

AUSTRALIA

# highlife

*downs living*



# Media Kit

Highlife Downs Living magazine

PO BOX 459, Toowoomba, QLD 4350

(07) 4659 5900

[www.highlifemagazine.net](http://www.highlifemagazine.net)

queenslandmagazines

## Highlife Downs Living Magazine

'Highlife Downs Living' is a high quality quarterly lifestyle magazine for residents and visitors of the Downs and surrounds, including the Darling Downs, Southern Downs, Western Downs, Goondiwindi Maranoa, Balonne and South Burnett, covering the region from Kingaroy to Toowoomba to Stanthorpe and Tenterfield, and west to Goondiwindi, St George and Roma and beyond.

The magazine is on sale at newsagencies throughout Southern Queensland with four issues a year - one for each new season (Autumn, Winter, Spring, Summer). The first issue appeared on news stands for Autumn 2005.

'Highlife Downs Living' magazine covers all aspects of the Downs' vibrant regional culture including home, garden, fashion, food, wine, travel, art, photography, events, film, books, music, weddings, socials and more. Highlife Downs Living covers key events and happenings and runs special promotions each issue. The magazine has profiles on inspiring locals and 'homegrown' folks who are making it big elsewhere. And, it highlights those who are making a difference - big and small - right here, right now.

The Downs has many wonderful stories to tell, and Highlife Downs Living Magazine enjoys encouraging readers to feel proud of the rich culture in which they are immersed. Beautiful photography is a hallmark of the magazine which is printed on high quality gloss stock, and burst bound.

Highlife also has an online magazine ([www.highlifemagazine.net](http://www.highlifemagazine.net)) which is updated daily between our quarterly printed editions and keeps readers informed between our print editions. Our weekly e-newsletter each Thursday reaches 20,613+ subscribers and points readers to latest content in the online magazine.



Danielle Hughes Brown  
Editor / Publisher  
[publisher@queenslandmagazines.com.au](mailto:publisher@queenslandmagazines.com.au)

## Living On The Downs

The Downs region has a population of approximately 250,000 and its main centre, Toowoomba, is Queensland's largest inland city with 100,000 plus residents.

The Surat Basin within the Downs region is booming economically thanks to the oil and gas industries. Rural industries are buoyant due to recent rain.

Perched atop the Great Dividing Range, the Downs region and surrounds boasts glorious seasonal changes which bring vibrant new colour to the landscape every three months. Leaves fall in Autumn, Winter turns frosty cold, Spring brings a burst of flowers and Summer is hot without the humidity. Highlife Downs Living honours the seasons with a new magazine for each.

The Downs is dotted with glorious little towns, each with a story to tell. They are fascinating, beautiful destinations. Most hold regular or annual events and activities to show off their treasures.

The Downs landscape is very diverse, from the lush rolling hills around Killarney and Queen Mary Falls to the rocky outcrops of Stanthorpe and surrounds and the flat plains to the west.

The Downs and surrounds is a visual feast offering its inhabitants a strong sense of place.



Highlife Downs Living magazine has a very long shelf life. There are four issues per year. Each one is on news stands for three months. The magazine is kept on coffee tables and displayed in people's homes. Businesses, doctors surgeries and hair and beauty salons keep them in reception areas for visitors to read. Hotels / motels put them in their rooms. Readers collect back copies and say they regularly re-read their magazines, which are highly visually appealing and have a high quality tactile presentation. Audience includes current and former Downs residents, visiting friends and relatives, greenchangers, tourists and those interested in the region.

## News Stand

Sold in Southern Queensland newsagencies, distributed by Gordon & Gotch. Coverage - Darling Downs, Southern Downs, Western Downs, South East Queensland, Queensland key Regional Centres. Unsold copies are repurchased and redistributed by publisher, as gifts at events and promotions.

## Subscribers

2000 subscribers from the Downs region, around Queensland, and interstate. Newer subscribers are ordering and collecting back issues. Highlife Downs Living magazine subscriptions are a popular personal and corporate gift. Subscribers include business owners and key contacts on the Downs and surrounds so the magazine reaches the right people.

