

media kit
in macarthur 2011/2012



Summer

THE LIFESTYLE MAGAZINE

Macarthur Regional
Precinct update

Autumn
in macarthur

THE LIFESTYLE MAGAZINE FOR A REGION

- Macarthur's best
- developers
- builders
- interior designers
- caterers
- kitchens
- tiles
- homewares
- gardens
- and more

www.inmacarthurmagazine.com.au

For over 12 years an attractive recipe of food, lifestyle, localised information and beautiful photography has seen 'in Macarthur' magazine gather a loyal following of readers keen for their seasonal lifestyle fix. The unique glossy quarterly has established itself as a serious contender for advertisers' dollar.

There is a long list of successful advertising campaigns over the life of the magazine and many of those advertisers are more than happy to endorse the magazine. Referrals generate many business leads for the magazine. Many readers of the magazine becoming advertisers too. Often it is the wives of business owners who 'sell' the magazine to their spouse, and in doing so, demonstrate the common enthusiasm readers share.

The magazine's readers are aspirational, educated and parochial. The majority are women between 25 and 65 years old, although many female readers have revealed that 'in Macarthur' magazine is the only printed media their husbands read from cover to cover.

Repeated surveys asking, "How many people read your copy of in Macarthur magazine?" and, "How long do you hold on to each copy of in Macarthur magazine?" have produced the very same results each time. Based on the survey results, just over four people read each copy and "at least three months," was the almost unanimous answer to the second question.

The content and distribution methods ensure that the people getting the book want it and read it. They are a very attractive audience. The magazine very quickly went from a restaurant guide, with few other advertisers, to a full blown lifestyle magazine. Peripheral advertisers realised quickly that the book had captured the attention of a lucrative market - 'Locals who are actively spending money on lifestyle.' New advertisers from many different industries came on board in droves.

In 2006, two annual editions brought the yearly SWG publishing tally to six books. The 'Weddings & Functions' Annual and 'Your Home' Annual introduced two powerful industries to an exciting new media. Both books have proven extremely popular and successful. It seems that locals just can't get enough of 'in Macarthur' magazine.

Remarkably, the magazine is still experiencing growth, even after 12 years! Summer 2010/11 generated record revenue. Problem is, the staples just can't take any more pages!

The seasonal 20,000 print run is distributed FREE targeting 'higher income earners and people spending money on lifestyle' in the following fashion (approximates only):

Restaurants/Cafés/Eateries	6000
3 Councils - including new resident packs	2000
Professional offices and organisations	2000
Shopping Centre information desks	4000
Appropriate lifestyle retailers	4000
Hairdressers/Beauty Salons/Day Spas	2000

The market understood the concept quickly and embraced it. "If I hand the magazine to a customer of mine, sure he will be exposed to all of my competitors, but if they do the same, together we create a stronger market." And so it was. A restaurant industry was born in the Macarthur district. Many longtime restaurateurs acknowledge the role 'in Macarthur' magazine played in that process. There is now a 'restaurant going' mentality in Macarthur which did not exist 12 years ago.

This new-found 'cosmopolitan' attitude has extended to lifestyle in general. Other businesses catering to this lucrative market are also experiencing growth. Prestige cars, real estate developments and day spas are just a few of the industries booming on the back of the district's coming of age.

Geographically, the main distribution points, and therefore the majority of the distribution, are to Camden, Campbelltown, Narellan and Picton.

Distribution points (approximates only):

Macarthur Square	2000
Campbelltown	4000
Camden	5000
Narellan	5000
Picton	2000
Others	2000

The district of Macarthur is bounded by:
South ~ Bargo; West ~ Warragamba; North ~ Casula; East ~ Appin

The main population centres are:
Campbelltown; Camden; Narellan; Picton.

Macarthur's 250,000 population contains a range of demographics but the magazine is pitched directly at the locals spending money on lifestyle. There is no doubt that 'in Macarthur' magazine has the collective attention of this lucrative demographic.

Aspects of the Macarthur socio/economic landscape may surprise outsiders. For instance: our area includes a highly successful Mercedes dealership; the number one Hillross Financial Adviser in Australia; one of the most successful Events Cinema complexes in Australia; Nectar Day Spa - Australian Spa Of The Year (APAA 2007); Campbelltown Arts Centre is considered the best outside of a capital city; our newest city park suburb Park Central includes three MBA award winning buildings. The point is that if you bring your product to Macarthur with tainted preconceptions about the district and its people, you might just fail.

