

LOCALE

MAGAZINE



MEDIA KIT

Living like a local

DISCOVER · DINE · SHOP · ESCAPE · FAMILY
THE ARTS · REAL ESTATE

localemagazine.com.au



Locale Magazine is dedicated to promoting businesses and attractions across the Northern Rivers and Gold Coast.

From Summer 2026, Locale is bigger and more complete than ever — one 104-page quarterly magazine that brings together everything locals and visitors need: lifestyle, dining, escapes, the arts, family life and real estate, all under one cover.

WHAT'S NEW

- Now 104 pages, up from 76 — the biggest issue in Locale's history, timed to coincide with our 5th birthday issue.
- Locale Kids has folded into Locale Magazine. Rather than a separate title, family content now lives inside every issue as a dedicated Family section — same trusted content, wider reach, one magazine.
- A brand new Real Estate section showcases local agents, agencies and properties across the region.
- One combined distribution network, one advertising rate card, and one magazine that reaches the whole household.
- Advertising bookings for the new 104-page format begin with the Summer issue.



FREQUENCY
QUARTERLY



PRINT COPIES
10,000



DEMOGRAPHIC
25-70yos



LOCATION
NORTHERN RIVERS
GOLD COAST



EMAIL
SUBSCRIBERS
5,000+



ONLINE
READERSHIP
9,000+



SOCIAL MEDIA
7,000+



DISTRIBUTION
NORTHERN RIVERS
GOLD COAST



MAGAZINE PAID
SUBSCRIBERS
250+



ONLINE READS
PER MONTH
3100+



AVERAGE
TIME READ
26min



DWELL TIME
PER ARTICLE
1:54min

MEDIA SNAP SHOT

Reach & Distribution

- 10,000+ copies printed quarterly, distributed across cafés, boutiques, accommodation providers, visitor centres, markets, childcare centres, medical hubs and airports throughout the Northern Rivers and Gold Coast.
- 250+ premium stockists and thousands of digital readers per issue via our flipbook, website and social platforms.

Audience Demographics

- 60% of print copies are picked up by experience-driven tourists referencing Locale for dining, shopping, escapes and things to do.

- 60% of readers are passionate locals who champion small business and community — and with the new Family section, that now includes parents and caregivers planning their next family outing.

Why Businesses Choose Locale

- Produced by locals, for locals and visitors. Every issue features curated stories, stunning visuals and meaningful editorial.
- One magazine now reaches the whole household — couples, families and homebuyers alike — across lifestyle, family and real estate content.
- 70%+ advertiser rebook rate within two issues.



WHY ADVERTISE WITH LOCALE

There's no shortage of places a local business can spend its marketing budget. Here's what sets Locale apart from other regional publications and directories.

Established & Trusted

Now in our 5th year and growing to 104 pages, Locale has built a genuine, loyal readership across the Northern Rivers and Gold Coast. A 70%+ advertiser rebook rate speaks for itself — businesses stay with us because it works.

A Keepsake, Not a Throwaway

Locale is designed and printed as a premium, coffee-table publication — the kind of magazine people keep on the shelf, not the kind that lands in the recycling bin the same week it arrives. We deliberately design each issue to stay timeless rather than dated, so it keeps getting picked up and read long after distribution day — putting your business in front of readers again and again, months and even years after the issue first landed.

Premium, Curated Distribution

Locale isn't letterbox drops or a rack among hundreds of flyers. Our 250+ distribution points are hand-selected — resorts, hotels, Airbnbs, cafes, restaurants and boutiques — placing your business in front of people already primed to spend on dining, shopping and experiences.

One Magazine, Three Audiences

With Family and Real Estate now part of every issue alongside Discover, Dine, Lifestyle, Escape and The Arts, one placement in Locale reaches couples, families and homebuyers in a single combined print run — reach that used to require three separate publications.