## Hotels

In room reading at hotels and motels throughout the Downs region, and selected hotels elsewhere (eg. in Brisbane).

## Coffee Shops / Waiting Rooms

Single copies to cafes, restaurants, hairdressers, beauty salons, professional office reception areas, hospitals, medical centres and doctors surgeries - throughout the Downs and surrounds, and South East Queensland = multiple readers per copy and longevity.

## Gift with Purchase

Our quality advertisers share the magazine with their customers as a value added gift with purchase.

## Networking Groups & Events

Complimentary copies are given to guests at events in gift bags and on tables. We continually seek new opportunities to sponsor events in this way, with the goal of reaching new audiences, both on the Downs and elsewhere.

## Online Magazine and Newsletter

Our online magazine [www.highlifemagazine.net](http://www.highlifemagazine.net) was launched on January 1, 2013 and is complemented by a weekly e-newsletter which currently reaches more than 20,613+ subscribers each Thursday.

## Readership/Circulation

Print run is 5000 and readership is many multiples of this figure due to the distribution methods, high quality timeless content and long lifespan of the magazine. The magazine has a loyal following of subscribers and purchasers, which continues to grow.

Complimentary copies of the current issue are distributed immediately into the marketplace which creates an impression of omnipresence. Downs readers frequently give feedback that they see the magazine everywhere. Its high quality stock and presentation ensures longevity for each edition. Complimentary distribution elsewhere, eg. Brisbane, Gold Coast, broadens awareness, outside the Downs region.

Newsagency sales and subscriptions confirm the magazine's value, and complimentary distribution creates new audiences, extends awareness and targets new readers.

Highlife appeals to high end discerning readers but its content is inclusive and inspired and creates a strong following of readers across ages and profile groups.

## At a glance...

### Editor / Publisher

Danielle Hughes Brown

### Circulation

Sold throughout Darling Downs, Southern Downs, Western Downs, South East Queensland, Queensland key Regional Centres newsagents, via subscription, mailing list, at events, in hotel rooms, cafes, and business and medical reception areas.

### Cover Price

\$5.50

### Annual Subscription

\$20 per year

### Frequency

Quarterly print magazine on sale. Beginning of Mar, June, Sep, Dec

### E-newsletter

(every Thursday) 20,613+ subscribers. Sign up here [www.highlifemagazine.net/subscribe](http://www.highlifemagazine.net/subscribe)

### Online magazine

[www.highlifemagazine.net](http://www.highlifemagazine.net)

- » 79,000+ online magazine unique pageviews/quarter
- » 40,020+ online magazine readers/visitors per quarter
- » Updated daily

### Social Media

- » Instagram: @westendmagazine
- » Facebook: /westendmagazine
- » Twitter: @westendmagazine

### Followers

6646+ social media reach

### Population / Potential Readership

The Downs region has a population of approximately 250,000 and its main centre, Toowoomba, is Queensland's largest inland city with 100,000 residents.

### Fast Facts

- » 79,000+ pageviews per quarter
- » 67,511+ total quarterly reach
- » Quarterly print run of 5000
- » 40,020+ visitors per quarter
- » 20,613+ weekly EDM subscribers
- » 6646+ Social media followers

### Average EDM performance per week\*

Source: Mailchimp analytics

- » +5350 impressions
- » +2090 clicks
- » Over 950 4+ Star Mailchimp influencers
- » On average \$1 buys 54 impressions

### Average Homepage performance per 3 months\*

Source: Google analytics

- » +100,000 impressions over 3 months on average
- » +3200 clicks over 3 months on average
- » On average \$1 reaches 1000 people

### Average Social Media performance

Source: Facebook and Instagram analytics

- » +6440 people reached week
- » +25,700 impressions per week
- » On average a shared Facebook post reaches +1100 people