We enjoy a wonderful lifestyle in Macarthur. The natural beauty, the amazing facilities and a developing sophistication add up to a very content population. 'in Macarthur' readers rated that contentment an 8.7 out of ten in a recent survey. Add our serendipitous proximity to the ocean, the city, the snow... Yes we are a smiling lot.

The birth of the new city of Bringelly to our west will only enhance the region's appeal to advertisers. In the not too distant future, Macarthur will be a powerful region (and market) of over half a million people. For food, lifestyle and prestige advertisers, 'in Macarthur' magazine will provide the best access to that market.

The magazine started in 1999 with a basic editorial premise - "To educate locals and to influence others." It grew out of the concept that until the locals believe in their own area there is no chance of changing outsiders' perceptions.

Magazine editor David Everett is an untrained but very natural writer. A style developed writing advertising copy has served him well in this casual magazine environment. David's writing is extremely popular. It has been described as, "receiving a letter from an old friend."

After ten years, many aspects of the magazine have become anticipated regular features. Pretty much anything local and positive is subject matter for an article. Sensationalism and negativity can be left to the pages of the newspapers. 'in Macarthur' magazine is positive by design and entertaining by necessity. If nobody wants to read the magazine, nobody is influenced.

Regular Features

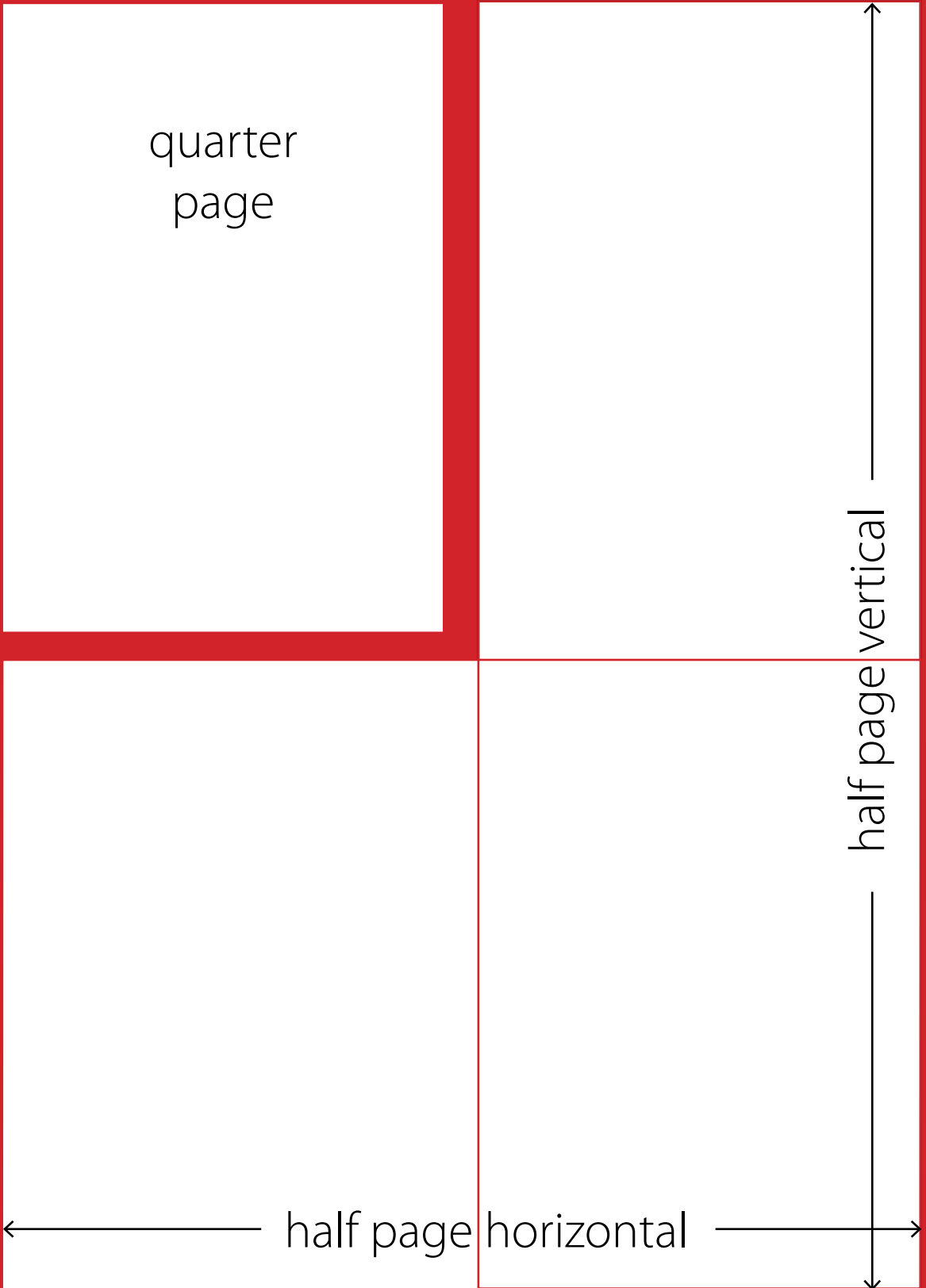
- Lifestyle Articles
- Local History Articles
- Macarthur's Social Pages
- Sunday Drive
- Restaurant Reviews
- The Eating Out Guide
- Table Talk
- What's On
- Featured Chef and Survey