Genuine Editorial, Not Just Advertising

Every issue is built around real stories, professional photography and thoughtful writing — not a wall of ads. With an average 26-minute read time and 1:54 dwell time per article, readers actually spend time with Locale, and with the businesses featured in it.

You Deal With Us Directly

There's no call centre and no account handover. Our Publisher, Karen, works directly with every advertiser on strategy, placement and creative — real local knowledge and a single point of contact from first enquiry through to the issue landing in print.

Print That's Backed By Digital

Every placement comes with dedicated social media coverage to our 7,000+ followers, and every advertiser gets one month free on the Locale Online Directory — so your presence doesn't end when the next issue drops.

REGULAR SECTIONS AND FEATURES

Eight regular sections now run through every issue of Locale Magazine:

Features

Our Features section dives deep into the stories that shape the Northern Rivers and Gold Coast. From inspirational local personalities to impactful community initiatives, we highlight the movers and shakers making a difference — thoughtful narratives spanning environmental conservation to cultural trends.

Discover

Discover introduces readers to hidden gems and must-visit spots across the region. Whether it's a scenic lookout, a boutique shopping experience or a tucked-away café, this section showcases local treasures with insider knowledge for those who want to truly live like a local.

Dine

Food lovers revel in our Dine section, where we spotlight the region's vibrant culinary scene. From farm-to-table restaurants to buzzing beachfront cafes, we celebrate the passion behind each dish and the talented chefs who bring it to life.

Lifestyle

Our Lifestyle section offers insight into the Northern Rivers and Gold Coast way of life — wellness, fitness, home décor and fashion — embracing the laid-back, health-conscious ethos that defines the area.

Escape

The Escape section transports readers to serene getaways and adventure-filled destinations within and beyond the region, from luxurious beachside retreats to hinterland weekends away.

The Arts

In The Arts, we showcase the region's thriving creative community — artists, musicians, galleries and cultural events — giving readers an inside look at the area's creative pulse.

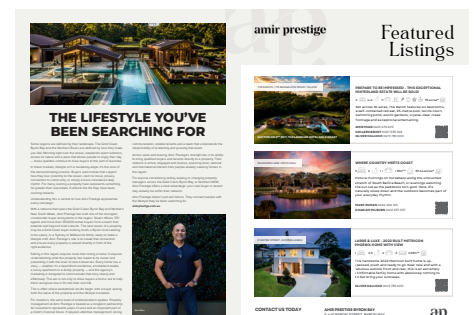
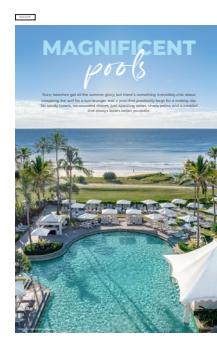
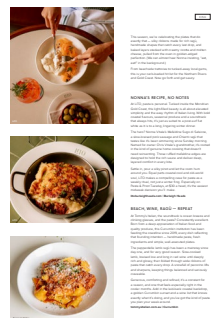
Family — NEW

Family brings the heart of Locale Kids into every issue of Locale Magazine. This section connects family-focused businesses with parents, caregivers and families exploring the region — from activities, education and kids' fashion to family dining, health and things to do together. Rather than a separate publication, Family content now reaches Locale's full 10,000-copy print run and combined audience, giving family advertisers even greater exposure alongside our established readership.

Real Estate — NEW

Our newest section connects local agents, agencies and developments with a highly engaged regional audience of homeowners, investors and buyers relocating to the Northern Rivers and Gold Coast lifestyle. Real Estate features property showcases, agent and agency profiles, market insights and local area guides, all delivered with the same editorial quality and visual polish that defines every Locale story.

A dedicated Real Estate Media Kit with section-specific packages and rates is available on request — get in touch at sales@localemedia.com.au.



ADVERTISING RATES

One combined rate card now covers all sections of Locale Magazine, including Family and Discover, Dine, Lifestyle, Escape and The Arts. 15% premium position loading applies. 10% GST applies on all prices.

