

# SOUTH OF THE RIVER



## Welcome to South of the River magazine!

Historic Fremantle, leafy Applecross, cosmopolitan South Perth and vibrant Victoria Park; just a snapshot of some of the unique and thriving suburbs that line the southern banks of the beautiful Swan River. Each with its own distinct characteristics but all sharing the same unrivalled geographical position of being just across the water from, and within easy reach of, one of the world's most liveable and fastest growing cities.

*South of the River* is a brand new colourful, glossy magazine celebrating the wonderful, unparalleled lifestyle that this fabulous part of WA offers. It is a magazine for people who enjoy and seek out the good things in life and who are not afraid to spend a bit of money to get them!

Published bi-annually and distributed free to high value property owners, business owners and at select outlets throughout Perth and the south west, the publication offers something for everyone. Find regular features on fashion, food, prestige property, health, motoring, art and travel together with a guide to local events, local eateries and useful information on local services.

All published in a full colour, glossy easy to use A5 format!

## About Blue Sky Media

*Blue Sky Media* is a young, dynamic, award-winning publishing company that aims to celebrate the wonderful lifestyle and opportunities that the south west of WA brings. Established in 2007, we produce a range of high quality, glossy magazines, engaging readers through elegant design and informative content, and providing advertisers with a stylish and effective way of targeting discerning residents and visitors. All produced by an experienced team, passionate about the region and with many years' experience of launching successful, high quality publications.

Our magazines are renowned for their stylish production values, popularity amongst readers and ability to deliver advertisers a select, affluent audience with money to spend on your products and services.

## Distribution

South of the River magazine offers advertisers a unique, carefully targeted, high quality readership.

**15,000 copies are distributed to the following areas,**

- ✓ Selected high value property owners
- ✓ Selected business owners
- ✓ Selected distribution points south and north of the river, including hotels, restaurants and cafés
- ✓ Selected local events

## Why Advertise?

- ✓ Our magazines are read by the area's most affluent residents and most active spenders.
- ✓ We deliver proven response rates through our engaging editorial content and balance of editorial and advertising.
- ✓ Our six-month frequency gives longevity to your advertisement.
- ✓ We deliver high quality production values. Readers love our magazines and keep them. They are the perfect vehicle to professionally showcase your company.
- ✓ We offer competitive advertising rates, a free in-house design service and rewards for regular advertisers.

## Publication Details

Summer Issue, published Nov - Winter Issue, published May

**Format** - A5 Full Colour

**Advertising Deadline** - Second Friday of month preceding publication

**Editorial Deadline** - First Friday of month preceding publication

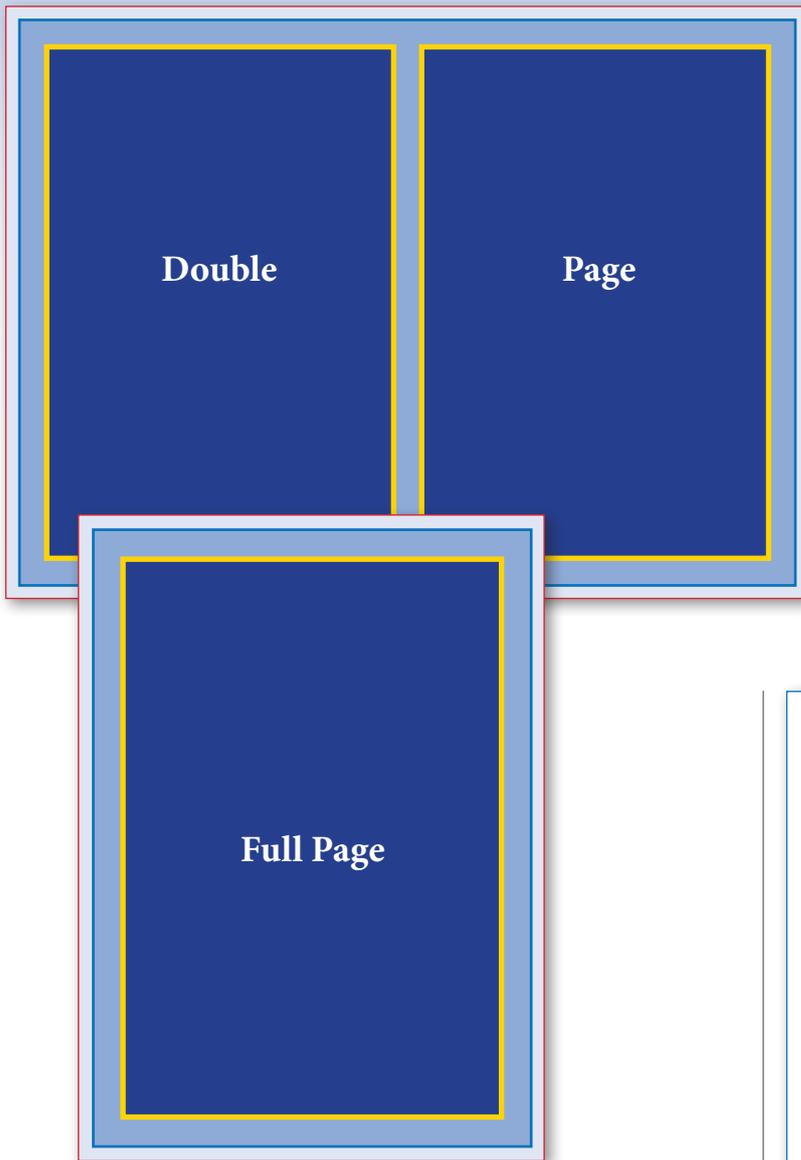
**Advertising Rates (Ex GST)** - Double Page Spread \$2595, Page \$1595, Half \$995, Quarter \$695 (per issue), Guides \$495 (per annum)

