

The background of the entire image is a dense, dark pattern of Monstera leaves. The leaves are large and have characteristic holes (fenestrations). They are rendered in various shades of dark green and black, creating a textured, organic backdrop.

LOCALE

MAGAZINE

Living like a local

MEDIA KIT

localemagazine.com.au

Living like a local



- Locale Magazine is dedicated to promoting businesses and attractions in the Northern Rivers region and includes Gold Coast region.
- Our premier 76-page quarterly magazines cover local fashion, dining, living, arts, entertainment, lifestyle, and beauty.
- Our team of creative locals is passionate about highlighting the wonderful aspects of these regions and communities.
- We distribute 10,000 printed copies throughout the Northern Rivers and the Gold Coast in various establishments such as resorts, Airbnbs, hotels, cafes, restaurants, and fashion boutiques.
- Multiple booking discounts are available to help businesses maximize their exposure.
- In addition to our print editions, Locale Magazine has a rapidly growing online presence.
- When you advertise with us, your business receives dedicated social media posts across our platforms, including Instagram.
- Our social media profiles drive traffic to our website and promote our advertisers, events, and services.



SALES AND ADVERTISING ENQUIRIES

sales@localemedia.com.au

EDITORIAL ENQUIRIES

editor@localemedia.com.au

STATS



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 of Locale Magazine printed quarterly, distributed across cafés, boutiques, accommodation providers, visitor centres, markets and airports throughout the Northern Rivers and Gold Coast.
- 100+ premium stockists and 8,000+ digital readers per issue via our flipbook, website and social platforms, Locale offers unmatched reach across the region.

Audience Demographics

- 60% of print copies are picked up by experience-driven tourists referencing Locale for dining, shopping and things to do.
- 60% of readers are passionate locals who champion small businesses and community. Locale is widely trusted as a business-to-business connector across hospitality, retail and wellness.

Engagement

- 12–15 min average dwell time
- 20,000+ social media reach
- 8,000+ newsletter subscribers and growing
- 80%+ advertiser rebook rate within two issues.

Locale Online Directory — \$20/month

- Year-round visibility with clickable links, up to 5 images, logo, optional video, customer reviews, SEO optimisation and featured placement — connecting you with locals and tourists actively seeking services and experiences.

Locale Kids — Our Newest Addition!

- 8,000 copies distributed across both the Northern Rivers and Gold Coast, connecting family-focused businesses with parents, caregivers and families exploring the region. From activities and education to fashion and family dining, Locale Kids is the go-to guide for families.
- We also offer combined packages across both titles for maximum exposure to tourists, locals and families all in one.

Why Businesses Choose Locale

- Produced by locals, for locals and visitors. Every issue features curated stories, stunning visuals and meaningful editorial.
- Opportunities across both titles include advertisements, advertorials, premium placement, seasonal guides, cross-region exposure and directory listings.

REGULAR SECTIONS AND FEATURES

FEATURES

Our **Features** section dives deep into the stories that shape the Northern Rivers region. From inspirational local personalities to impactful community initiatives, we highlight the movers and shakers who are making a difference. Each feature offers a thoughtful narrative, exploring diverse topics from environmental conservation to cultural trends, ensuring our readers stay connected with the region's heartbeat.

DISCOVER

Discover introduces readers to hidden gems and must-visit spots across Northern Rivers. Whether it's a scenic lookout, a boutique shopping experience, or a tucked-away café, this section is dedicated to showcasing local treasures. Readers can explore new places and experiences, all curated with insider knowledge for those who want to truly live like a local.

DINE

Food lovers will 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. Our reviews, profiles, and dining guides help readers discover where to eat, drink, and enjoy local flavors.

LIFESTYLE

Our **Lifestyle** section offers insights into the Northern Rivers way of life. Covering everything from wellness and fitness to home décor and fashion, we embrace the laid-back, health-conscious ethos that defines the area. Readers can find inspiration to enhance their daily routines with a touch of local flair.

