



# in macarthur

## LIFESTYLE MAGAZINE

media information

2023/24

For more than 20 years an attractive recipe of food, lifestyle, localised information and entertainment 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' dollars.

The magazine's readers are aspirational lifestyle junkies and happy to live in Macarthur. The vast majority (about 80%) are women aged 27 years 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. In the early 2000s 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 seasonal 20,000 print run is distributed FREE targeting 'locals actively spending money on lifestyle' by about 300 locations:

Restaurants/Cafés/Eateries	6000
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 info desks and stands	4000
Appropriate lifestyle retailers	4000
Hairdressers/Beauty Salons/Day Spas	2000

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

Distribution centres (approximates only):

Macarthur Square Shopping Centre	1000
Narellan Town Centre	1000
Campbelltown LGA	3000
Camden town	7000
Narellan, Mount Annan	2000
Oran Park, Gregory Hills, Gledswood Hills	4000
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.

Given our readership demographics, it should evoke no surprise that Facebook is our strongest social media platform. We have over 10,000 Facebook followers heavily engaged. We achieve astounding 'post reach' and 'post engagement' numbers.

During the most recent lockdown 2021, we set out to support local business with a constant flow of updates trading information and promotions. The community loved it. Our monthly 'post reach' figures ranged from 40,000 to 75,000 while the 'post engagement' rates varied from 25% to a staggering 90%.

More than 20 years writing for the community, Magazine Editor David Everett, has built a strong relationship with his readers. He knows them well and intuitively triggers a reaction them with his Facebook posts. One post alone, on August 25th, 2021, achieved 40,000 'reach' and 11,400 'post engagements' - those are remarkable numbers.

Our magazine advertisers are front of our thoughts when supporting businesses on socials. We like to say that when you advertise in our print magazine, you join the 'in Macarthur' family. Sounds corny, but the sentiment is true and the enactment demonstrable. We will do anything we can to promote our advertisers. We know many local businesses have benefitted immensely from our support during both lockdowns. They tell us.

We are now selling Facebook posts - **although our print magazine advertisers receive our support for free.**

<https://www.facebook.com/inmacarthurmag>

Again, our online flick-thru magazine provides a bonus for our magazine advertisers. Given the immense popularity of the print magazine we are not sure if the digital version is much more than a convenient alternative, but we upgraded our online flick-thru magazine in March 2020 so we are gathering data.

So far use of the online flick-thru magazine is pretty much as expected - low usage but all other indicators are massive. Early stats show a 3.39% bounce rate - 5.34 minute average stay and very high customer return rate.

We will continue gather data and update our information. Suffice to say, our readers are extremely loyal but prefer the print magazine.

<http://magazine.inmacarthurguide.com.au/>

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 300,000+ population is growing quickly and the magazine's geographical reach extends each year. Our content is pitched at the locals spending money on lifestyle, while our distribution model makes it available free, at the places they frequent.

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 2019 - app' 500 respondents - no prize or incentive

- Our readership is largely women around 30 years onward, 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." The self confidence of Macarthur has grown enormously since those early days and now the magazine sets out to inform and entertain locals.

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

After more than 20 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.