**Impressions** – number of times your image was loaded on a screen.

**Clicks** – number of times a web element is interacted with.

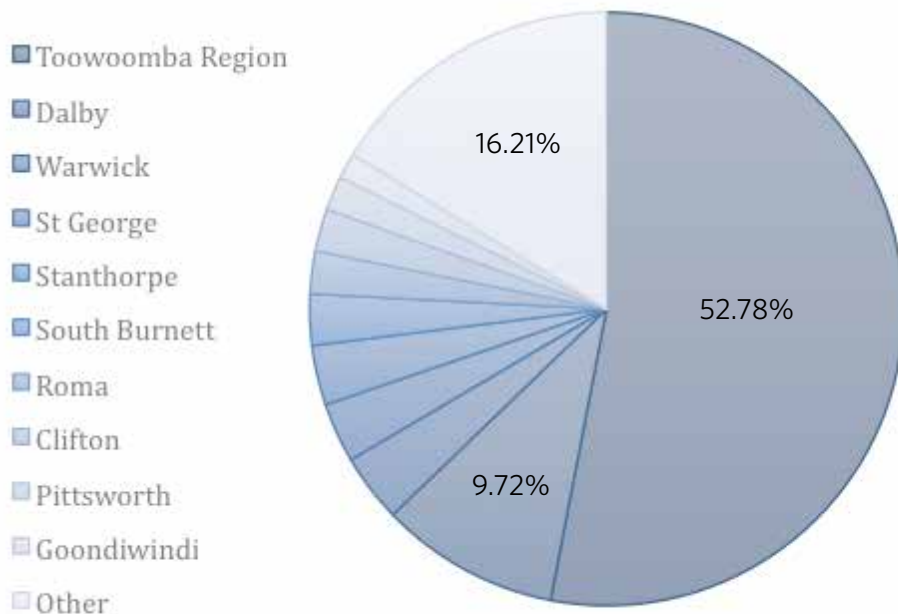
**Reach** – the number of people connected to.

## Highlife Magazine reader profile

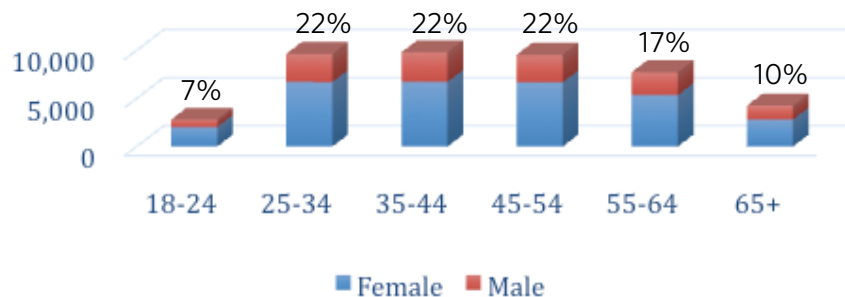
### Where?

Source: Highlife Magazine subscribers

- » Highlife reaches the locals of the Downs and Surrounds



## Highlife Magazine Age and Gender Breakdown



Rank	Demographic Interest
1	Entertainment & Events News
2	Travel
3	Food & Dining
4	Books
5	Socials & Photography
6	Lifestyles & Hobbies
7	Health & Fitness
8	Movies
9	Business Professionals
10	Family

Source: Google analytics

### Who?

Source: Highlife Magazine readership surveys 2017

- » 75% of Highlife readers own property
- » 80% are between 25 and 54 years old
- » 80% are married and 60% do not have children under 18
- » 60% eat out at least once a week
- » 100% rate the importance of local business 5/5



## **Printed Magazine**

Highlife Downs Living magazine has a very long shelf life. There are four issues per year. Each one is on news stands for three months. The magazine is kept on coffee tables and displayed in people's homes. Businesses, cafes, doctors surgeries and beauty salons, etc keep them in reception areas for visitors to read. The Downs has many wonderful stories to tell, and Highlife Downs Living magazine enjoys encouraging readers to feel proud of the rich culture in which they are immersed.



## **Online Magazine**

[www.highlifemagazine.net](http://www.highlifemagazine.net)

Our online magazine was launched on January 1, 2013 to engage readers in between print editions. The online magazine allows them to catch up with everything happening on the Downs and surrounds with extra social photos, an event calendar, stories, blogs, business directories and new features are being added all the time.