full page + 3mm of bleed

quarter
page

half page vertical

half page horizontal



Seasonal Magazine

Number of copies per issue - 20,000
Estimated readership - 80,000*
Printing - Pegasus Group, Blacktown
Graphic Design - South West Graphics
Photography by Bob Hughes
Contributor - Margaret Hughes
Contributor - Mark Peters
Contributor - Brooke Everett

Annual Editions

Number of copies per issue - 15,000
Estimated readership - 60,000*
Printing - Pegasus Group, Blacktown
Graphic Design - South West Graphics
Photography by Kylie Lyons
Photography by Bob Hughes
Contributor - Mark Peters
Contributor - Brooke Everett

All magazines published by SWG have common ad sizes:

Full Page: 170mm w x 235mm h + 3mm bleed all edges
Half Page Horizontal: 153mm w x 105mm h
Half Page Vertical: 74mm w x 215 mm h
Quarter Page: 74mm w x 105mm h

Advertorial - price and availability upon application

Print Schedule

Spring 2011

Production Deadline: August 19
Publication: September 2

Weddings and Functions Annual 2012

Production Deadline: September 30
Publication: October 16
(Camden Civic Centre Wedding Expo)

Summer 2011/12

Production Deadline: November 25
Publication: December 9

Autumn 2012

Production Deadline: February 17
Publication: March 2

Home Annual 2012

Production Deadline: April 6
Publication: April 20

Winter 2012

Production Deadline: June 1
Publication: June 15

Spring 2012

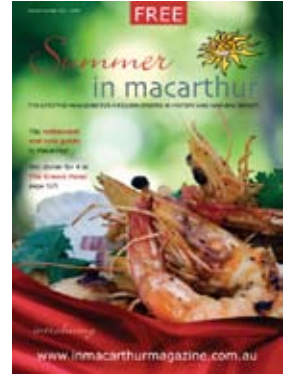
Production Deadline: August 17
Publication: August 31

Weddings and Functions Annual 2013

Production Deadline: September 28
Publication: October 14
(Camden Civic Centre Wedding Expo)

Summer 2012/13

Production Deadline: November 23
Publication: December 7



Design & supply of material - IMPORTANT

Our artwork service is complimentary if you choose to use it - but to help us please ensure that photos are supplied at 300dpi and in either tiff or jpeg formats. As a rule, if you got it off the internet, it is rarely at a usable file size for publishing. The use of the photo is also quite likely illegal due to copyright laws. For best results logos should be eps files. If in doubt, contact us.

If you are sending artwork - high resolution PDF is preferred. If your ad is full page - remember to include bleed (3mm+)!

Send all photos and artwork as early as possible. If there are problems we may need time.



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AND... *check out*
www.inmacarthurmagazine.com.au