AD SIZE	CASUAL per quarter	x 2 per quarter	x3 per quarter	x4 per quarter
Full Page	\$1,550	\$1,470	\$1,396	\$1,326
Half Page	\$790	\$750	\$710	\$670
Quarter Page	\$490	\$465	\$440	\$410
Double Page Spread (DPS)	\$2,300	\$2,185	\$2,075	\$1,970
Inside Front Cover (IFC)	\$1,650	\$1,560	\$1,480	\$1,400
Inside Back Cover (IBC)	\$1,650	\$1,560	\$1,480	\$1,400
Back Cover	\$1,850	\$1,750	\$1,660	\$1,570
ADVERTORIAL & EXTRAS				RATE
Front Cover (incl. full page editorial, value \$1,400)				\$3,500
Double Page Advertorial (up to 800 words, up to 5 images)				\$1,900
Full Page Advertorial (up to 500 words, up to 3 images)				\$1,300
Half Page Advertorial + Half Page Advert (300 words, 1 image)				\$1,650
Product Placement				\$150/product
Story inclusion (by invitation only - includes 150 words + 1 image in an editorial story)				\$300/inclusion
What's on Square (family section - school holiday workshops & programs - 100 words + 1 image)				\$250/square

Payment Terms

Invoices are issued on confirmation of contract or upon proof approval, whichever applies to your booking, and are payable within 7 days. Full payment must be received before the magazine goes to print.

Cancellation Policy

This policy applies to all advertisement bookings confirmed via email or signed booking form. Cancellations must be submitted in writing to sales@localemedia.com.au.

14 days or more before print: no cancellation fee. Within 14 days of print: 25% cancellation fee of the total agreed amount. Within 7 days of print: full rate applies, as production and print costs have already been incurred. Deposits and prepayments are non-refundable under any circumstance.

DIGITAL ADVERTISING RATES

1 x Social Media Post (Instagram & Facebook)	\$250
1 x Blog Post (400 words + 3 images) + 1 x Social Media Post	\$500
1 x Email Advert Banner	\$350
Online Directory listing	\$25 / month

DEADLINES

EDITION	BOOKING DEADLINES	MATERIAL DEADLINE	DISTRIBUTION
AUTUMN	7th February	14th February	14th March
WINTER	9th May	16th May	13th June
SPRING	8th August	15th August	12th September
SUMMER	7th November	14th November	12th December

ARTWORK

Print artwork to be supplied as Press Ready PDF, using CMYK colours. Images must be minimum 300dpi. Complete material supplied as press quality pdf (300 dpi). Photography, copy writing, design and layout fees on application. Proof supplied in PDF format, changes and approvals required by email. Advertisers are responsible for accuracy on proofing.

Design support

Need help with your artwork? We have a full design service to help develop your advertisement for an additional fee. Always here to help locals!

ONLINE DIRECTORY

Be Seen. Be Found. Be Local.

Locale's Online Directory is the go-to place where locals and visitors search for businesses across the Northern Rivers and Gold Coast — a trusted, always-on shopfront that works for your business every day of the year, not just once a quarter.

What It's All About

Print does the storytelling once a season — the Directory keeps working in between issues. It's a permanent, searchable home for your business on localemagazine.com.au, organised into five curated categories: Places to Stay, Things to Do, Eat & Drink, Experience Wellness and our Five Star Services directory. Each month a handful of listings are hand-picked as Featured Businesses, giving them extra visibility across the site.

Why Businesses List

- Be discovered by new customers actively searching the region.
- Boost your online visibility and SEO.
- Gain valuable, quality backlinks to your own website.
- Stay connected to, and front-of-mind with, the local community.

What's Included

- A custom tile featuring your logo or image, clickable through to your dedicated page.
- A full business page with a write-up, gallery of up to 5 images and an optional video.
- Direct links to your website, address and social channels.

- A featured special offer to attract new customers.
- Customer reviews and SEO optimisation to help you rank.
- A chance to be selected as one of that month's Featured Businesses.
- No lock-in contracts — cancel any time.