**Discounts available for series booking and pre-payment**

**Interest free payment options available**

For further information contact Mark Boden on 1300 471 491 or email [advertising@blueskymedia.net.au](mailto:advertising@blueskymedia.net.au)

# Advertisement Dimensions & Specifications



## Double Page

297mm wide x 210mm tall (blue line)  
+ 5mm bleed (red line)

Maximum Image Area for each page (yellow line)  
190mm x 128mm

## Full Page

210mm tall x 148mm wide (blue line)  
+ 5mm bleed (red line)

Maximum Image Area (yellow line) 190mm x 128mm

**FINISHED AD SIZE 220mm tall x 158mm wide**

## Maximum Image Area

### - Full Page & Double Page

A maximum image area is given for a full page advert to ensure that essential text, images or other graphics are not placed in an area which may either be trimmed or fall within the fold of the magazine.

## Artwork Specifications

Please supply all finished artwork as follows:

PDF CMYK 300dpi

Export with 5mm bleed

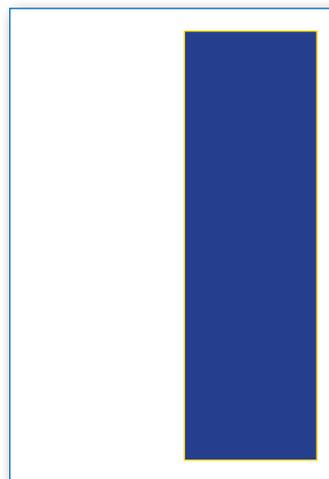
Fonts to be embedded or the text converted to outlines

If exporting from Indesign use Press Quality and in the Output-Ink manager, select 'All spots to process'. (Where rich black is used in black panels, it is recommended to use 100k 20c.)

**Note** - Low resolution images are not accepted by the publisher. Please ensure only high-resolution images are supplied and please check with the publisher if unsure. The publisher accepts no responsibility for violation of copyright or liability for any losses incurred from supplied images used.

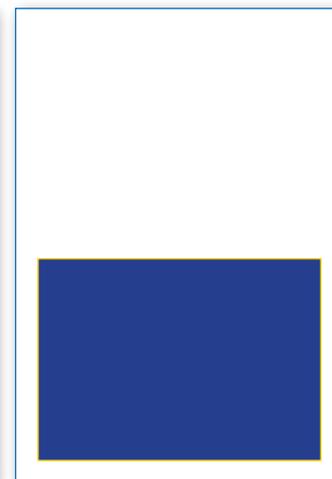
**Disclaimer** - It is the responsibility of the advertiser to ensure that material is delivered with the correct specifications and on time. Late or incorrect material may incur an additional production charge.

We reserve the right to refuse any material that does not meet our specifications.



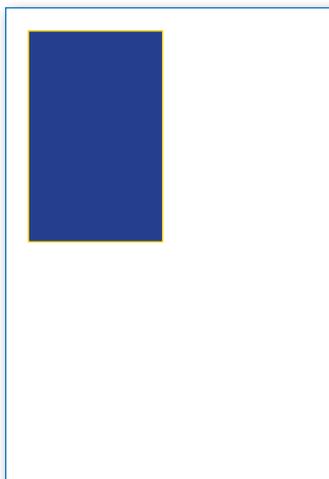
## 1/2 Page Vertical

62mm wide  
x 190mm tall



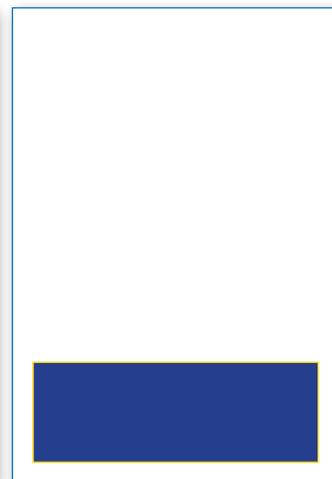
## 1/2 Page Horizontal

128mm wide  
x 93mm tall



## 1/4 Page Vertical

62mm wide  
x 93mm tall



## 1/4 Page Horizontal

128mm wide  
x 44.5mm tall