



A UNIQUE MAGAZINE FOR DISCOVERING AUSTRALIA

TOP QUALITY WRITING AND PHOTOGRAPHY

Coast & Country is glossy, stylish and beautifully presented. Its high standards of illustration and writing have created a whole new range of country-oriented journalism. It is, as one reader wrote, "a magazine that's a pleasure to have around".

YOUR PRIVILEGED ACCESS TO A LOYAL READERSHIP

Coast & Country advertisers not only have access to a wide range of readers throughout Australia with disposable income. They have privileged access to reader loyalty.

Privileged? Yes. It is an important fact, demonstrated day after day in conversations with readers who contact our staff about subscriptions or other enquiries, that *Coast & Country* readers have a high degree of affection for the magazine. Advertisers in *Coast & Country* are therefore guaranteed a sympathetic hearing as "supporters" of a magazine that enjoys strong reader goodwill.

RETAIL SALES

Coast & Country is distributed by NDD and marketed through a highly effective national network. *Coast & Country* is on sale in:

- **3000 metropolitan and regional newsagents** throughout Australia and New Zealand
- **supermarkets** and selected **boutique outlets**, such as **country general stores** and **florists**
- **Borders Bookshops**

Coast & Country is also available in:

- **Qantas Club lounges**
- **Country and metropolitan B&Bs (Inn.House Association members)**
- **corporate offices, medical and dental surgeries**

17 MADDEN GROVE, RICHMOND, VIC. 3121, AUSTRALIA
P.O. BOX 7078, RICHMOND, VIC. 3121, AUSTRALIA

ABN: 6 3086070206

ABOUT COAST & COUNTRY

FIRST AND FOREMOST, *Australian Coast & Country* is unique. No other magazine in Australia devotes itself exclusively to the countryside and its myriad attractions. No other magazine writes about the countryside and its attractions in such depth and detail.

Coast & Country's informative, authoritative and elegantly written features, magnificently illustrated, present country Australia in all its fascinating complexity – its towns and townships, its historic houses and gardens, its architecture and heritage, places of beauty, its opportunities for travel, recreation, relaxation and for enjoying unsurpassed wine, food and produce.

Coast & Country goes beyond the familiar tourist trails to find lesser-known townships and places of interest and to suggest the best itineraries for seeing and appreciating them. That's why *Coast & Country* presents itself to readers as:

"YOUR MAGAZINE FOR DISCOVERING AUSTRALIA"

Coast & Country's unique presentation of regional and country Australia has proved its appeal to thousands of intelligent and discerning readers with disposable income and a desire to enjoy the best the countryside has to offer in terms of **places to see, places to stay, places to eat and places to relax.**



Telephone 03 9429 4493
Facsimile 03 9428 1668
E-mail: office@coastandcountry.com.au
Website: www.coastandcountry.com.au



AN ADVERTISEMENT IN COAST & COUNTRY IS AN INVESTMENT

When you advertise in *Coast & Country* you are not simply buying an advertisement. You are making an investment.

How? Firstly because *Coast & Country's* seasonal publication schedule gives you three months' exposure – and in practice, more.

Secondly, because your advertisement is seen over and over again, over a long period by one reader after another.

Each copy of *Coast & Country* has multiple readership. It is not simply read once then put away. It is read and re-read. Our surveys show that people who buy it or subscribe share it round. It is read and read again by travellers in Qantas Club lounges and in metropolitan and regional hotels, B&Bs, cafés, galleries and by people seeking information in regional visitor centres. It is read and re-read in municipal libraries across Australia. And it is particularly popular in doctors' and dentists' waiting rooms (our surveys indicate many subscribers first saw it there) and in the reception suites of corporate offices.

Three months' exposure for your advertisement? Probably more like six. With each copy read many times over. That's why your advertisement in *Coast & Country* is an investment.