### **Regular Features**

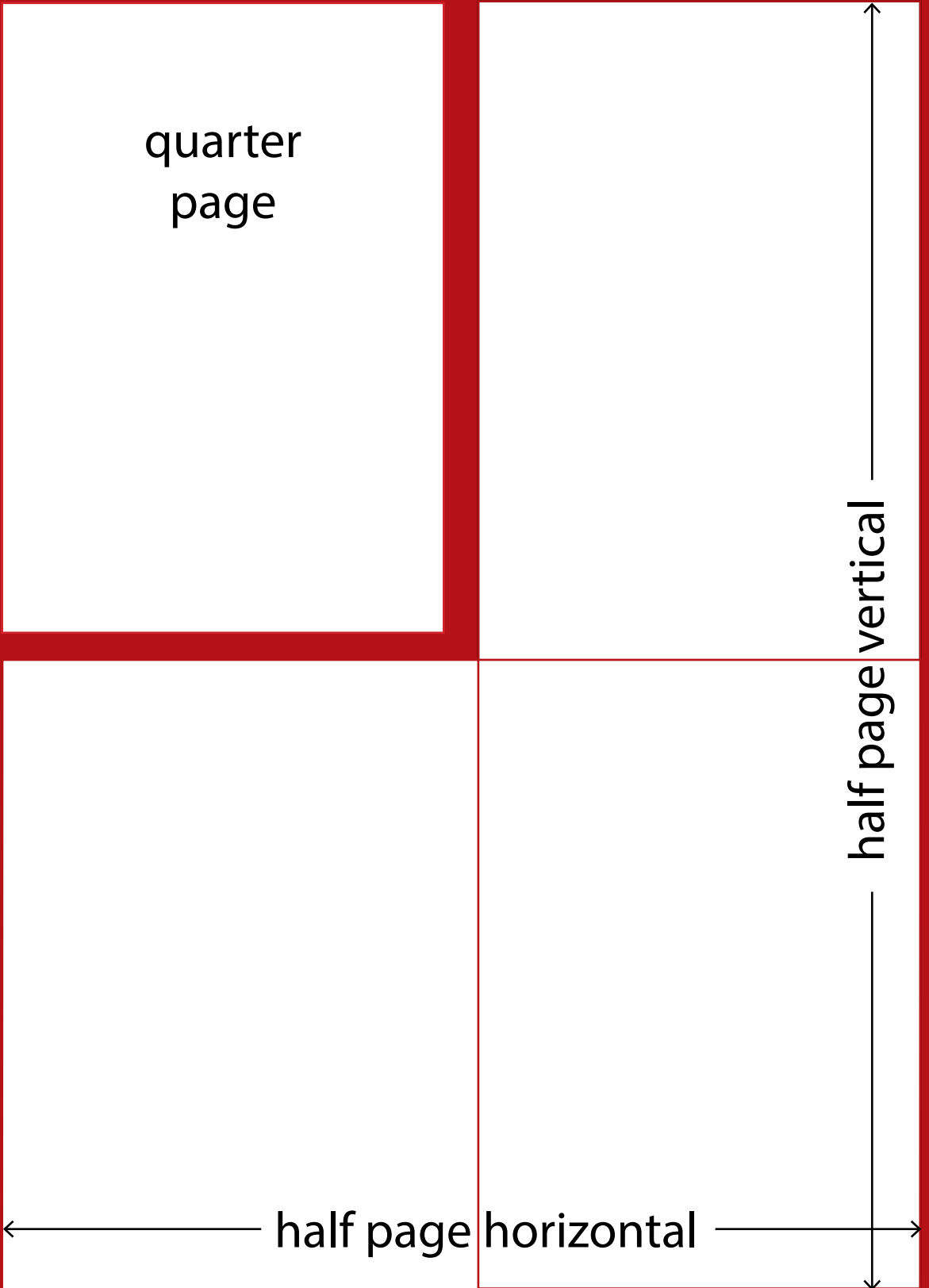
- Lifestyle Articles
- Local History Articles
- Local Business Features
- Local Adventure Articles
- Kids Feature Section
- Healthy Living Feature Section
- Dining Reviews
- The Eating Out Guide
- Table Talk
- What's On

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

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### 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

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## Print Schedule 2023/24

### Winter 2023 - including YHA 23

Production Deadline: May 19  
Publication: early June

### Spring 2023

Production Deadline: August 11  
Publication: early September

### Weddings and Functions Annual 2024

Production Deadline: September 22  
Publication: October 15  
(Camden Civic Centre Wedding Expo)

### Summer 2023/24

Production Deadline: November 17  
Publication: early December

### Autumn 2024

Production Deadline: February 16  
Publication: early March

### Your Home Annual 2024

Production Deadline: March 30  
Publication: mid April

### Winter 2024

Production Deadline: May 18  
Publication: early June

### Weddings and Functions Annual 2025

Production Deadline: September 21  
Publication: October 14  
(Camden Civic Centre Wedding Expo)

### Spring 2024

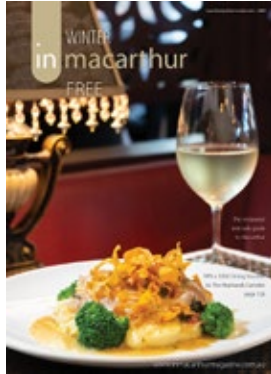
Production Deadline: August 10  
Publication: early September

DIGITAL FLICK-THRU INCLUDED



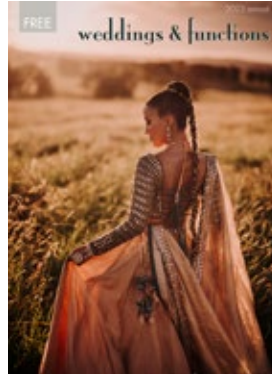
FREE WEB LINK FOR ADVERTISERS

DIGITAL FLICK-THRU INCLUDED



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DIGITAL FLICK-THRU INCLUDED



DIGITAL FLICK-THRU INCLUDED



### *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 possibly 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 or two page spread remember to include bleed (3mm+) to all edges and avoid the gutter by at least 10mm.

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



### *Contacts:*

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