

MEDIA KIT 2012



PREMIER LIFESTYLE MAGAZINE FOR IPSWICH, SPRINGFIELD AND DEFENCE FAMILIES

- Published fortnightly
- FREE full colour publication
- Circulation 32,000
- Letterboxes/Stands delivery
- Published online
- Online links to advertiser websites
- On Facebook and Twitter



CityWest

www.citywestnews.com





CityWest is the only magazine that reaches two significant markets: Ipswich + Defence

CityWest is Ipswich's premier lifestyle magazine, and we support and promote 'shop locally' through supporting editorial.

Each fortnight, CityWest directly targets high income demographics with select distribution to Defence families and prime market areas in the wider Ipswich, Springfield and Defence community.

CityWest is read by more than 70,000 people, and is online with page-turning presentation. We link your advertisement to your website...FREE.

Did you know...

The Defence market is by far the most lucrative of any comparable demographic group - and when the wider Ipswich community is added, this represents a highly sought after combined market.

The Defence demographic combines:

- stable, secure employment, in the ultimate 18 to 50 age group
- high spending group with high disposable incomes.

Defence estimates that RAAF Amberley's presence injects more than **\$1 billion** each year into the region's economy.

CityWest is the only local magazine distributed throughout RAAF Base Amberley.

Our clients know that effective, ongoing advertising keeps their businesses front of mind, which translates into sales.

Readers enjoy a wide range of entertaining topics :

Your Community

Feature profiles and stories on Australian celebrities and outstanding people in your local community, hot issues, events, what's on and what to do.

Defence

RAAF Base Amberley is Australia's 'mega' Defence base, and is expanding rapidly. CityWest is the only magazine that covers Defence Force activities, operations and our Defence personnel and families.

Social Events

Latest social photos from local events and launches.

Entertainment & Celebrity Interviews

Recent cinema releases, theatre, books, dining and recipes - with loads of prizes to be won in every issue!

Abode

South East Queensland is the most rapidly growing region in Australia. We focus on new estates, houses for sale, suburb profiles, as well as financial advice.

Car Torque

Latest new vehicle releases and road tests.

Social media

City West actively connects with readers via our Facebook page open 24/7

Our advertisers are welcome to utilise the City West Facebook (logo) page for offers and promotions

Our Social media connectivity gives City West added interactivity with our readers





CityWest's special advertising features generate response to advertiser promotions and awareness of local businesses.

Feature sections highlight education and family issues, shopping, fashion, holidays and financial matters. There's the opportunity to promote your business with editorial, complementing the advertisement and enhancing presence within the feature.

Education

An ideal marketing opportunity to promote to parents your school's vision, values, curriculum, courses and programs.

Holiday Fun Time

Promote fun and affordable holidays, accommodation and activities in this colourful feature.

Holiday Motoring

Provides readers with valuable information about vehicle maintenance and safety. Advertise in the feature and you can provide hints or tips in the form of editorial.

Housing: Build, Buy or Renovate?

As a developer, builder, real estate agent, lending company or associated business this Housing feature provides the opportunity to showcase your products, services and expertise.

Christmas Gift Ideas

Christmas is a time for gift giving, and everyone wants ideas for that special gift. This feature is a great opportunity for you to promote gift ideas for the whole family and friends.



what our clients say...

"We are committed to our community and City West News is part of that focus - we get to know what is going on in our part of the world thanks to the great local coverage and news from CityWest."



For a business like ours the lifeblood of a good community is a great local magazine and CityWest always delivers.

Howdie and Ruthie Farrar
Battery World Ipswich



"Since the re-opening of our Ipswich restaurant after the floods, Hog's Breath Cafe have advertised with CityWest."

We have found them to have fantastic, reliable and efficient customer service which they always provide with a personal touch. We are extremely pleased with the services delivered and would have no hesitation in recommending City West to another company wishing to advertise in the wider Ipswich and Springfield community.

