



**GET** *it*  
MAGAZINE

[getit-magazine.com.au](http://getit-magazine.com.au)

**MEDIA KIT**

Who we are



# STYLISH. SMART. SOPHISTICATED. SASSY. YOURS.

The Gold Coast's premium lifestyle magazine



Stylish, smart, sophisticated and just 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!

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

The *Get it* team are 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.

Why we're so GC

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## A GOLD COAST WOMAN'S BIBLE ON WHERE TO SHOP, EAT, DRINK AND PLAY.

We connect you to the community. We connect our readers to relevant content. We connect consumers to local businesses. And we connect tourists to valuable information about the Gold Coast. There's something for everyone in every issue.

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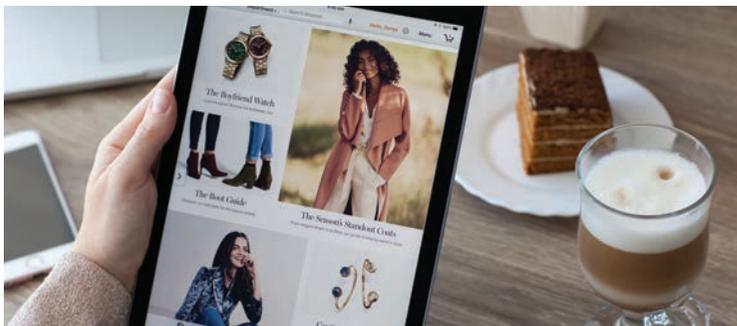
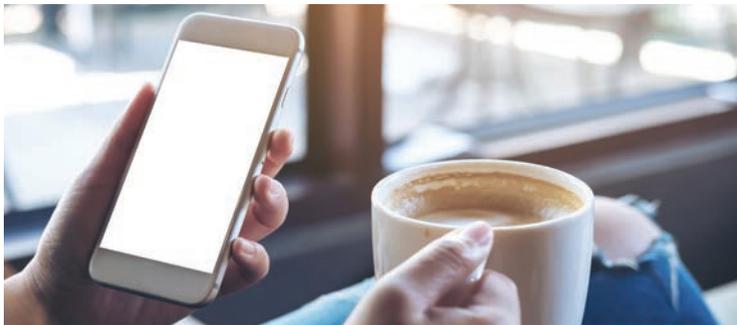
Get it is the only monthly glossy magazine on the Gold Coast, **giving you unbridled access to Gold Coast consumers**

Our experienced editorial and production team have a finger on the pulse of the Gold Coast. **Get it is created by women, for women!**

Our content remains local and relevant, highlighting our community and unique assets. **And we aren't afraid to tell it how it is!**

We are proud to have loyal readers who are actively engaged — **and this means our advertisers see real results.**

