

Visit Wynnum Manly

WINTER EDITION
MEDIA KIT 2024



VISIT WYNNUM MANLY &
MANLY HARBOUR VILLAGE CHAMBER OF COMMERCE

Vision

We aim to create a premium visitors guide that showcases the wider Wynnum, Manly and Lota area and the amazing lived experiences of the people, to attract a wider audience from across Greater Brisbane, South East Queensland and beyond.

Our story

The Wynnum Manly Visitors Guide started almost 20 years ago and is the only guide for the area.

Showcasing the best of Brisbane's Bayside, and continuing to thrive, this guide is being elevated in 2024 in a great example of the power of combined expertise, collaboration & partnership of local business and community.

This new style will see a layout upgrade; thicker, more sustainable paper; professional photography that showcases our unique part of the world, more pages and a larger distribution.



Print

- 48 pages + 4pp Cover
- A5 format in full colour
- 15,000 - 20,000 copies
- Distributed June/July 2024

Digital

- Social promotion through Visit Wynnum Manly, Manly Harbour Village & Wynnum Commerce
- FREE on-line listings
- Daily Facebook posts
- Instagram
- eNews

Distribution

- 5k copies - Wynnum, Manly & Lota households
- 2k locally at the Wynnum Manly Visitor Information Centre, retail/food outlets, clubs, marinas and library.
- 8k copies to CBD Visitor Information Centre, cafes, bookshops and niche retail outlets



TRADITIONAL A5 DISPLAY ADVERTISING

**SINGLE
PAGE**

\$1,225

**DOUBLE
PAGE SPREAD**

\$2,200

**1/2
PAGE**

\$595

Full page advertisement

Trim A5 148mm x 210mm / Bleed 158mm x 220mm.
Internal Margin 10mm, all around.

Excluding premium pages.

Half page horizontal

128mm x 92mm, no bleed
Internal Margin: 5mm, all around

Premium pages

Pages 2, 4, 5, inside back cover **\$1,450** per pg
Back cover **\$1,950**

Directory Ad Listings

Photo H70mm x W75mm, no bleed

(strictly no words, can include a black, grey or white version of your logo)

Information Maximum 300 characters
(can include business name, description, tagline, contact details)

Bundles

Directory
Ad Listing
+
1/2 Page
Advertising

Directory
Ad Listing
+
Full Page
Advertising

ADVERTORIAL (POA)

We offer a wide range of advertorial placements that can be customised to suit your business objectives and budget.

BOOKINGS

Kevin Liepins

0408 726 068 or admin@visitwynnummanly.com.au

PRINT SPECIFICATIONS: When supplying your own artwork, high-resolution PDFs are the preferred format. Embedded fonts and images must also be print-ready and follow Visit Wynnum Manly specifications. 5mm bleed on all edges is required for ads with bleed. Crop marks are required, but should not be touching any part of your artwork. All images, logos, graphics, used in your artwork are CMYK, at 300dpi at 100% scale. No RGB or SPOT colours should be used. When exporting your PDF, select crop marks only. Bleed marks, colour bars, registration marks, and page information are not required. Please ensure text and images are kept well clear of side margins to allow for binding (internal margin).

ADVERTISING TERMS AND CONDITIONS: *The Publisher (Visit Wynnum Manly, trading as Leaping Solutions) reserves the right to refuse or omit any advertising, advertorial or editorial content that does not meet our strict design style, specifications, values or objectives. Editorial and advertorial content is at the Publisher and Editor/s discretion. The publisher is not liable for any loss arising from the omission or incorrect printing of any advertisement, however caused. It is the responsibility of the advertiser to check their advertisement is correct. Cancellations must be made in writing at least six weeks prior to distribution date. Failure to do so will relieve the Publisher of any obligation to comply with the cancellation request and no refund will be provided. Where cancellations are received on time, the Publisher reserves the right to retain funds for photography and graphic design services provided during the production of advertisement artwork. Advertising content, placement and position within the magazine is at the Editor's discretion. All bookings must be paid for upfront, in full, within 7 days of invoice.*



A COLLABORATION BETWEEN

Visit
Wynnum Manly
On Brisbane's Moreton Bay

MANLY
HARBOUR VILLAGE
CHAMBER OF COMMERCE

WYNNUM
Commerce Inc