



getit

Media GUIDE

Get it...on the Gold Coast

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getit
MAGAZINE



ABOUT THE PUBLICATION

Stylish, smart, sophisticated and a little bit sassy

These words not only describe the modern Gold Coast woman, but also her favourite monthly glossy, *Get it Magazine*.

Women on the Gold Coast are busy with careers, businesses, families and their social lives so when they need an escape, they pick up the publication that really understands them - *Get it Magazine*. Read by women aged 25-60, each issue is full of inspiring stories, local business successes, and women who keep it real. *Get it* celebrates the Gold Coast lifestyle we all love to live!

Get it has secured the leading position in the marketplace as the only monthly free glossy, and continues to hold that spot with beautiful issues every month and an online community who just cannot get enough.

The *Get it* team is one of the most experienced on the Gold Coast with years of collective local and media knowledge contributing to the creation of a popular, quality product each month. Every issue is filled with events, business insights, fashion, dining, beauty, health advice, dating, social media tips, local profiles, and, of course, a sense of humour.

CONTENTS & DISTRIBUTION

Hand-delivered to all of the Gold Coast hot spots that women love to flock to - *Get it Magazine* is distributed to shopping centres, dining precincts, business hubs and more. It is also letterbox dropped to selected affluent areas of the Gold Coast each month.

For a detailed distribution list contact the *Get it* team.

ONLINE DISTRIBUTION

Get it Magazine is also available online each month. The online magazine is read by those who can't wait to go out and grab their copy, as well as readers throughout the state, country and internationally, interested in what's happening on the glitter strip.

Get it is promoted throughout our popular social media communities to increase exposure for everyone featured in each issue. Our Facebook and Instagram channels connect on a personal level with our audience and provide content that is inspiring, informative and engaging.

Monthly Readership 40,000+ Online up to \$3,500



ADVERTISING OPTIONS

Targeting the lucrative 25-60 year old female market on the Gold Coast, *Get it* is a clear choice for businesses wanting to put their product or service in front of the major decision makers - women. Advertisers are presented in an interesting and exciting new way each month with content that engages a dynamic, mindful and proactive audience of intelligent fans. *Get it* offers innovative, customised marketing solutions to suit each business's needs with traditional print advertising, advertorials, cover features, fashion spreads, sponsored editorial features and digital options to name a few.



DESCRIPTION	1 ISSUE	6 ISSUES	12 ISSUES
Full Page	\$1700	\$1600	\$1500
Inside Front Cover Spread	\$3400	\$3300	\$3100
Inside Front Cover	\$1800	\$1700	\$1600
Double Page Spread	\$3300	\$3100	\$2900
Half Page	\$1100	\$900	\$800
Quarter Page	\$750	\$650	\$500
Third Page	\$850	\$750	\$650
Social Pages	Minimum three issues		\$650
Inside Back Cover	\$1800	\$1700	\$1600
Back Cover	\$2600	\$2500	\$2400
All advertising rates are excluding GST			
Flyer Inserts	\$150 per thousand (+gst)		
Tear out Inserts	One card double sided	\$1200 (+gst)	
	Double card 4 sided	\$2400 (+gst)	

PREFERRED POSITIONS

Right Hand Page	15% loading
Pages 5, 7 & 9	20% loading
Pages 4,6 & 8	10% loading
Consecutive pages	20% loading

CONTACT US:

General Enquiries:
info@getit-magazine.com.au

Advertising Enquiries:
sales@getit-magazine.com.au

JANUARY

RENEW

We're hitting the ground running in 2018 with the Gold Coast's freshest, fittest and most fabulous inspiration! Our readers will be motivated to renew their goals, lifestyle and mindset with realistic resolutions, beauty and wardrobe makeovers and organisational products for the New Year. Bring it on!

FEBRUARY

DESIRE

With Valentine's Day upon us, February is the month of love, sex and desire! We look at the best date and dining ideas on the Gold Coast, our favourite love stories and fun ideas for the independent, single ladies. With all of this plus his and her gift guides, this issue is bound to get a little heated!

MARCH

TIMELESS

Age is just a number and who's counting anyway!? Our readers are timeless queens and we are celebrating aging gracefully - or in some cases, disgracefully! - with style and beauty for older women, over 50's resorts and getaways, and amazing locals who are showing us all why 50 is the new 40!