ESCAPE

The **Escape** section transports readers to serene getaways and adventure-filled destinations within and beyond the Northern Rivers. Whether it's a luxurious beachside retreat or a weekend camping trip in the hinterland, we provide readers with inspiration for their next travel experience, encouraging them to unplug and recharge.

THE ARTS

In **The Arts**, we showcase the region's thriving creative community. This section celebrates artists, musicians, galleries, and cultural events, giving readers an inside look into the artistic pulse of Northern Rivers. From up-and-coming talent to established creatives, we cover the diverse art forms and cultural happenings that make the area a vibrant hub for creativity.

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!

ADVERTISING RATES

15% PREMIUM POSITION LOADING FEES APPLY. 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	\$1,490	\$1,410	\$1,330
Half Page	\$790	\$710	\$655	\$620
Quarter Page	\$490	\$420	\$400	\$365
Double Page Spread (DPS)	\$2,300	\$1,950	\$1,890	\$1,775
Inside Front Cover (IFC)	\$1,650	\$1,550	\$1,450	\$1,395
Inside Back Cover (IBC)	\$1,650	\$1,550	\$1,470	\$1,395
Back Cover	\$1,950	\$1,850	\$1,760	\$1,570
Front Cover (includes full page editorial value \$1400)			\$3,800	
Double page advertorial (upto 800 words upto 5 images)			\$1,900	
Full page advertorial (upto 500 words upto 3 images)			\$1,200	
1/2 page advertorial + Half page advert (300 words + 1 image)			\$1,380	
Product Placement			\$150/product	

Ask us about our special package rates to cross promote in
LOCALE KIDS.

PAYMENT & CANCELLATION TERMS: Total cost per issue to be paid as follows: · On contract, full payment. · With proof approval, full payment total cost. · Cancellations after the booking deadline will be charged at full rate. · Written cancellations accepted seven days prior to booking deadline.

PACKAGES

MONTHLY SUBSCRIPTION MARKETING PLAN - 12 MONTH CAMPAIGN

Each package offers incredible value, ensuring maximum visibility across both print and digital platforms for consistent brand exposure.

Secure your campaign today!

Option 1.

Essential Visibility Package

4 x Half-page ads across 4 issues

4 x Banner ads in quarterly e-newsletters

4 x Instagram posts

\$480

PER MONTH

\$5,760

PER YEAR

\$6,920
TOTAL VALUE

Option 2.

Premium Exposure Package

4 x Full-page ads across 4 issues

1 x Full-page advertorial in an edition of your choice

4 x Banner ads in quarterly e-newsletters

4 x Instagram posts

\$625

PER MONTH

\$7,500

PER YEAR

\$11,400
TOTAL VALUE

Option 3.

Ultimate Impact Package

1 x Inside Front Cover full-page ad 1 x Double-page

1 x Back Cover full-page ad

2 x Full-page ads in an edition of your choice 1 x Full-page

advertorial in another edition

4 x Banner ads in quarterly e-newsletters

4 x Instagram posts

\$790

PER MONTH

\$9,500

PER YEAR

\$14,530
TOTAL VALUE

ONLINE DIRECTORY

Be Seen. Be Found. Be Local.

Get discovered with Locale's Online Directory – the go-to place where locals and businesses search. For less than the price of a coffee a week, your business can stand out and connect directly with the community.

Why list with us?

- Boost your online visibility & SEO – strengthen your digital footprint.
- Gain valuable backlinks – improve your Google ranking with quality links.
- Connect with locals – stay front-of-mind in a trusted community hub.

What's included:

- A custom tile featuring your logo or image, clickable to your dedicated page.
- A business page with a write-up, gallery of images, and direct links.
- Your website, address, and social channels integrated.
- A featured special offer to attract new customers.
- Ongoing exposure to engaged, local audiences.
- No lock in contracts

All of this for just \$20 per week.