## **E-Newsletter**

Readers can stay updated on what's new and happening via Highlife's e-newsletters each Thursday. The beautifully-designed weekly email points to the best of what's on the online magazine with highlights, stories, recipes, reviews, socials and upcoming events. The e-newsletter is a much loved link for readers, bringing stories to their fingertips and directing them to the latest content on the online magazine.



## **Social Media**

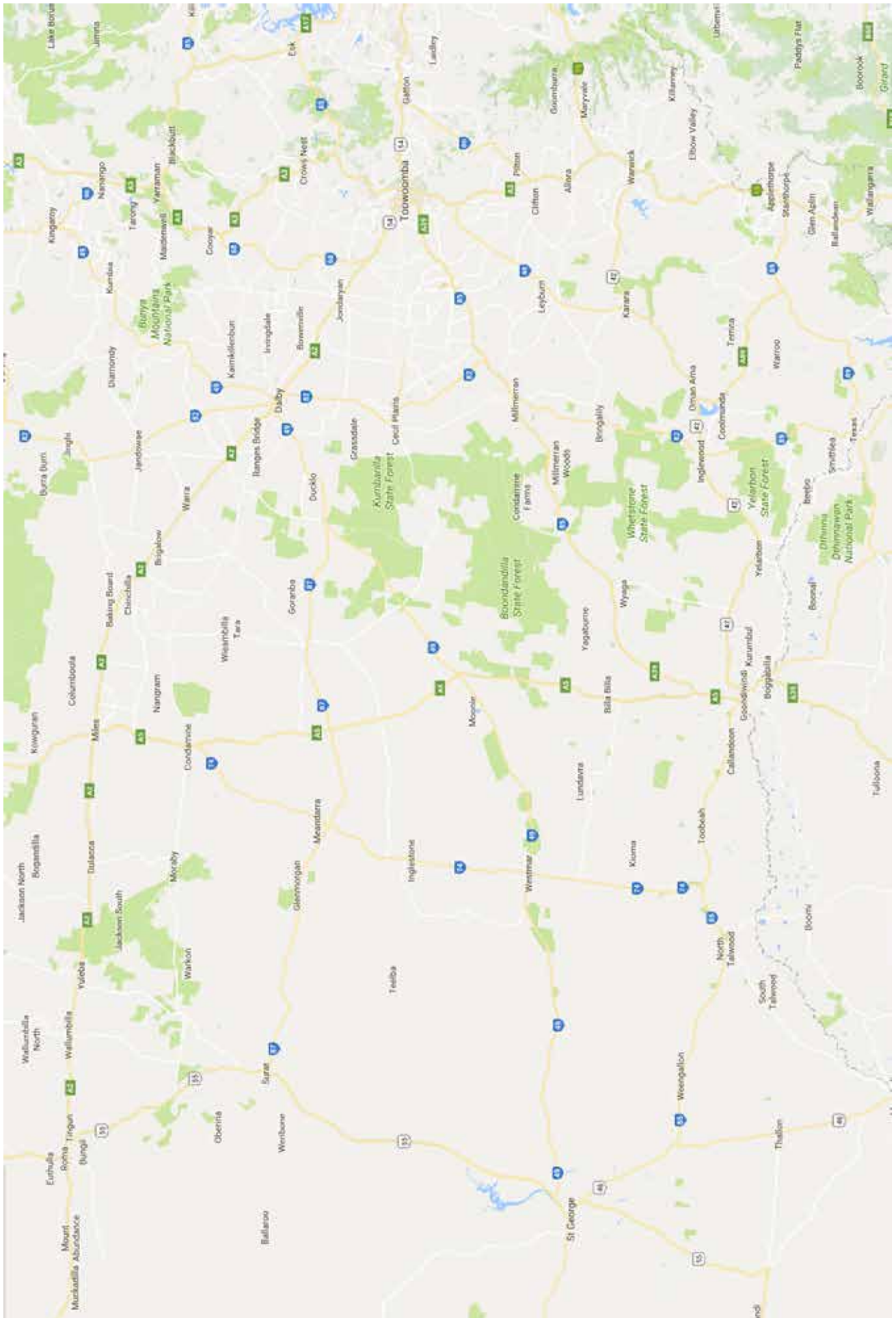
Highlife magazine keeps in touch with followers across social media, on Facebook, Twitter and Instagram. These platforms provide readers with updates on the online magazine as soon as stories are posted. Through our social media networks, readers can stay connected and join in the conversation, participate in competitions and interact with others.



