

in macarthur

LIFESTYLE MAGAZINE

media information

2021



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 happy to live in Macarthur. The majority are women aged 29 plus, although female readers have often revealed that 'in Macarthur' magazine is the only printed media their husbands read from cover to cover.

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.'

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.

'in Macarthur' magazine has a fan base who eagerly await each edition. In marketing parlance, we have a very attractive market heavily engaged. Would you like access to our readers?

the magazine

The seasonal 20,000 print run is distributed FREE targeting 'locals actively spending money on lifestyle' by over 300 locations:

Restaurants/Cafés/Eateries	6500
3 Councils - including new resident packs	1000
Real Estate & Developers new resident packs	1000
Lifestyle Events and Festivals	1000
Professional offices and organisations	1000
Shopping Centre information desks	5000
Appropriate lifestyle retailers	3500
Hairdressers/Beauty Salons/Day Spas	1000

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

Distribution centres (approximates only):

Macarthur Square Shopping Centre info desk	1000
Narellan Town Centre info desk	1000
Campbelltown LGA	3500
Camden town	7000
Narellan, Mount Annan	2500
Oran Park, Gregory Hills, Gledswood Hills	3000
Picton and Wollondilly	2000

Our Annuals' 15,000 print runs are also distributed FREE and in similar style, but to a narrower field of distribution points, given the more specific nature of the content. Of course advertisers from the industries involved make up a large proportion of the distributors. Both Annuals are used at 'point of contact' with prospective clients.

distribution and market

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

Macarthur comprises of:
Campbelltown LGA; Camden LGA; Wollondilly LGA

Macarthur's 310,000 population is growing quickly and the magazine's geographical reach extends each year. Our magazine is pitched directly at the locals spending money on lifestyle. 'in Macarthur' magazine has a lucrative demographic heavily engaged.

The growth of the new city to Macarthur's west will only enhance the region's appeal to advertisers. The magazine has organically become the lifestyle media for the new population. In the not too distant future, Macarthur will be an even more powerful region (and market) of over half a million people. 'in Macarthur' magazine will aim to provide the best access to that market.

READER SURVEY 2018 - 500 respondents - no prize or incentive

- Our readership is largely women around 30 years onward, probably peaking around 40-60 years.
- The survey showed that about 66% of respondents are long time readers - 10 to 20 years.
- Over 80% claimed that at least one other person reads their copy of the magazine each season. The average figure ended up at 3.8 people reading each copy - so we have a notional readership of 76,000 from a print run of 20,000.
- 50% of respondents had read all four editions of the magazine in 2018. Over 66% of respondents claimed to read between 60% to 100% of the content of each seasonal magazine.
- 60% of respondents claimed to hold onto each seasonal magazine for at least the 3 months of the magazine's shelf life. The biggest response was for 4 months plus (35%). It's a resource.
- Readers use the Eating Out Guide in the back of the magazine. 38% said once a month, 33% said twice, 10% said weekly.
- 40% of our readers claimed to have contacted a business between 3 and 5 times in 2018, after seeing a business' ad in our magazine.
- We rated a 9 out 10 for 'Goodwill in the Community'.

The magazine started in 1999 with a basic editorial premise - "To educate locals and to influence others." This intent grew out of the paradigm - 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 21 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

quarter
page

half page vertical

half page horizontal

Seasonal Magazine

Number of copies per issue - 20,000
Printing - Pegasus Group, Blacktown
Editor - David Everett
Graphic Design - South West Graphics
Photography - Kylie Lyons

Annual Editions

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

All magazines published by SWG have common ad sizes:

Two Page Spread: 340mm w x 235mm h + 3mm bleed all edges
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

Print Schedule 2021

Autumn 2021
Production Deadline: February 12
Publication: early March

Your Home Annual 2021
Production Deadline: April 2
Publication: mid April

Winter 2021
Production Deadline: May 21
Publication: early June

Spring 2021
Production Deadline: August 13
Publication: early September

Weddings and Functions Annual 2022
Production Deadline: September 24
Publication: October 10
(Camden Civic Centre Wedding Expo)

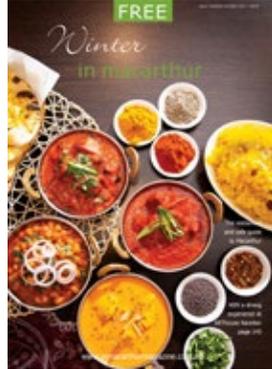
Summer 2021/22
Production Deadline: November 12
Publication: early December

DIGITAL FLICK-THRU INCLUDED



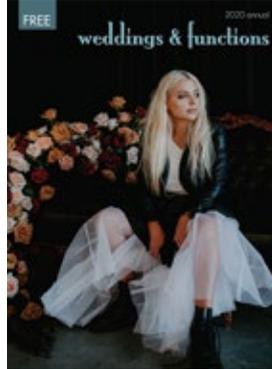
FREE WEB LINK FOR ADVERTISERS

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 vector 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