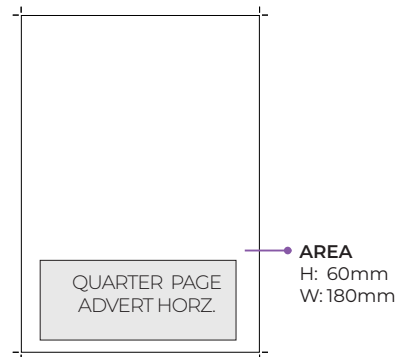
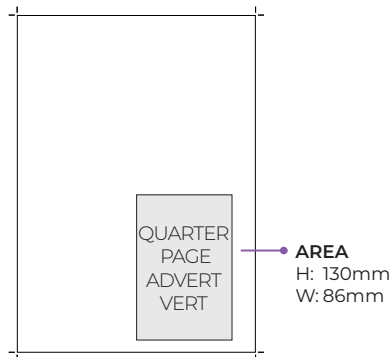
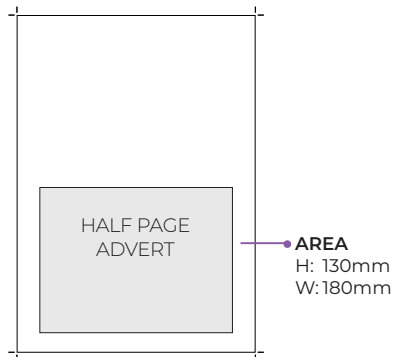
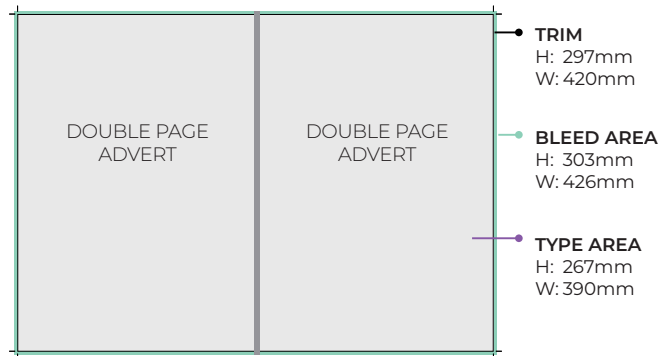
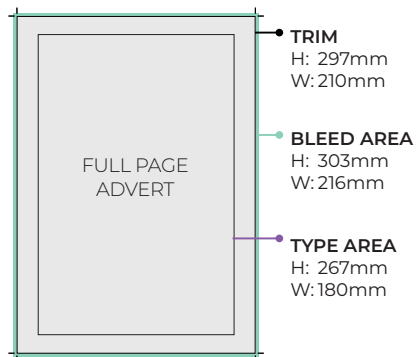
Affordable, effective, and hyper-local – the perfect way to put your business on the map.

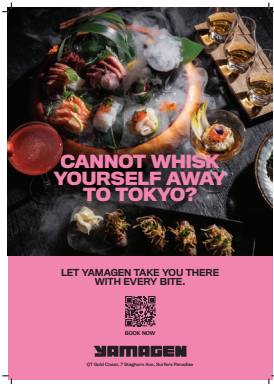


DIGITAL ADVERTISING RATES

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

PAGE SPECS





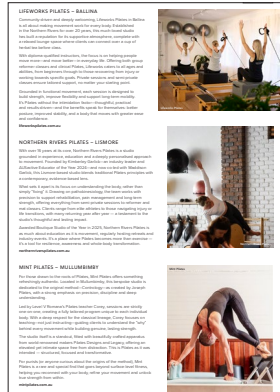
FULL PAGE ADVERT



QUARTER
PAGE
ADVERT



HALF PAGE ADVERT



EDITORIAL INCLUSION



PRODUCT PLACEMENT



HALF PAGE ADVERTORIAL
& ADVERT



FULL PAGE ADVERTORIAL



DOUBLE PAGE ADVERTORIAL



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MAGAZINE

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