

# NEWLAND

新天地



# *THE BEST IN OUTDOOR LIVING & LIFE INSPIRATION*

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## **Magazine Definition**

As a lifestyle publication for 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*

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## **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, jewellery, 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 its values.

## **Lifestyle**

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



# *WEBSITE & SOCIAL MEDIA*

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## Official Website

[www.newlandmagazine.com.au](http://www.newlandmagazine.com.au)

## Facebook

@newlandmagazine

Followers **5,500+**

## Wechat

Subscriber & Group

Reach **100,000** Chinese readers

# *DISTRIBUTION CHANNELS*

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2000 newsagencies in main cities around Australia including Sydney, Melbourne, Gold Coast, Brisbane.  
Newsagency in Sydney International Airport : over 1.15 million people pass by per month

Major Home Centres in Sydney Metro Area  
Five-star hotels & restaurants in Sydney & Melbourne  
Sydney Living Museums & PLC (Presbyterian Ladies' College)

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# READERSHIP STATISTICS

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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%**

Housewife **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
Half Page	\$3,800
Double-Page Spread	\$13,800
Inside Cover Spread	\$15,800
Inside Back Cover	\$8,800
Outside Back Cover	\$9,800
10 pages Special Presentation	\$46,800

## Insert Rates (cost/1000)

<b>2pp</b>	<b>4pp</b>	<b>8pp</b>	<b>12pp</b>	<b>16pp</b>	<b>20pp</b>	<b>24pp</b>
\$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)
Half Page Horizontal	146mm(h)X220mm(w)	156mm(h)X230mm(w)
Half Page Vertical	297mm(h)X105mm(w)	307mm(h)X115mm(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 email artwork to: [sales@newlandmagazine.com.au](mailto:sales@newlandmagazine.com.au)

Large files (up to 100mb) may be sent via [www.wetransfer.com](http://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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**NEW LAND**  
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