

**JETTYRD
GLENELG**

LOCAL MAGAZINE

JETTY ROAD LOCAL
MAGAZINE FEATURES
LOCAL CONTENT,
INCLUDING LOCAL
PERSONALITIES AS
WELL AS EDITORIAL
ON SHOPPING,
DINING AND
ADVERTISEMENTS
FROM LOCAL
BUSINESSES.



READERSHIP is residents living within 5-10km radius, shoppers (including residents, day-trippers, interstate and international tourists and local workers) who want a fresh look at what's new, our beautiful eateries, shops and more!

CIRCULATION of 30,000 copies distributed within the Jetty Road, Glenelg precinct as well as identified cafes, restaurants throughout Adelaide. Hotel room distribution at Stamford Grand, Oaks Plaza Pier and Atura Adelaide Airport Hotel.

PROMOTION to take place through INDAILY online at time of launch. Our last INDAILY promotion reached over 80,000 consumers.

MAGAZINE RELEASE:

MAY 2024

YOUR INVESTMENT INCLUDES:

- Print advertisement: 30,000 copies
- Interactive digital magazine which can be viewed on smart phones and tablets
- Distribution to locals living within 5-10km's of Jetty Road, Glenelg
- Distribution to Jetty Road, Glenelg social media community of over 49,000
- Posters promoting the FREE magazine distributed around the precinct

30K
COPIES

POSTERS

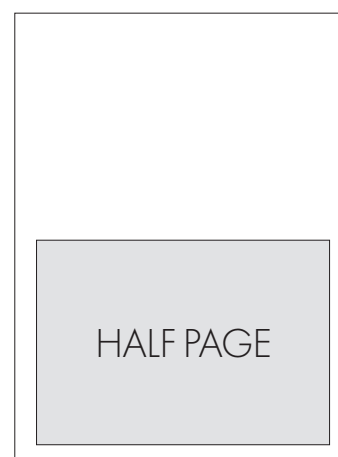
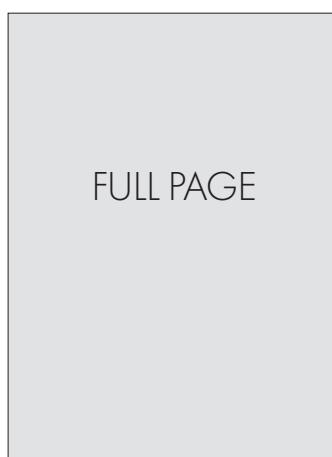
49K+
SOCIAL MEDIA

The Jetty Road Glenelg LOCAL 32 page magazine will feature fashion, shopping, dining, services, lifestyle and the opportunity to purchase a 'Discount Voucher' (limited vouchers available).

Integrated Media opportunities

- Social media sharing
 - Embedded hyperlinks directly to your website
 - Embedded email links – automatically opens the reader's email browser addressed to your business email
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ADVERTISING RATES



SIZE	WIDTH	HEIGHT	COST
1/2 PAGE:	185mm	120mm	\$435 + GST
FULL PAGE:	210mm	297mm (+5mm BLEED)	\$940 + GST
FULL PAGE INSIDE BACK:	210mm	297mm (+5mm BLEED)	\$990 + GST
FULL PAGE BACK:	210mm	297mm (+5mm BLEED)	\$1,500 + GST

WINTER WARMERS DISCOUNT VOUCHER RATE

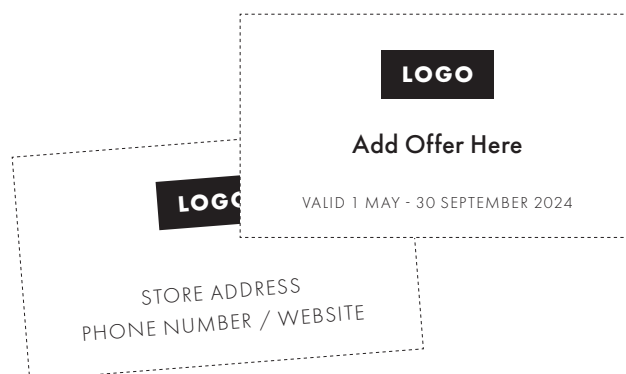
Double sided perforated voucher: \$190 +gst

please ensure the discount voucher offerings is of quality standard, for example:

- Minimum of 20% discount
- Buy one get one free
- Kids eat free

Discount Voucher offers will be valid from May - 30 September 2024

There are limited advertising and discount voucher spaces available, be quick to book space by April 4th 2024, for all enquiries and bookings email hello@jettyroadglenelg.com



ADVERT DESIGN

AD DESIGN FEES

FULL PAGE \$200 +GST

HALF PAGE \$100 +GST

SUPPLYING ARTWORK

We prefer files supplied as print ready PDFs.
We also accept high resolution Tiff & Jpeg files.

Each image should be 300dpi
in CMYK colour mode (there is no spot colour)

Max ink weight is 340%

Please ensure all text is converted to paths.

Bleed should be a minimum of 3mm
and is only available on Full Page adverts.

Please note no responsibility will be taken for any
incorrect trapping, separation, or colour problems
resulting from incorrectly supplied files.

Print ready files should be emailed to
hello@jettyroadglenelg.com

IF WE ARE DESIGNING YOUR AD

Please supply, high resolution images 300 dpi.
High resolution logo in a pdf/psd/jpg.
Copy & text for you ad.

Any purchase of stock photography
will be an additional cost.

Send these to
hello@jettyroadglenelg.com

Design fees are based on 1 hour of concepts
and 1 round of changes. Any additional work
may incur extra charges.