## **Highlife-TV**

Switch on Highlife-TV via the online magazine and YouTube channel to see a variety of behind the scenes features all in living colour. The edgy videos produced on a regular basis give readers exclusive interviews, behind the scenes insights and a glimpse of what's to come in the magazine.

# HIGHLIFE MAP





### Promotion Categories

- Eat & Drink • Home & Garden • Education
- Wedding Planner • Health, Body Mind
- Shop & Style • The Traveller • Business & Property • Events • Precincts

Campaign discounts are available.

- 5% discount for 6 months
- 10% discount for 12 months

We also invite you to consider advertising in our other titles (The WEST END Magazine, INDULGE eat.live.play, Prestige Property and F-magazine) to broaden your reach.

Liftover rates are available.



### We invite you to appear in Highlife Magazine

Targeted Regional Reach 71,014+ readers in print and online

Highlife Downs Living magazine is on sale for 3 months at newsagents throughout southern Queensland, and mailed to thousands of key contacts and subscribers. Book your space now for the opportunity increase sales by promoting your business to our discerning regional audience. We invite you to participate in one of our themed editorial-style promotions or to book a branded space.

### Editorial-Style Ad or Branded Ads with Supplied Art \*

- Directory in print plus online (Branded only) - \$275 +GST
- 1/6 Page in Print and Online - \$400 +GST
- 1/4p in print plus online - \$650 +GST
- 1/3p in print plus online - \$875 +GST
- 1/2p in print plus online - \$1090 +GST
- Full page in print plus online - \$1900 +GST
- Double page spread in print plus online - \$3400 +GST

### Add EDMs, Home Page (per month) or Profile Page

\$100 +GST (each)

\* Artwork fee applies for branded ads to be built by us.

## BOOK NOW

Danielle Hughes Brown - Advertising & Promotions: (07) 4659 5900 | publisher@queenslandmagazines.com.au  
 www.highlifemagazine.net | Visit our media kit for full branded advertising rate card - www.queenslandmagazines.com.au

# ADVERTISING RATES



Space Option	Print Size	Print + online guide	5% Discount 6 months/ 2 inserts	10% Discount 12 months/ 4 inserts	15% Discount 6+ inserts in 12 months	Branded +Design	+Photos
<b>Branded Ad</b> - Artwork supplied by you the client or we can design ad for an extra fee. (See Branded+Design column) <b>Editorial Style Ad</b> - Artwork designed by us at no cost but does not include logos.							
Double page spread	420mm(w) x 297mm(h) + online guide	\$3400 +GST	\$3230 +GST	\$3060 +GST	\$2890 +GST	\$250 +GST	\$100 +GST
Full page	210mm(w) x 297mm(h) + online guide	\$1900 +GST	\$1805 +GST	\$1710 +GST	\$1615 +GST	\$180 +GST	\$100 +GST
1/2 page vertical	87.5mm(w) x 267mm(h) + online guide	\$1090 +GST	\$1035.50 +GST	\$981 +GST	\$926.50 +GST	\$110 +GST	\$75 +GST
1/2 page horizontal	175mm(w) x 133mm(h) + online guide	\$1090 +GST	\$1035.50 +GST	\$981 +GST	\$926.50 +GST	\$110 +GST	\$75 +GST
1/3 page (horizontal only)	175mm(w) x 89mm(h) + online guide	\$875 +GST	\$831.25 +GST	\$787.50 +GST	\$743.75 +GST	\$95 +GST	\$75 +GST
1/4 page (portrait only)	87.5mm(w) x 133mm(h) + online guide	\$650 +GST	\$617.50 +GST	\$585 +GST	\$552.50 +GST	\$80 +GST	\$75 +GST
1/6 page	87.5mm(w) x 90mm(h) + online guide	\$400 +GST	\$380 +GST	\$360 +GST	\$340 +GST	\$65 +GST	\$75 +GST
Directory ad (1/12 page branded only)	55mm(w) x 58mm(h) + online guide	\$275 +GST	\$261.25 +GST	\$247.50 +GST	\$233.75 +GST	\$25 +GST	\$75 +GST