Every Advertiser Gets One Month Free

Book any print advertising in Locale Magazine — a display ad, advertorial, product placement or package — and we'll include your first month on the Online Directory completely free. It's our way of making sure your business is working for you online from the moment your print ad hits the stands, not just when the next issue lands.

How To Get Listed

Visit localemagazine.com.au/list-your-business, or get in touch at sales@localemedia.com.au to confirm your listing term and, if applicable, your complimentary first month.

Send through your logo, up to 5 images, a short business write-up and your special offer for new customers.

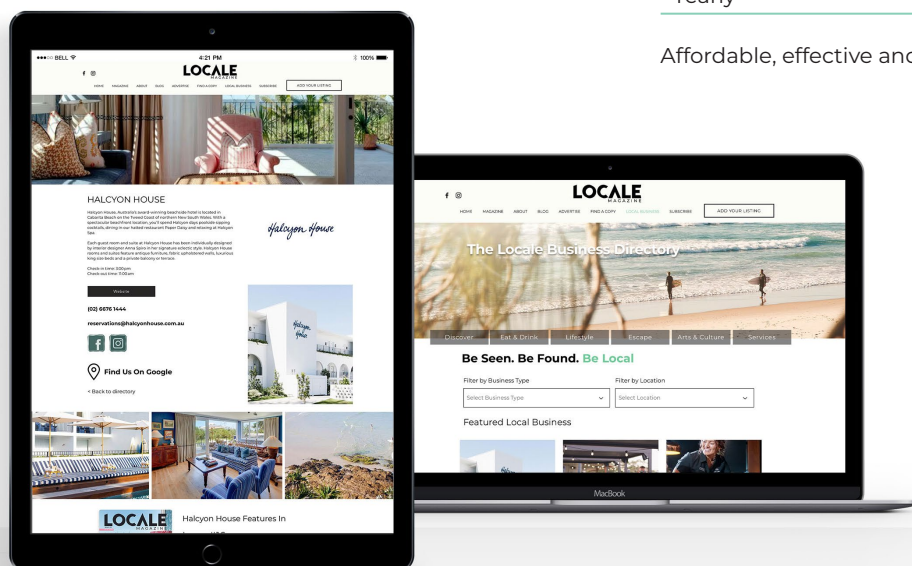
We build and publish your custom tile and business page under the right directory category — no design work required on your end.

Your listing goes live and starts driving traffic straight away, with no lock-in contract.

