

THE MANDURAH LIFE



Welcome to the The Mandurah Life. Mandurah's exciting, glossy, bi-annual lifestyle magazine.

Mandurah is going through extraordinary growth. The city is consistently ranked as one of the fastest growing areas in Australia and with population forecast to almost double over the next 15 years clearly there is something attracting this influx of new residents.

Visit and it soon becomes clear. A beautiful climate, stunning beaches, fabulous canal-side living, great restaurants and a relaxed holiday-style atmosphere. The list is endless.

The Mandurah Life is a colourful, glossy magazine celebrating the wonderful lifestyle of this vibrant region. It is a magazine for people who enjoy and seek out the good things in life and are not afraid to spend a bit of money getting them!

Published bi-annually and distributed free to high-value property owners, local business owners and at selected outlets around town, the publication offers something for all. Find regular features on fashion, interior design, motoring, health, property, food and the local art scene. Also find a What's On Guide, Eating Out Guide and Accommodation Guide together with useful information on local services and businesses.

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

A Unique Advertising Opportunity

The Mandurah Life offers advertisers a unique, carefully targeted high quality readership.

6,000 copies are distributed to the following areas,

- ✓ Selected high-value property owners
- ✓ Selected businesses owners
- ✓ Hotels and Visitor Centres
- ✓ Local Restaurants/Cafes/Boutiques
- ✓ Selected local events

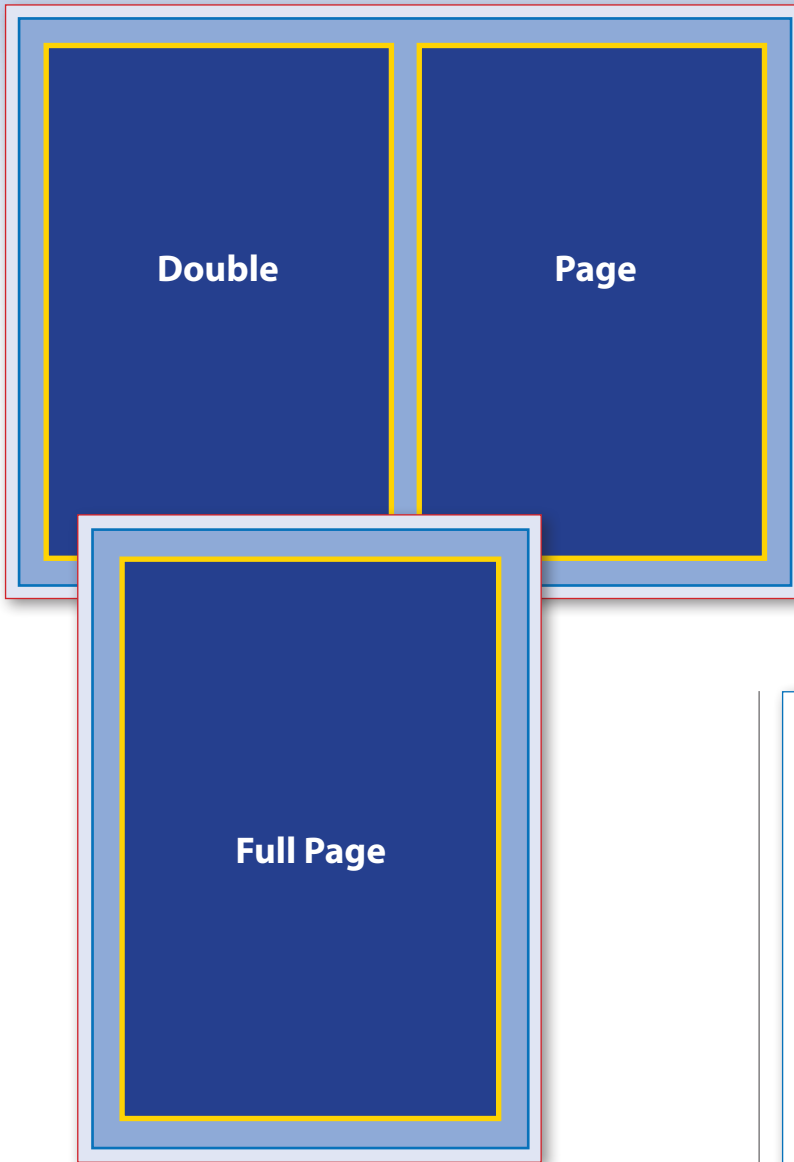
In short, readers are residents with a high disposable income or visitors to the area with money to spend on your products and services.

