all corners of the Sunshine Coast and Noosa.

Created by a small team of passionate, long-term locals, every quarter **salt** inspires and delights with stories about amazing people, stunning landscapes, glorious food and beautiful things.

With our unique distribution model, **salt** reaches tens of thousands of tourists and visitors to the Sunshine Coast. You can also read **salt** via issuu.com – we have readers in every state of Australia and around the world. But locals also love **salt**, as it celebrates the region we are blessed to call home.

salt is unique – we don't place ads on the back cover of our magazine. Instead we give a platform to the incredible photographers that are inspired by our raw landscapes. And these covers make our publication stand out from the crowd.

distribution

salt distribution sets the highest standard for free magazines on the Sunshine Coast. Its 20,000-plus copies are drip fed into reputable retail outlets across our beautiful region. In addition, to maintain **salt's** competitive advantage we do not accept accommodation advertising. As there is no conflict of interest, this allows **salt** to be distributed directly into the holiday rooms across the Coast.

If you combine our unique selling advantage with our highly visible pick-up locations, you get the very best of both worlds – a magazine of the highest quality with the longest shelf life on the Sunshine Coast in the hands of our tens of thousands of visitors and the raving fans that are our Sunshine Coast locals.

“**salt** IS BORN OF
THE PUREST PARENTS,
THE SUN & THE SEA.”
PYTHAGORAS

pepper

pepper is our other half – a monthly e-zine that is delivered directly to more than 18,000 email subscribers. **pepper** allows us to extend the content of **salt** magazine and introduce the subscriber to the finer things we enjoy on the Sunshine Coast.



lovestruck

A WEDDING FEATURE WITH ❤️

salt magazine assists wedding businesses find loved-up couples with nuptials on their horizons. The Sunshine Coast is the number one 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, plus our loyal local readership.

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.

ARTWORK DEADLINES & PUBLICATION DATES*

	summer 2017/18	autumn 2018	winter 2018	spring 2018
artwork due:	November 7	February 28	May 30	August 22
publication date:	November 22	March 19	June 18	September 10

* 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.

ADVERTISING RATES

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	pages prior to 13	25%
1 edition: 1650 per edition	1 edition: 3000 per edition	pages 14-31	20%
2 editions: 1610 per edition	2 editions: 2900 per edition	inside back cover	
4 editions: 1570 per edition	4 editions: 2800 per edition	or double page spread	25%

* Please note: rates do not include GST.

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.

ADVERTISING SPECIFICATIONS

ALL DIMENSIONS ARE IN ORDER OF WIDTH x HEIGHT

<p>full page (with bleed)</p> <p>trim: 210 x 297 mm</p> <p>type: 190 x 277 mm</p> <p>bleed: 220 x 307 mm</p>	<p>1/2 horizontal (no bleed)</p> <p>trim: 190 x 137 mm</p>	<p>1/2 horizontal (with bleed)</p> <p>trim: 210 x 147 mm</p> <p>type: 190 x 127 mm</p> <p>bleed: 220 x 157 mm</p>
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<p>1/2 vertical (no bleed)</p> <p>trim: 90 x 277 mm</p>	<p>1/2 vertical (with bleed)</p> <p>trim: 100 x 297 mm</p> <p>type: 80 x 277 mm</p> <p>bleed: 110 x 307 mm</p>	<p>1/3 horizontal (no bleed)</p> <p>trim: 190 x 85 mm</p>
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<p>1/3 vertical (no bleed)</p> <p>trim: 57 x 277 mm</p>	<p>1/3 vertical (with bleed)</p> <p>trim: 67 x 297 mm</p> <p>type: 47 x 277 mm</p> <p>bleed: 77 x 307 mm</p>	<p>1/4 page (no bleed)</p> <p>trim: 90 x 136 mm</p>
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GET IN TOUCH

phone 07 5444 0152

email sales@saltmagazine.com.au

PO Box 6362, Maroochydore BC QLD 4558

saltmagazine.com.au



important notes

- Hi-resolution PDFs are the preferred format. Embedded fonts and images must also be print-ready.
- 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.
- For solid black block areas in, we recommend a 'rich black' with values 40c, 0m, 0y, 100k be used.
- All images, logos, graphics, used in your artwork are CMYK, at 300dpi at 100% scale. No RGB or SPOT colours should be used.
- 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.

advertising submissions

production@saltmagazine.com.au

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.