Online Magazine + EDM (www.westendmagazine.com)	Size	1 Week	1 Month	3months	6months	12months	Design
Homepage Ad (branded)	300px x 175px	\$50 +GST	\$100 +GST p/m	\$290 +GST	\$570 +GST	\$1080 +GST	\$25 +GST
Homepage themed guide	One module (pic + contact details + link)	N/A	\$100 +GST	\$200 +GST	N/A	N/A	N/A
Priority Listing in guide	One module	\$50 +GST	\$100 +GST p/m	\$300 +GST	\$600 +GST	\$1200 +GST	N/A
E-Newsletter Ad (branded)	250px x 250px	\$100 +GST	\$380 +GST (4 inserts)	\$1080 +GST (12 inserts)	\$2210 +GST (26 inserts)	\$4160 +GST (52 inserts)	\$25 +GST
Profile page (linked from priority listings)	One page advertorial	N/A	N/A	\$300 +GST	\$570 +GST	\$1080 +GST	Supplied 300 words + images
Online promotion (in story feed)	300 words maximum + images	\$200 +GST	N/A	N/A	N/A	N/A	Supplied 300 words + images

\* Please note artwork fee of \$25 + GST if you would like us to build your EDM or Homepage online branded ad.

## Positional Loading

Premium early placement 10% positional load (double page spreads and full pages only)

Outside back cover \$2600 +GST. Inside back cover \$2300+GST. All placements subject to availability.

## For further information contact:

Danielle Hughes Brown - Advertising & Promotions: (07) 4659 5900 | publisher@queenslandmagazines.com.au



# HIGHLIFE


## Editorial Style Ad →

This style of ad is designed by us at no extra cost and the formatting and layout is at our discretion to keep within our style guide. You, the client, supply us with an image and some words, then we design it. This style of ad contains no branding which means, no logos, no icons including no social media icons.

### Sizes

1/6 page ad	25 words	1 image
1/4 page ad	40 words	1 image
1/3 page ad	50 words	1-2 images
1/2 page ad	70 words	1-4 images
Full page ad	100 words	1-6 images

- ✗ No logos
- ✗ No icons
- ✗ No social media
- ✗ No choice of font or formatting



**BOLD AND BEAUTIFUL**

Original art and paintings by Diane Elsdon and limited edition prints exclusive to Tosari Galleries. Specialising in Erstwilder collectible brooches and Australian themed gifts. Enquire about our art school.

**Tosari Galleries | 4 Tourist Road, Toowoomba East  
(07) 4638 4455 | www.tosarigalleries.com.au**

# HIGHLIFE

## Branded Style Ad →

This style of ad is designed and supplied by you the client as finished artwork at the correct specifications required. You can have it look however you like and include logos, branding, as many images as you like and wording. If you require your branded ad to be designed by us, it will incur an extra design fee. (See price below)

### SIZES

Directory ad	55mm(w) x 58mm(h)	+desgin fee \$25+GST
1/6 page ad	87.5mm(w) x 90mm(h)	+desgin fee \$65+GST
1/4 page ad	87.5mm(w) x 133mm(h)	+desgin fee \$80+GST
1/3 page ad	175mm(w) x 89mm(h)	+desgin fee \$95+GST
1/2 page ad vertical	87.5mm(w) x 267mm(h)	+desgin fee \$110+GST
1/2 page ad horizontal	175mm(w) x 133mm(h)	+desgin fee \$110+GST
Full page ad	210mm(w) x 297mm(h)	+desgin fee \$180+GST
Double page ad	420mm(w) x 297mm(h)	+desgin fee \$250+GST