READERSHIP

The largest single group of *Coast & Country* readers are aged between 35+ with a substantial amount of disposable income. Readers and purchasers are fairly evenly divided between men and women. Many *Coast & Country* readers own or are considering buying a second home, or looking for a "sea change".

All like spending quality time in the countryside or by the sea.

They are also prepared to spend money – on restaurants and accommodation, wine, art and craft, cars, caravans and recreational vehicles, real estate, garden supplies and household goods and fittings.

SUBSCRIPTIONS

Coast & Country is available by direct subscription and has a substantial and growing subscription base.

DISTRIBUTION: 25,000 COPIES, TOTAL READERSHIP: 100,000 PLUS



COST-EFFECTIVE ADVERTISING FOR A POSITIVE RESPONSE

Australians are an increasingly mobile people and *Coast & Country* caters to the national appetite for intelligent tourism. *Coast & Country's* loyal and growing readership and subscriber base provides advertisers with a highly cost-effective medium for reaching an audience that appreciates quality and has the discretionary income and decision-making ability to respond positively to your advertisement.



RATES & SPECIFICATIONS

C&C DIRECTORY RATES AND SIZES 2009

Style	Size	Price	Production charges
Single block	60 x 40mm	\$195.00	An additional charge of \$45 will be applied for directory ads requiring artwork to be made up.
Double block	60 x 80mm	\$295.00	
Base strip	40 x 195mm	\$395.00	

Please add 10% GST to the above rates.

TECHNICAL INFORMATION

C&C Directory

Artwork supplied must be in either eps, tiff or jpeg format. For eps files please ensure all fonts are outlined and colours are in CMYK.

DISPLAY ADVERTISING RATES 2009

Size	Casual	x2	x4	Premium positioning
FPC	\$3,875	\$3,300	\$3,100	ISFC, OSBC & ISBC plus
DPSC	\$7,750	\$6,600	\$5,500	15% loading
1/2PC	\$2,200	\$1,800	\$1,500	RHP 10% loading
1/3PC	\$1,600	\$1,300	\$1,100	Inserts \$65.00 per thousand
1/4PC	\$1,200	\$900	\$700	

Please add 10% GST to the above rates.

Display Advertising







The following formats are suitable for advertisements:

- Press Ready PDF
- Tif file with a resolution of 300dpi at print size
- Adobe Illustrator eps images embedded all fonts to outline.

All artwork must be supplied in CMYK, with all fonts on a CD or zip disc. Files must be suitable for use on a Macintosh system.

Any supporting files should be supplied at a resolution of 300dpi, full size. Please include a full-size (colour) printout of the final artwork.

DISPLAY ADVERTISING SPECIFICATIONS

Size	Trim	Bleed
 Full page	230 x 300	236 x 306
 Double page	460 x 300	466 x 306
 1/2 page	230 x 148	236 x 154
 1/2 page	115 x 300	121 x 306
 1/3 page	75 x 297	81 x 303
 1/3 page	230 x 100	236 x 106

All measurements given in millimetres, width x height.

Type area for a full single page: 194 x 281mm.

Page margins: 8mm on all sides

Please send artwork to:

17 Madden Grove,
Richmond, Vic. 3121, Australia

P.O. Box 7078,
Richmond, Vic. 3121, Australia



Welcome to the Coast & Country Directory

The Directory is a cost-effective means of gaining the attention of *Coast & Country's* ever increasing national readership.

Single block

64 x 40mm

Double block

64 x 80mm

Material Specifications

Artwork supplied must be in either eps, tiff or jpeg format. For eps files please ensure all fonts are outlined and colours are in CMYK.

Cost

Basic text 50 words	\$120.00
Single block	\$195.00
Double	\$295.00
Base strip	\$395.00
Double Base strip	\$790.00

Base Strip

200 x 40mm

Double Base Strip

200 x 80mm

PAYMENTS CAN BE MADE BY CREDIT CARD, CHEQUE AND OR EFT
CONTACT 03 9429 4493 FOR FURTHER DETAILS