

# in macarthur

## LIFESTYLE MAGAZINE

media information

2019



For over 20 years an attractive recipe of food, lifestyle, localised information and beautiful photography has seen 'in Macarthur' magazine develop and maintain a loyal following of readers keen for their seasonal lifestyle fix. The unique, glossy quarterly has established itself as a strong performer and good value for advertisers' dollar.

The magazine's readers are aspirational, educated and parochial. The majority are women aged 25 plus, although female readers have often 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. And 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 all this time! Summer 2013/14 generated record revenue and burst the staples to create the beautiful new bound version of in Macarthur magazine. The growth continues. The revenue record is broken every few editions.

The seasonal 20,000 print run is distributed FREE targeting 'locals actively spending money on lifestyle' in the following fashion (approximates only):

Restaurants/Cafés/Eateries	6500
3 Councils - including new resident packs	1500
Lifestyle Events and Festivals	1000
Professional offices and organisations	2000
Shopping Centre information desks	4000
Appropriate lifestyle retailers	4000
Hairdressers/Beauty Salons/Day Spas	1000

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 19 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, property developers, builders and day spas and gyms 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 centres (approximates only):

Macarthur Square Shopping Centre	2000
Campbelltown LGA	4000
Camden town	7000
Narellan, Mount Annan	2500
Oran Park, Gregory Hills, Gledswood Hills	1500
Picton	2000
Others	1000

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

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

Macarthur's 310,000 population is growing quickly and the magazine's geographical reach extends each year. Macarthur 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.

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 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." This intent grew out of the belief that until the locals believe in their own area there is no chance of changing outsiders' perceptions.

Magazine editor David Everett is an untrained, 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 19 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
- Local Business Features
- Local Adventure Articles
- Kids Feature Section
- Healthy Living Feature Section
- Restaurant Reviews
- The Eating Out Guide
- Table Talk
- What's On
- Featured Chef and Survey

# full page + 3mm of bleed

\* denotes an unaudited survey

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  
Editor - David Everett  
Graphic Design - South West Graphics  
Photography - Kylie Lyons

## Annual Editions

Number of copies per issue - 15,000  
Estimated readership - 60,000\*  
Printing - Pegasus Group, Blacktown  
Editor - David Everett  
Graphic Design - South West Graphics  
Photography - Kylie Lyons

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### 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

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## Print Schedule 2019

### Autumn 2019

Production Deadline: February 15  
Publication: March 4

### Your Home Annual 19

Production Deadline: April 5  
Publication: April 22

### Winter 2019

Production Deadline: May 24  
Publication: June 10

### Spring 2019

Production Deadline: August 9  
Publication: August 26

### Weddings and Functions Annual 2020

Production Deadline: September 27  
Publication: October 13  
(Camden Civic Centre Wedding Expo)

### Summer 2019

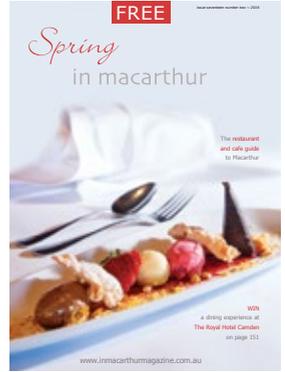
Production Deadline: November 15  
Publication: December 2

FREE WEB LINK FOR ADVERTISERS

DIGITAL FLICK-THRU INCLUDED

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### ***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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