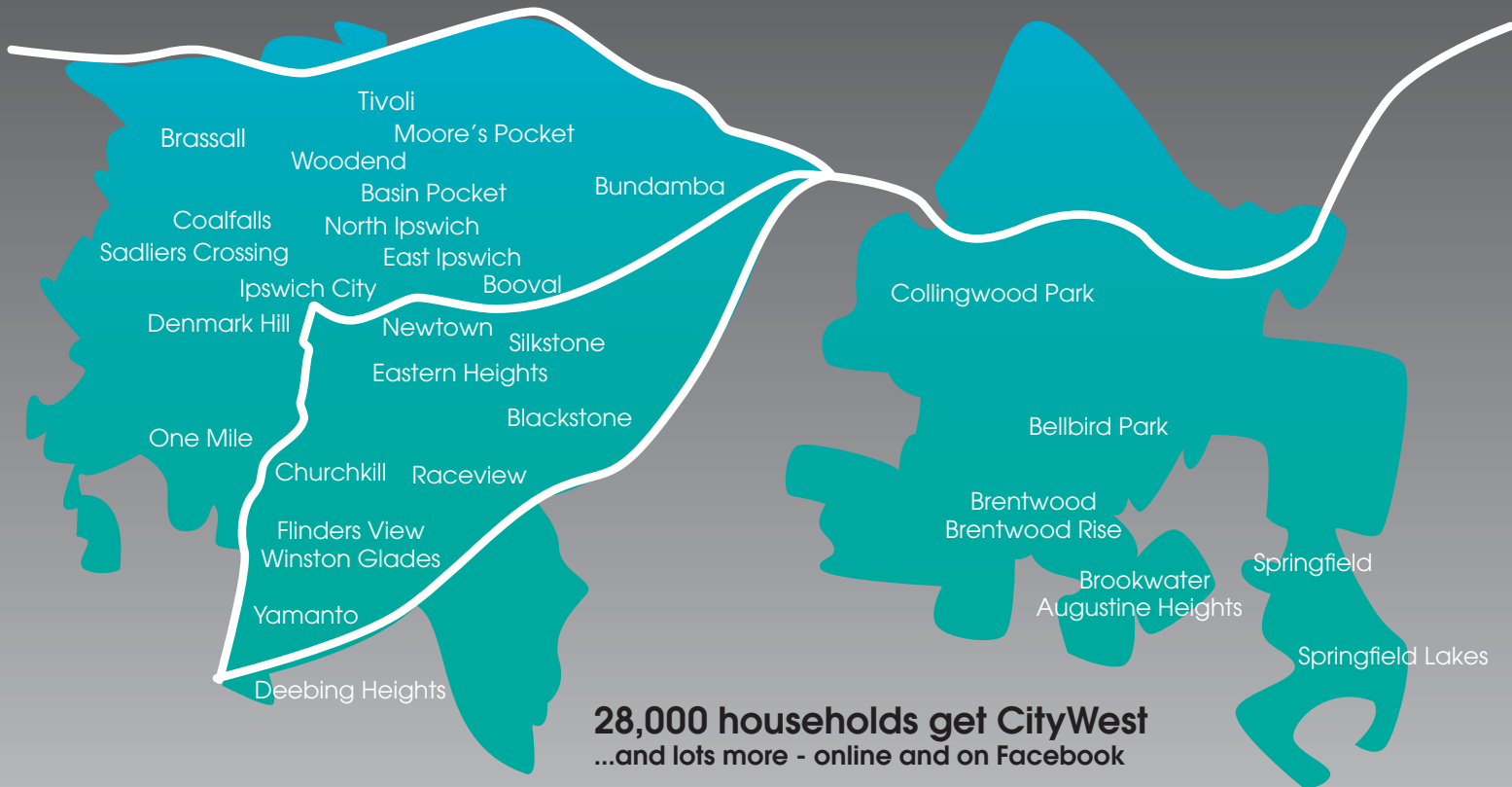
Talena Jones, Graphic Designer
Hogs Breath Café Australia



With 32,000 copies printed CityWest reaches more than 70,000 people...

CityWest is delivered into to more than 28,000 letterboxes in Ipswich and another 3200 in stands at shopping centres, plus 800 to Defence bases. It has the market reach to promote your business to the widest cross-section of people in the top demographic. CityWest is also the only magazine delivered to Defence Bases in Southeast Queensland.

Letterbox delivery to 28,000 households in Ipswich and Springfield



We also hand deliver 4,000 copies into stands at Riverlink and Orion Shopping Centres, to all workplaces on RAAF Base Amberley, and to businesses in Ipswich and Springfield:

Defence areas Ipswich

Boeing, Amberley
RAAF Base Amberley
All civilian contractors

Defence areas Brisbane

Gallipoli Barracks, Enoggera
Victoria Barracks, Petrie Terrace
Kokoda Barracks, Canungra

General Community Brisbane

Mt Ommaney Shopping Centre

General Community Ipswich

Ipswich CBD business's
Birch Carroll & Coyle Ipswich
Booval Fair Shopping Centre *
Brassall Shopping Centre *
Brothers Leagues Club*

Forest Lake Shopping Centre*

IGA Supermarket Rosewood*
IGA Supermarket Walloon*
Ipswich City Council offices
Ipswich City Library
Ipswich Health Plaza*
Ipswich Jets*
Ipswich Mall*
Ipswich RSL Services Club*
Orion Shopping Centre*
Quest Apartments
Redbank Plaza Shopping Centre*
Riverlink Shopping Centre*
Winston Glades Shopping Centre*
Woolworths Karalee*
Woolworths Yamanto*

* Highlighted locations have a self-service stand in place.

