

Scenic Road Magazine

Media Kit

EDITION NO.6



Welcome to the Scenic Rim





Scenic Road Magazine is a premier lifestyle publication with a regional country style focus - free to the Scenic Rim and surrounding hinterland area.

The **PEOPLE**



The **PRODUCE**



The **PLACES**



WHAT WE DO?

Scenic Road Magazine is published by Scenic Road Living, a digital media and publishing company founded by Director and Editor-In-Chief Luisa Slack-Smith. The magazine primarily focuses on advertorial style advertising; crafting each page to tell a story. Luisa and her team work closely with advertising clients to create content that engages and connects readers to products, brands or services. From identifying key marketing messages to creating print and digital content - Scenic Road Magazine has the capabilities to work with its clients every step of the way.

- Advertising placement – brand awareness.
- Sales and call to action campaigns.
- Advertorial – the art of story telling.
- Photography – taking the audience on a visual journey.
- Graphic design – brand alignment or refinement.
- Videography – from 1min teasers to documentary style.
- Social Media – conversational and interactive platforms.

PRINT & DIGITAL

In today's multi-faceted world of marketing, Scenic Road Magazine offers readers FREE reading.

This FREE print media model offers advertising partners the re-assurance that their marketing dollars are well spent . Readers can choose from the quiet space of hardcopy to viewing the online copy or following along on facebook and instagram. The choice is theirs.



CIRCULATION:

15,000

LOCATION:

Scenic Rim and surrounding Hinterland areas.

DISTRIBUTION:

Scenic Road Magazine has a strong focus on brand alignment, with this in mind the chosen stockists provide a high quality service or product.

Scenic Road Magazine is independently audited by CAB, the circulation audit board of Australia.

KEY CIRCULATION AREAS:

Gold Coast Hinterland, Tamborine Mountain, Tamborine, Canungra, Beaudesert, Kooralbyn, Rathdowney, Mt Barney, Mt Alford, Boonah, Kalbar, Aratula, Harrisville, Spicers Gap.

TARGET MARKET:

Approximately 42,000 people reside in the Scenic Rim with an approximate 1.2million tourists to the region each year – Scenic Road Magazine is a gender neutral publication targeted towards adults with interests around country escapes, regional shopping, food, wine, health and wellness, real estate, art, culture, adventure sports, camping, fishing, farming and luxury vehicles.

**For a full list of current stockists
visit scenicroad.com.au**



SEASONAL CONTENT:

Readers will experience a diverse range of advertising and advertorial style content- from wineries, hotels, pubs, cafe's, specialty boutiques, fashion, artists, sporting groups, racing and equine interests, artisan makers, national parks and water ways, adventure sports, agricultural tourism, accommodation venues, wedding and events sector.

The opportunity to secure 12 month advertising campaigns is most favourable - this includes two print edition per year plus content creation and digital content distribution.

REGULAR FEATURES:

FOOD & WINE

PEOPLE & PROFILES

FASHION AND STYLE

WELLBEING

PRESTIGE RURAL PROPERTY

INVESTMENTS & BUSINESS

BUILDING & HOME MAINTENANCE

DESTINATIONS

EVENTS & SOCIAL SCENES



OUR TEAM

PUBLISHER/EDITOR-IN-CHIEF

Luisa Slack-Smith

ART

DIRECTOR

Stephanie Don

CONTRIBUTORS

Carin Garland

El Hogan

Jade Schofield

Jacqui Faulkner

Suzanne McCorkell

Drew Slack-Smith

Sabine Barnard

Nikki Hobbs

Bronwyn McDonald



Luisa Slack-Smith



Stephanie Don

ADVERTISING RATES

Front Cover - POA

Double Page Spread \$2000 + GST

Full Page Spread \$1300 + GST

Half Page Spread \$800 + GST

Business Emporium \$350 + GST

1 image 30 word limit -
Business Emporium

LOADING

Inside Front Cover 15%

Inside Back Cover 15%

Outside Back Cover 20%

PHOTOGRAPHY RATES

2 hours \$300 - 12 images

5 hour \$500

Full day \$850

**Rates may vary depending on style of photography required and location of shoot. Eg. drone photography or videography. Plus GST*

VIEW THE
LATEST EDITION
ONLINE
HERE >



“

Luisa, it was an absolute pleasure to do business with you and your Scenic Road team. The quality of the photography, the editorial content and the design – a world class publication. The Scenic Road brand fits perfectly with middle to high end businesses such as ours. We look forward to advertising with you again in your next edition.”

- Dave Suttor – CEO Swagman Motor Homes.

“

We love having your magazines in store, the locals and tourists both enjoying taking home your magazine.”

- Michelle Ropper Dennis. Owner /My Country Escape

“

So great to read the stories of locals who have created an interesting business to compliment the area!”

- Susan Capan. Artist and Gallery Owner

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PRINT SCHEDULE

- * 6 monthly print run
- * 15,000 copies per edition

SUMMER EDITION

OCTOBER - Content Deadline
DECEMBER - Distribution

WINTER EDITION

MAY- Content Deadline
JUNE - Distribution

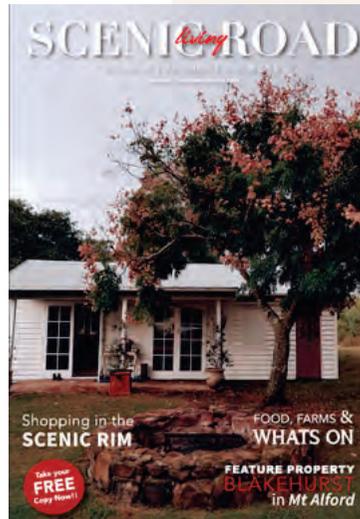


BOOKING ENQUIRIES

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Facebook & Instagram
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EDITION 1



EDITION 2



EDITION 3

EDITION 6
Coming soon!



EDITION 5



EDITION 4