

SUNSHINE COAST
BRIDES



media kit

About Sunshine Coast Brides Magazine

Sunshine Coast Brides is the leading bridal title region specific to the Sunshine Coast and occupies a unique niche in the market place. Focussing exclusively on the increasingly popular area as a leading wedding destination for brides-to-be, and readily available to readers part nationally and locally.

Attention to detail is our passion, Sunshine Coast Brides magazine has a firm focus on all elements that complete a bride-to-be's special day including the latest fashions, bridal wear and wedding design concepts. Beautifully crafted and designed, Sunshine Coast Brides is a sophisticated and stylish magazine celebrating dream weddings and profiling the premium end industry providers who represent the Sunshine Coast.

Combining a unique blend of feature articles, current trends, real weddings and inspirational styling and design, and complemented by a high percentage of editorial content, Sunshine Coast Brides delivers the magazine of choice to both advertisers and readers.

Produced by a team of wedding experts, our creative team have extensive industry experience and are familiar with both readers' and advertisers' expectations.

Advertise with Sunshine Coast Brides and see a return on your investment.

"Queensland could be identified as the Wedding State of Australia. Last year Queensland recorded the highest number of weddings per capita of any state, many of which were interstate visitors. The average spend on a wedding has risen by 25% in the last two years, bringing the price tag in at \$49,202. This is a 76% increase compared to eight years ago", Sydney Morning Herald - life & times. The wedding industry is now estimated to have a worth of over \$5 billion per year within Australia.

- The Sunshine Coast is considered a desirable wedding location and is a major contributor to the Australian bridal market, attracting brides-to-be from interstate and overseas, distributed part nationally, Sunshine Coast Brides effectively captures the valuable interstate bridal market.
- Advertising with Sunshine Coast Brides magazine offers wedding professionals a vehicle to promote their talents within a publication that reaches your preferred target market, and focuses exclusively on the Sunshine Coast. We don't fill our publication with mass advertising rather focus on quality advertisers that are complemented by stylish editorial.
- Our readers seek inspirational styling and creative concepts, and appreciate premium products and services. Our magazine offers a combination of features that delivers benefits for both readers and advertisers.

distribution

Sunshine Coast Brides magazine is distributed biannually, the same publication is distributed to newsagents twice in one calendar year, allowing your advertising dollars to continue further. Each issue is supported by a comprehensive marketing campaign targeting local, regional and interstate readers.

Available in newsagents on the Sunshine Coast, Brisbane, regional Queensland, New South Wales, Victoria, and the ACT. Sunshine Coast Brides targets a sophisticated audience of savvy brides-to-be who are searching for a stylish, inspirational and creative wedding.

stats

Circulation | 12,000 through newsagents, trade shows and subscription.

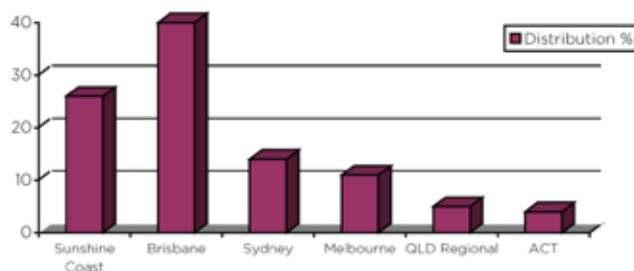
Size | A4

Readership | Approximately 48,000 (est. four brides will read each issue)

Distribution | Brides-to-be in Brisbane, Sunshine Coast, Sydney, Melbourne, Regional QLD, Australian Capital Territory.

Launch | Summer

Publisher | Adore Publication Pty Ltd, a locally owned and operated company.



The above graph is a guide to distribution, each year figures are revised based on sales.

Advertising Enquiries | advertising@sunshinecoastbrides.com.au

General Enquiries | info@sunshinecoastbrides.com.au

Postal Address | PO Box 1624, Maroochydore Qld 4558

online opportunities

Sunshine Coast Brides offer all print advertisers a complimentary online directory listing with www.sunshinecoastbrides.com.au that includes a direct link to your company.

Our website is updated regularly with new and supplementary articles, regular business promotions and behind the scenes highlights of real Sunshine Coast weddings. Showcasing features from each current magazine www.sunshinecoastbrides.com.au offers readers a comprehensive online option for wedding information.

Sunshine Coast Brides has a strong following online, using digital technology to promote Sunshine Coast Brides magazine, our advertisers benefit and receive direct enquiries from brides-to-be who choose to explore online research for their wedding day.

Sunshine Coast Brides runs a variety of online marketing activities throughout the year that advertisers are encouraged to be involved in including online features, promotions and competitions.



marketing & promotion

Each issue of the Sunshine Coast Brides magazine is supported by a proactive marketing campaign designed to increase awareness of Sunshine Coast Brides magazine in all markets, the focus is increasing exposure of the magazine and the Sunshine Coast as a wedding destination.



advertising rates

per issue + gst

back cover	\$4,500
inside front cover and facing page	\$5,000
inside back cover and facing page	\$4,000
double page	\$3,500
single page	\$2,500
half page	\$1,500

Guaranteed positioning within the magazine will incur a loading, price on application. All print advertisements receive a complimentary online directory listing at www.sunshinecoastbrides.com.au with a website and e-mail link.

Sunshine Coast Brides offers an in-house graphic design service, further information regarding design rates is available.

technical specs

double page	420mm wide x 297mm high, add 3mm bleed
single page	210mm wide x 297mm high, add 3mm bleed
half page	195mm wide x 141mm high

deadlines & payment options

Artwork for advertising design to be submitted by 1st August.

Print ready advertisements 1st September.

A 20% deposit is required upon booking your advertisement. The balance is to be paid in full by 1st September. Payment can be made by direct deposit, money order or cheque made payable to Sunshine Coast Brides.



testimonials

"I advertised with Sunshine Coast Brides in the first issue and second issue, and I am thrilled to say that the magazine generates approx one-third of my business... it has been an incredibly lucrative investment for Events by Design. Not only have I picked up a large Brisbane market, but I have also had brides from both Sydney and Melbourne bring the magazine to initial consultations, proving that the extended distribution of the magazine has been successful.

I have since re-adjusted my media activity to focus entirely on Sunshine Coast Brides as the only QLD media vehicle to assist in driving enquiry and sales. I just love it when brides come to me with this magazine... and many pages earmarked of how inspired they are by the contents of the magazine. It makes me proud to be a part of it."

Trudy Croad, Director Events by Design

"Advertising that works... when Sunshine Coast Brides is already under the arm of excited brides walking in the door for the first time you know it's providing direct results.

A truly elegant, professional and credible publication that in ten years of trying all avenues of wedding advertising has proven to be a genuine success and the only advertising we use."

Marlene Murray, Manager Maleny Manor



"Sunshine Coast Brides Magazine is a very helpful source in our advertising. We have been involved in all of the amazing photo shoots and have been incredibly happy with our exposure in the magazine.

The company as a whole is lovely to deal with and I have been amazed at the amount of brides that come in holding the magazine to show me their dream gown within the magazine and then proceed to purchase it. I would truly recommend this magazine to anybody in the industry that is wanting their business to grow and succeed."

Tracey Heterick, Hills in Hollywood Maroochydore