- ✓ Logos
- ✓ Icons
- ✓ Social media
- ✓ Choice of font and formatting



**Miguel's**  
COOKING SCHOOL

**Cook with Miguel**  
TICKETS ON SALE NOW!

**22 OCTOBER 2017**

Time: 10am-2pm | Price: \$275.00 per person  
Bookings phone: 07 5466 3505

EVENT PARTNER: Faith Lutheran College, Lockyer Valley  
VALUED SPONSOR: Bendigo Bank, Lowood & Fernvale Community Bank Branch

For more information go to the website:  
**LUVYALOCKYER.COM.AU**

# BOOKING DETAILS

Please note magazines are mailed to businesses and subscribers during the week prior to the on sale date. Deadlines and specifications may be changed at any time by the publisher.

## Discounts

- 10% discount for booking four consecutive issues (full-year campaign)
- 5% discount for booking of two issues in 12 months
- 15% discounts for six or more inserts across any Queensland Magazines titles in a 12-month period. Queensland Magazine's publications include: Indulge Magazine, The West End Magazine and Highlife Downs Living Magazine

## Creative

### (Supplying Material / Artwork)

Material to be supplied as finished art (in TIFF, EPS or high res PDF) on disk, dropbox or by email (designer@queenslandmagazines.com.au) to Highlife magazine specifications with attached printout (no charge for art supplied by client or their agency). Production rates (listed with advertising rates on previous page) apply for ads created by Highlife magazine designer. Supply must be via email or dropbox. File must be print ready PDFs with a 5mm bleed. Artwork to be emailed to designer@queenslandmagazines.com.au by deadline. Advertising layouts produced by Highlife magazine are copyright and may not be used in other publications. Photographs taken by our photographers are copyright and are not to be used elsewhere. Release fees may be negotiated for use of images elsewhere, at the discretion of the photographer, who maybe contacted via the magazine.

## Cancellations

Cancellations must be made, in writing, one month prior to distribution date. Failure to do so will relieve the Publisher of any obligation to comply with the cancellation request and will entitle the Publisher to charge as if the relevant advertisement were published without any cancellation having been received. Space cannot be cancelled after deadline. Incomplete campaign cancellations will be re-charged at correct discount.

## Payment Terms

Space bookings authorise Highlife magazine to publish, subject to the terms and conditions outlined, the client's advertising requirements. Should further production services be required an additional charge will be incurred. Payment may be made by cash, cheque, money order or direct deposit to Highlife magazine's bank account or PayPal account (surcharges apply). Details on request to office@queenslandmagazines.com.au. Where credit card details are supplied payment will be processed on the first day of on-sale period. Payment for each edition's advertising must be made by distribution date as listed in the table to the right. Accounts will be issued when each magazine goes to print. Online advertising is to be paid for in advance. EDM payments are due the day the advertisement runs. Clients should check accounts contact details at the time of signing their booking form. Surcharges may apply to accounts outstanding after 30 days.

## DEADLINES

### Distribution Dates (on sale first week)

Issue #55 (Spr 18)	Sep 2018
Issue #56 (Sum 18)	Dec 2018
Issue #57 (Aut 19)	Mar 2019
Issue #58 (Win 19)	Jun 2019

### Booking & Advertising Signoff Deadline

Issue #55 (Spr 18)	Jul 30, 2018
Issue #56 (Sum 18)	Oct 30, 2018
Issue #57 (Aut 19)	Jan 30, 2019
Issue #58 (Win 19)	Apr 30, 2019

### Editorial Deadlines

Issue #55 (Spr 18)	Jul 15, 2018
Issue #56 (Sum 18)	Oct 15, 2018
Issue #57 (Aut 19)	Jan 15, 2019
Issue #58 (Win 19)	Apr 15, 2019