Fast Facts

Published	Fortnightly
Cost	Free
Format	Full colour gloss
Print	32,000
Letterboxes	28,000
Stands	3,200
RAAF Base	800
Online	citywestnews.com
Content	Lifestyle+Defence
Demographic	25 - 60 years



dates & deadlines

Published	Book	Copy
<input type="checkbox"/> January 11	23/12	04/01
<input type="checkbox"/> January 25	13/01	16/01
<input type="checkbox"/> February 8	27/01	30/01
<input type="checkbox"/> February 22	10/02	13/02
<input type="checkbox"/> March 7	24/02	27/02
<input type="checkbox"/> March 21	09/03	12/03
<input type="checkbox"/> April 4	23/03	26/03
<input type="checkbox"/> April 18	06/04	09/04
<input type="checkbox"/> May 2	20/04	23/04
<input type="checkbox"/> May 16	04/05	07/05
<input type="checkbox"/> May 30	18/05	21/05
<input type="checkbox"/> June 13	01/06	04/06
<input type="checkbox"/> June 27	15/06	18/06
<input type="checkbox"/> July 11	29/06	02/07
<input type="checkbox"/> July 25	13/07	16/07
<input type="checkbox"/> August 8	27/07	30/07
<input type="checkbox"/> August 22	10/08	13/08
<input type="checkbox"/> September 5	24/08	27/08
<input type="checkbox"/> September 19	07/09	10/09
<input type="checkbox"/> October 3	21/09	24/09
<input type="checkbox"/> October 17	05/10	08/10
<input type="checkbox"/> October 31	19/10	22/10
<input type="checkbox"/> November 14	02/11	05/11
<input type="checkbox"/> November 28	16/11	19/11
<input type="checkbox"/> December 12	30/11	03/12

prices

Size	Cost
<input type="checkbox"/> Front Cover Package	\$2500
<input type="checkbox"/> Full Page	\$2500
<input type="checkbox"/> Half Horizontal	\$1450
<input type="checkbox"/> Half Vertical	\$1450
<input type="checkbox"/> Third Horizontal	\$980
<input type="checkbox"/> Quarter Vertical	\$725
<input type="checkbox"/> Quarter Strip	\$725
<input type="checkbox"/> Sixth	\$420
<input type="checkbox"/> Eighth Horizontal	\$375
<input type="checkbox"/> Eighth Vertical	\$375
<input type="checkbox"/> Twelfth Horizontal	\$220
<input type="checkbox"/> Twelfth Vertical	\$220

Business Directory	Cost	SAVE
<input type="checkbox"/> BD x 25 Issues	\$80	\$1000
<input type="checkbox"/> BD x 12 Issues	\$95	\$300
<input type="checkbox"/> BD x 6 Issues	\$110	\$60
<input type="checkbox"/> BD x 1 Issue	\$120	

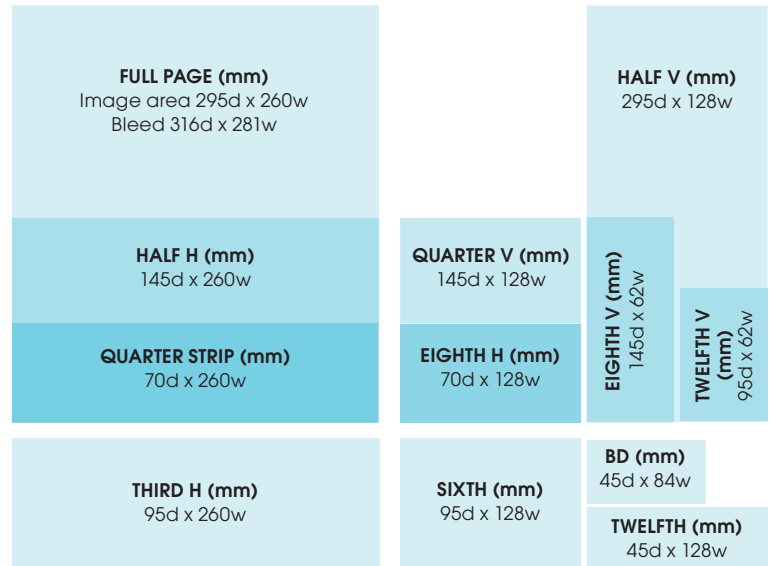
*Prices exclude GST

Special contract rates are available.

Loading: Ad Cost + 15% for specific page
All ads are full colour, prices exclude GST.

sizes (displayed in millimetres depth x width)

PLEASE NOTE! Full Page trim size is 310mm deep x 275mm wide.



Page size: 310mm deep x 275mm wide • Print area: 295mm deep x 260mm wide. Bleed advert: 316mm deep x 281mm wide. Colour: 4 colour process CMYK Artwork: Advertising material supplied by client on CD is to be accompanied by a colour proof. Press-quality PDF files: PDF files may be electronically transmitted via info@strikepublications.com.au or ftp upload to ftp.defencenews.com.au. Compatibility: Acrobat 4-6 • All fonts embedded • All colour images/background tints CMYK. Emailed copy must be supplied as follows: • Text should be contained within the email • Images to be attached as JPG files at 300dpi, resolution 100% at placement size (N.B. Most digital cameras are 72dpi). We are unable to process images/graphics in MS Publisher or PowerPoint format.

booking confirmation

Company Details

Company Name: _____

ABN: _____ Phone: _____

Fax: _____ Email: _____

Address: _____

Postcode: _____

Billing Address: _____

Postcode: _____

Booking authorised by (please print): _____

Position in company: _____

Signature: _____ Date: _____

Chris Nelson

Business Development Manager

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