# PRINT, DIGITAL, SOCIAL & EVENTS



**40,000+**  
monthly print readership

**28,800+**  
annual online reads  
(2,400 average per month)

**250+**  
print distribution  
points

**1980+**  
monthly letterbox  
drops

**2,500+**  
magazines distributed at  
local business and social  
events



**53,200+**  
annual page  
views (4,430  
average per  
month)

**10,000+**  
combined social  
media following

**320,000+**  
combined annual social  
media reach  
(26,600 per month)

**615,200+**  
combined annual social  
media impressions  
(51,300 per month)



# EVERYWHERE THE GOLD COAST EATS, SHOPS & PLAYS

**Sanctuary Cove**  
Sanctuary Cove Village

**Paradise Point**  
Manos Restaurant

**Runaway Bay**  
Super Performance Sports Centre

**Southport**  
Australia Fair, Ferry Road Markets

**Main Beach**  
Marina Mirage, Tedder Avenue

**Surfers Paradise**  
Chevron Island Village

**Benowa**  
RACV Royal Pines, Stocklands Benowa Gardens, Superfish Swim School

**Bundall**  
Bundall Medical Centre, Village Stores, CTJ Diamonds and Jewellery

**Mudgeeraba**  
Mudgeeraba swim school, Earth & Skin

**Broadbeach**  
Oasis Shopping Centre, Sofitel, Draculas, Togs Pacific Fair,

**Burleigh Heads**  
Stocklands Burleigh Heads, Skin Matters, James Street

**Nobby Beach**  
Assorted coffee shops

**Tweed Heads**  
Tweed City Shopping Centre, Tweed  
Heads PCYC, Kidz Biz Children's Centre

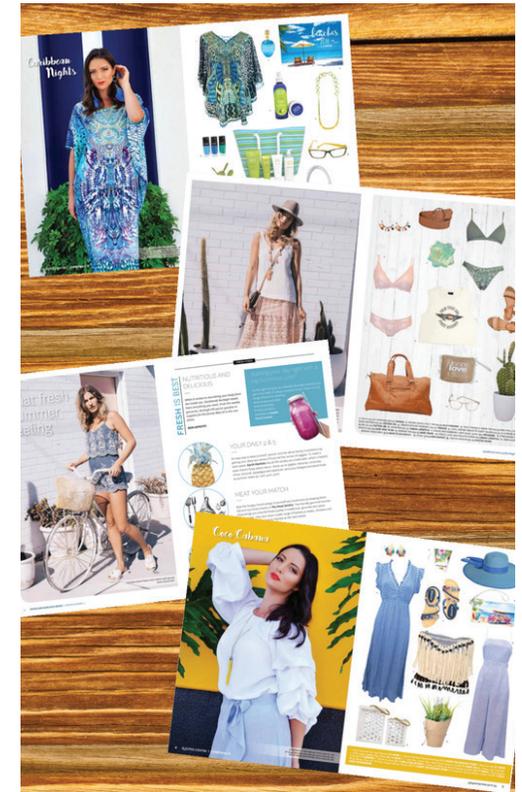
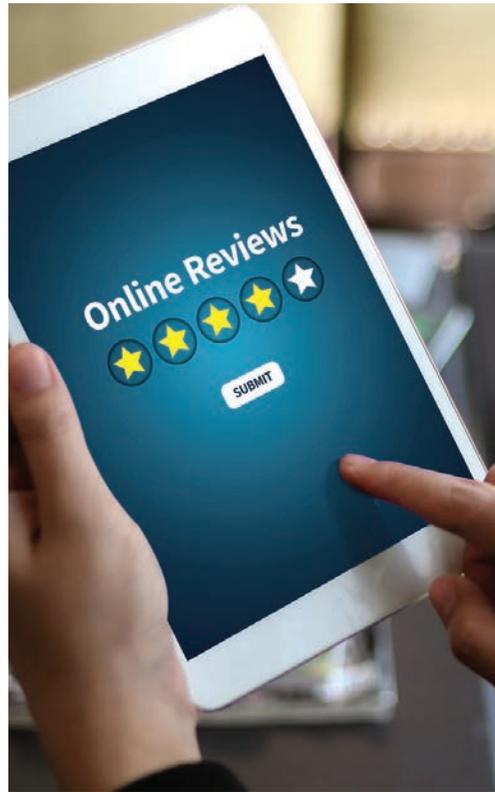
**Get it stands**  
H2O Apartments, Southport  
Shoetique Southport  
Ferry Road Markets  
Hope Island Marina  
Sanctuary Cove Village  
Links Hope Island  
Stockland Benowa Gardens  
Smart Clinics Stockland Burleigh

**Hotels**  
Sofitel Broadbeach  
QT Surfers Paradise  
Marriott Surfers Paradise  
Palazzo Versace  
RACV Royal Pines  
Intercontinental Sanctuary Cove

And this is just the start! For a detailed list of all our distribution points, contact [leanne@getit-magazine.com.au](mailto:leanne@getit-magazine.com.au)

A step beyond

# TAKE IT ONE STEP BEYOND THE PAGE



## Custom publications

Get it are industry leaders when it comes to creating professional, branded publications for your business. Your tailored experience includes full project management, professional photography and styling, editorial content, graphic design, print media and targeted distribution. Sit back and let us give your brand maximum impact in the market!

## Online review management

Word of mouth has taken an online direction and these days what people say about your business is crucial to its success! Don't leave your business' online reputation to chance — manage it and utilise it to grow your digital presence with our tailored online review management system. Simple, effective and essential for any business in today's market!

## Social Media Consultancy

We love social media, we spend all of our time on it, and we can offer assistance and advice that is up-to-date, on-trend and specific to your business. We can refine your online brand or set up social media advertising campaigns to take your platform to the next level. Our digital marketing team are ready to help!

## Fashion and product photoshoots and styling

You already know your business shines, so make sure your content reflects that! Our professional editorial and production team can style, shoot and produce high-quality content with a glossy magazine feel! Product flat lays, editorial fashion shoots, event management and styling and marketing materials are just the beginning. Put your brand in the hands of the best on the coast!

# Artwork Specifications and Deadlines



## Advertising Deadlines

Monthly Edition	Booking Deadline	Material Deadline	Delivery
January	16th December	18th December	3rd 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



## Artwork Specifications

Specifications	Trim Size	Type Area	Bleed Area
Double Page Spread	420mm x 275mm	410mm x 265mm	430mm x 285mm
Full Page	210mm x 275mm	200mm x 265mm	220mm x 285mm
Half Page Vertical	90mm x 250mm		
Half Page Horizontal	185mm x 125mm		
Quarter Page Vertical	90mm x 125mm		
Quarter Page Horizontal	185mm x 65mm		
Third Page Horizontal	185mm x 85mm		

## 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

Specific fonts are to be supplied by advertiser.

Please note we cannot accept publisher files.

## Images and proofs

Please supply all images at 300dpi as tiffs or jpegs. If *Get it* need to source files, an additional cost of \$25 per image will be included.

A proof will be sent to the advertiser for written approval prior to print.

## Graphic Design

A graphic design service is available for \$80 per hour.

## Payment

Payment is required within 7 days unless a monthly account has been established. Cancellation of an advertisement must be made 14 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.

Contact us

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**ANYTIME. ANYWHERE.**  
**On any device.**

Women on the Gold Coast are busy with careers, businesses, families and their social lives so when they need to escape with *Get it Magazine*, it's right at their fingertips: online, on social media and in print, all over the Gold Coast!

**Get social with us.**

[www.getit-magazine.com.au](http://www.getit-magazine.com.au)



get.it.mag



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@Get\_It\_Magazine



Get it Magazine

**Talk to us.**

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