Special focus: Prepare for end of financial year and tax time

APRIL

GET SET

Take your mark, get set, GO! The Commonwealth Games is hitting the Gold Coast and we are getting in the spirit with a bumper Games issue! From track-side and pool-side action, athlete profiles, where to eat, shop and celebrate during the games, right through to the local's guide to escape the chaos, this special issue is all our readers need to mark this once-in-a-lifetime event.

MAY

EMPOWER

Who runs the world? Girls! We are focusing on the strong, courageous women who shape the Gold Coast and help to empower the next generation of girls. And of course, we celebrate the greatest women in our lives, our mothers, with a Mother's Day Gift Guide as well as beauty and style hacks for busy mums.

Health focus: Eye health (Macular Degeneration Awareness Week)

JUNE

INFLUENCE

Powerful business women are having an incredible influence on Australia's fastest growing city and so this issue is all about girl power! The Gold Coast's most successful business leaders share their business advice, tips, tricks and secrets to help women kick-start their career goals and aspirations.

JULY

EXPOSE

This month we're focused on helping local businesses find the right exposure in today's competitive market. Our readers will learn how to get their businesses out there successively, while discovering what PR companies can do for them. With National Diabetes Week around the corner and the aftermath of the

Commonwealth Games ever present, we have some important conversations. Let's get talking!

AUGUST

CREATE

Every single person needs a creative outlet and this issue we help our readers create their own by finding the best local classes, weekend workshops and more. We also discuss IVF & infertility coinciding with National Fertility Awareness Week. With Christmas getaways to start planning and summer just around the corner, we've got plenty of 'must-visit' locations and holiday spots our readers will be adding to the bucket list!

Special focus: Dental Health - IVF - Christmas Getaways

SEPTEMBER

REBEL

Be a **rebel** and stand out from the crowd! Gold Coast women are breaking the rules, squashing stereotypes and leaping past boundaries - and we are loving it! We look at groovy out of the box styles and highlight some quirky ways for our older beauties to stay young during Active Ageing Week. Plus, we will be empowering women to check in with each other and their loved ones and ask, R U OK?

OCTOBER

INSPIRE

Women inspire us this month as we hear incredible real-life stories from those who have overcome life-changing medical hurdles and draw on their bravery for Breast Cancer Awareness Month. With spring racing underway we look at the latest fashion styles to give our readers a standout look on the greens, and highlight the events they won't want to miss.

Special focus: Melbourne Cup Fashion and Dining

NOVEMBER

EMBRACE

Body positivity movement • Plus size models • Plus size clothing and tips • • DIY before Christmas

Be you, be beautiful! We're encouraging our readers to embrace their inner beauty and love their bodies the way they are with our guide on styling to enhance beauty and compliment body shape. Christmas is just around the corner so it's time to get ready with our list of DIYs and projects to do before Santa arrives!

Special focus: Two for one - take a friend and become fabulous together

DECEMBER

CELEBRATE

Let the good times roll! This month we're ready to celebrate the festive season with a detailed Christmas gift guide and look at festive fashion and delicious food ideas. The festivities won't stop there as we continue the party through to New Year's Eve and find the best events to bring in 2019. Let's get celebrating!

Special focus: Christmas Day and New Year celebrations

REGULAR FEATURES

Dining
Home Styling
Get Stylish
Beauty
We Love

The Gold Coast's Must Taste tempters
Interior and exterior design, renovations
Trending fashion tips and looks
Product road testing and what's hot
Our monthly favourites

ADVERTISING DEADLINES 2018

Monthly Edition	Booking Deadline	Material Deadline	Delivery
January 2018	12th December	16th December	5th January
February	20th January	23rd January	1st February
March	20th February	23rd February	1st March
April	20th March	23rd March	1st April
May	20th April	23rd April	1st May
June	20th May	23rd May	1st June
July	20th June	23rd June	1st July
August	20th July	23rd July	1st August
September	20th August	23rd August	1st September
October	20th September	23rd September	1st October
November	20th October	23rd October	1st November
December	20th November	23rd November	1st December

Specifications	Trim size	Type Area	Bleed Area
Double Page Spread	420 wide x 275mm	410 x 265mm	430 x 285mm
Full Page	210 wide x 275mm	200 x 265mm	220 x 285mm
Half Page Vertical	90 wide x 250mm		
Half Page Horizontal	185 wide x 125mm		
Quarter Page Vert	90 wide x 125mm		
Quarter Page Horizontal	185 wide x 65mm	<i>Note: Bleed is only required on full page and double page spread ads</i>	
Third Page Horizontal	185 wide x 85mm		
Third Page Vertical	70 wide x 250mm		

ART SPECIFICATIONS

Finished Material:

We require high resolution (300dpi) CMYK files. All fonts are to be embedded. Ensure that all black text is 100% black not CMYK black. We do not recommend font sizes smaller than 8pt, and reverse types no smaller than 10pt.