Directory Pricing

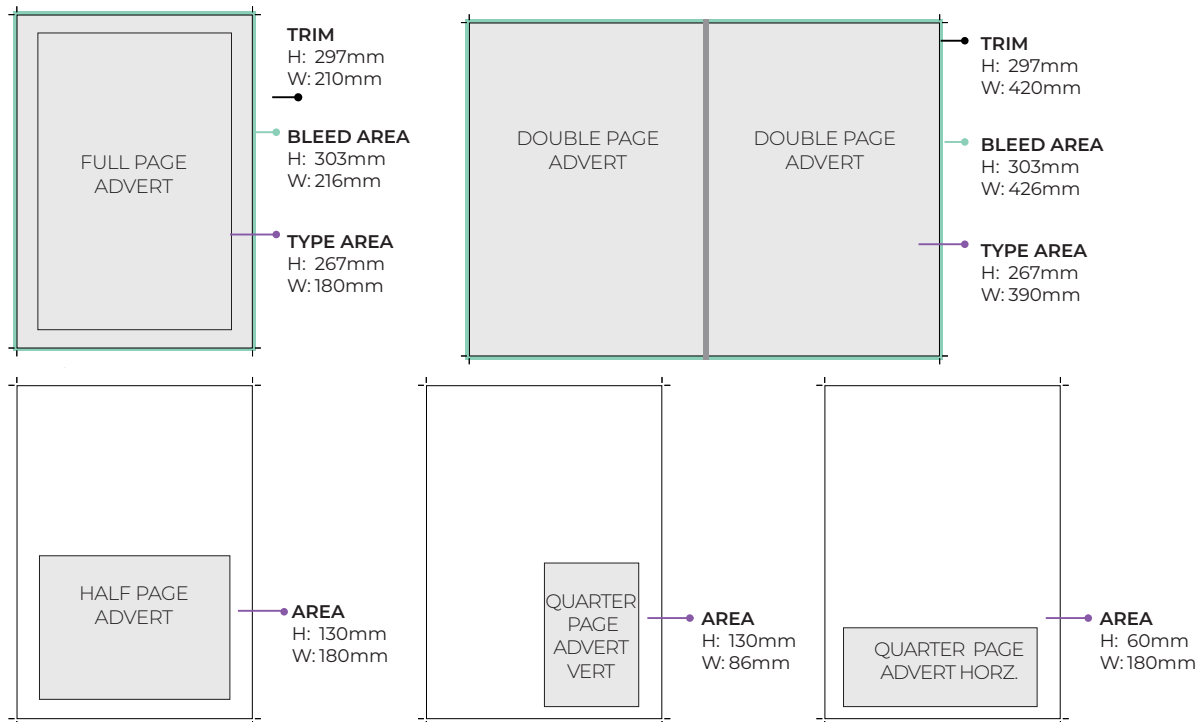
Listing Term	Rate
Monthly	\$25 / month + GST
Yearly	\$200 / year + GST

Affordable, effective and hyper-local. No lock-in contracts.



PAGE SPECS

AD SIZE	TRIM	BLEED	TYPE AREA
Full Page	297 x 210mm	303 x 216mm	267 x 180mm
Double Page	297 x 420mm	303 x 426mm	267 x 390mm
Half Page	—	—	130 x 180mm
Quarter Page (Vert)	—	—	130 x 86mm
Quarter Page (Horz)	—	—	60 x 180mm



FULL PAGE ADVERT



HALF PAGE ADVERT



EDITORIAL INCLUSION



PRODUCT PLACEMENT



HALF PAGE ADVERTORIAL & ADVERT



FULL PAGE ADVERTORIAL



DOUBLE PAGE ADVERTORIAL

DISTRIBUTION

A detailed and targeted distribution strategy from Ballina to Tamborine Mountain. This is a snapshot only — our full stockist list runs to 250+ points and is available on request.

REGIONS WE COVER

NORTHERN RIVERS NSW

- Alstonville
- Ballina
- Bangalow
- Brunswick Heads
- Byron Bay
- Cabarita Beach
- Clunes
- Fingal Head
- Hastings Point
- Kingscliff
- Lennox Head
- Lismore
- Mullumbimby
- Murwillumbah
- Ocean Shores
- Pottsville
- Terranora
- Tweed Heads

GOLD COAST QLD

- Broadbeach
- Burleigh Heads
- Coolangatta
- Currumbin
- Kirra
- Main Beach
- Mermaid Beach
- Mermaid Waters
- Miami
- Nobby Beach
- Palm Beach
- Sanctuary Cove
- Southport
- Surfers Paradise
- Tallebudgera
- Tamborine Mountain
- Tugun
- Varsity Lakes

DELIVERED TO PREMIUM RESORTS & ESTATES

- Crystalbrook - Byron Bay
- Elements of Byron - Byron Bay
- The Farm - Byron Bay
- Halcyon House - Cabarita Beach
- Peppers - Kingscliff
- Swell Resort - Burleigh Heads
- Mondrian - Burleigh Heads
- Sofitel - Broadbeach
- Mercure Gold Coast Resort - Carrara
- Rydges - Coolangatta
- Sanctuary Cove - Gold Coast
- Sheraton Grand Mirage - Main Beach
- Imperial Hotel - Main Beach
- QT Hotel - Surfers Paradise
- The Langham - Gold Coast





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