Publication Details

| | |
|--|--|
| Publication Dates | Winter edition published in June, Summer edition published December |
| Format | A5 Full Colour |
| Editorial Deadline | First Friday of month preceding publication |
| Advertising Deadline | Second Friday of month preceding publication |
| Advertising Rates (EX GST) | Page \$895, Half \$545, Quarter \$345 (per issue) |
| Classifieds | From \$325 (per annum) |
| Eating Out Guide | \$325 (per annum) |
| Accommodation Guide | \$325 (per annum) |
| Discounts available for series bookings and pre-payment | |
| Interest-free payment options available | |

For further information contact Mark Boden on 1300 471 491 or email 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

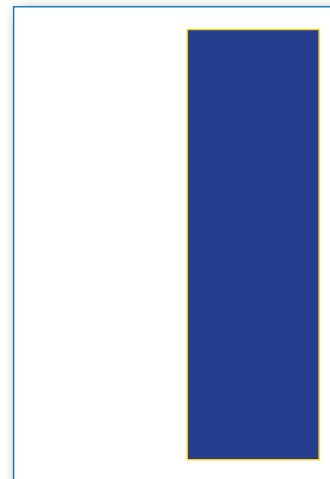
Fonts to be embedded or the text converted to outlines

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.

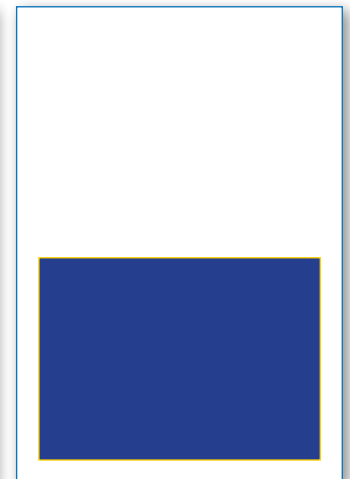
Disclaimer - It is the responsibility of the advertiser to ensure that material is delivered with the correct specifications and on time. Late or incorrect material may incur an additional production charge.

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



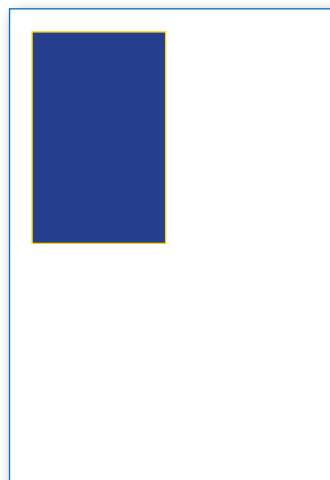
1/2 Page Vertical

62mm wide
x 190mm tall



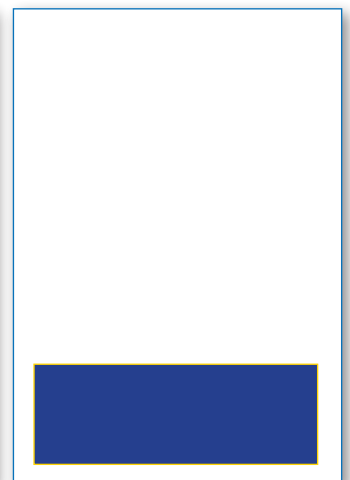
1/2 Page Horizontal

128mm wide
x 93mm tall



1/4 Page Vertical

62mm wide
x 93mm tall



1/4 Page Horizontal

128mm wide
x 44.5mm tall