Embed all images - all images to be minimum 300dpi.

Key lines and borders - minimum point size 0.5

Bleed - advertisements to have a 5mm bleed

Email material to leanne@getit-magazine.com.au

If we design and build your ad: We accept Adobe Indesign, Photoshop, Illustrator, jpeg and Acrobat PDF files.

Specific fonts are to be supplied by advertiser. If we do not have a specific font and the advertiser is unable to supply it, we can purchase the font at an additional cost if required. We accept word files for text only, not images.

Please note we cannot accept publisher files.

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MAGAZINE

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IMAGES AND LOGOS

Please supply all images at 300dpi as tiffs or jpps. If the advertiser is unable to supply images and we need to source files an additional cost of \$25 per image will be added.

PROOFING

A proof will be sent to the advertiser for approval and any further changes/edits made after a second proof is issued will incur a \$40 fee. **Written approval must be received before ads are sent to print.**

GRAPHIC DESIGN

This service is available to all clients at a cost of \$80 per hour.

PAYMENT

20% to be paid upon signed approval of artwork, balance due within 7 days from receiving publication unless a monthly account has been established. Cancellation of an advertisement must be made 30 days prior to publication date, otherwise a 50% levy will apply. The publisher reserves the right to use previous material if copy is not received by deadline and to charge the full advertisement feed for space booked if not cancelled before the stipulated deadline.



DIGITAL SERVICES

If you're not on social media, you don't really exist in this day and age (sorry to break it to you). You're also seriously missing out on reaching new customers and building a community for your current customers to join that will have them returning to you time and time again.

Whether you don't know where to start in setting up your social media accounts, your current pages have become stale and ineffective or you just don't have a spare minute in the day to post some content, we cater to all of your needs.

We love social media, we spend all of our time on it, and we offer assistance that is up-to-date, on-trend and specific to your business.

LAUNCH PACKAGE

Price: \$295 + GST

You've made the decision that you need a presence on social media but you have no idea where to start. We will set-up your social media accounts for your brand with images, descriptions, contact information and more so they are ready for you to begin posting and building a following on.

Includes:

- Set up of social media platforms (Facebook, Instagram)
- Names, emails and passwords document
- Creation of cover profile or scrolling image video
- Creation of business profile content
- Assistance in finding followers and pages to like
- First week of posts
- 2 hours of training to manage your own platforms moving forward

MAKEOVER PACKAGE

Price: \$265 + GST

If your current Facebook or Instagram platform is performing poorly or looking dull, our team will give it the transformation it needs to shine. We will update the look, feel and content to create a new on-brand feel that engages your followers and helps attract new ones.

Includes:

- New cover photo or scrolling image video
- New profile image

- Rewrite of business profile content
- 1 week of posts to create brand consistency
- 2 hours of training to ensure you can continue to manage your page

MANAGEMENT PACKAGE

Price: \$725 + GST per month (minimum 3 month contract)

Time, energy and skills are all things required to manage a successful social media platform. If you lack any of them this is the package for you. You can sit back and relax while we post on your behalf and engage your audience with entertaining, informational and promotional content.

Includes:

- Content sourcing
- Basic content creation
- Up to 5 posts a week
- Prime time posting
- Updated profile and cover images
- Ongoing strategy and consultation
- Unlimited email and phone support
- Regular reporting on the platforms progress

CONSULTANCY

Price: \$65 per hour

For those times when you just need a little expert advice to get you heading in the right direction! Whether it be making amendments to your current social media platforms, setting up social media advertising campaigns or advice on how to take your marketing to the next level, the Get it team is here to help!

CONTENT CREATION & MARKETING

Price: \$95 per hour

Content is the make or break of your digital marketing success! From monthly newsletters, press releases, website content, blogs and graphics, digital content is the best way to make the most of your existing database and potential new clients. Let the Get it team create creative, clever and engaging content to leverage the most out of your database!