

NEWLAND

新天地



THE BEST IN OUTDOOR LIVING & LIFE INSPIRATION



Magazine Definition

As a lifestyle publication affluent Australians with a focus on the household. Topics are divided into sections including Home, Art&Culture, Fashion, Beauty, Travel&Gourmet. Each issue will introduce the best in home living and the latest lifestyle trends.

Language

Traditional Chinese & English-Bilingual

Publishing Cycle

Quarterly(March, May, August and November)

THE STRUCTURE OF THE MAGAZINE

Home

The latest trends in the home especially in outdoor living, must have high quality homeware and inspirational solutions for interior and outdoor decoration.

Fashion&Beauty

Paying close attention to the latest trends, we offer the most up to date ideas in fashion and beauty. Introducing fashion, jewelry, watches and beauty products that are both stylish and elegant.

Art&Culture

Bridging East and West by highlighting the best of Chinese and Western culture. We foster an understanding of traditional Chinese culture through the classics as well as presenting the finer aspects of Western culture and it's values.

Lifestyle

Recommendations for the experienced and passionate people who love quality lifestyle. Including upgraded global travel destinations, boutique design stores, wine trip and hotels.



WEBSITE & SOCIAL MEDIA

Official Website

www.newlandmagazine.com.au

Facebook

@newlandmagazine

Followers **5,500+**

Wechat

Subscriber & Group

Reach **100,000** Chinese readers

DISTRIBUTION CHANNELS

2000 News Agency in main cities around Australia including Sydney, Melbourne, Gold Coast, Brisbane.

News Agency in Sydney International Airport: over 1.15 million people walk pass by per month

Major Home Centers in Sydney Metro Area

Five-star hotels & restaurants in Sydney & Melbourne

Sydney Living Museums & PLC (Presbyterian Ladies' College)

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READERSHIP STATISTICS

Affluent Australians are generally quite discerning when it comes to lifestyle, are passionate about leisure time and are up to date on the latest in home and lifestyle trends. They own their own homes and like to purchase superior quality products.

Readership: **107,000**

Circulation: **20,000**

Subscribers: **31%**

Occupation

Small Business Owner **45%**

Professional **28%**

Housewives **20%**

Others **7%**

Household Incomes

\$100,000 or less **19%**

\$100,001 - \$150,000 **36%**

\$150,001 - \$200,000 **25%**

\$200,001 - \$300,000 **11%**

\$300,001 or more **9%**

Age Groups

18-24: **8%**

25-34: **23%**

35-44: **36%**

45-54: **22%**

55-64: **9%**

65+: **2%**

Gender

Male **26%**

Female **74%**

ADVERTISING RATES AND DEADLINES

Advertising Rates

8PP Gatefold Cover	\$48,800
6PP Double Gatefold Cover	\$48,800
Full Page	\$6,800
Double-Page Spread	\$13,800
Inside Cover Spread	\$15,800
Inside Back Cover	\$8,800
Outside Back Cover	\$9,800
10pages Special Presentation	\$46,800

Insert Rates (cost/1000)

2pp	4pp	8pp	12pp	16pp	20pp	24pp
\$148	\$175	\$248	\$318	\$388	\$450	\$528

Website & Facebook & Wechat Rates

\$4,800 per article

*Please note: All prices are exclusive of GST.

*Prices subject to change without notice.

*All cancellations must be submitted in writing at least 45 days prior to printing the relevant edition. Fees apply.

Deadlines

Issue	Material Deadline	Publishing Date
2017 Spring	30 Jun 2017	03 Aug 2017
2017 Summer	06 Oct 2017	02 Nov 2017
2018 Autumn	02 Feb 2018	01 Mar 2018
2018 Winter	30 Mar 2018	03 May 2018



ADVERTISING SPECIFICATIONS

Technical Specifications

	TRIM Size (MM)	Bleed (MM)
Double-Page Spread	297mm(h)X440mm(w)	307mm(h)X450mm(w)
Full Page	297mm(h)X220mm(w)	307mm(h)X230mm(w)

Please provide files as follows:

- PDF, JPEG or TIFF format
- Embedded fonts
- 300dpi minimum
- CMYK colours only

Please note that the advertiser is responsible for obtaining copyright or written authorisation for all material submitted in artwork supplied.

File Delivery

Please e-mail artwork to: sales@newlandmagazine.com.au

Large files (up to 100mb) may be e-mailed via www.wetransfer.com.

Please include your company name and contact details in the body of the email.

In-House Design Service

New Land Magazine offers an in-house creative design service.

Per Hour \$120

*Including three minor revisions and one free type setting revision per month. Additional changes are charged at \$120 per hour. Technical Specifications outlined above. Supplied artwork that requires changes to ensure files meet the Technical Specifications will attract a fee of \$120 per hour. Please note these prices are GST exclusive.

WITH COMPLIMENTS

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