

the
barossa
mag



MEDIA KIT
2021-2022

THE PEOPLE, THE PLACES, THE EXPERIENCE



PRINT POWER

“Our vision is to create something uniquely special. A product that is thought of with high regard, value and is appreciated by readers and advertisers alike”

The Barossa is certainly a world unto itself. Its unique landscape creates scenic beauty in an idyllic, rural setting. The Barossa is a destination and a way of life for those fortunate to call this region home.

Join us as we explore the food and wine culture that drives the region, the heritage, arts and the lifestyle of this culturally rich, sophisticated community.

This lifestyle publication achieves more than a simple reflection of the Barossa identity. Each issue is infused with lively, meaningful writing, beautiful photography and inspired design to appeal to the hearts and minds of loyal readers.

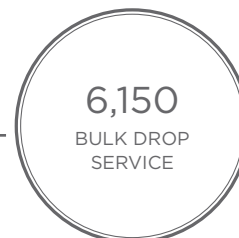
The Barossa Mag is compiled by a team of engaged, dedicated and local professionals with a true understanding of the region.

The Barossa Mag’s 13,000 circulation provides significant coverage of the Barossa market and wider regions.

Our distribution strategy combines the power of The Leader Newspapers circulation, an extensive bulk drop service and online capabilities to provide an affluent and influential audience to match your marketing needs.

DISTRIBUTION

Covering the entire Barossa Valley region and surrounding districts including Eudunda to the north, Birdwood to the south, Gawler to the west and Truro to the east.



Available to local cafés, tourist centres, local accommodation, cellar doors, The Barossa Mall and more than 50 other key locations in the local and surrounding areas.

KEY DATES

	SPRING 2021	SUMMER 2021	AUTUMN 2022	WINTER 2022
Published	September 8	December 1	March 9	June 8
Bookings Required	August 4	October 27	February 2	May 4
Artwork/Material	August 6	October 29	February 4	May 6

ONLINE

WEBSITE

barossamag.com is your number one source for everything Barossa. It has become the local online space and go-to for the people, the places, the experience, the events... its all here.

We celebrate everything Barossa and want to share it with the world. With regular updates to the site and immersive content to compliment the printed magazine, we suggest including a digital component to your advertising campaigns.

To capture additional audience, talk to us today about a tailored multi-platform campaign including print, digital and social to target your ideal customer.

SOCIAL

With a growing presence across all the channels, we share our local stories & events on a daily basis. We are fast becoming a strong Barossa voice in the social scene and use this to our advantage to engage with influencers far and wide.

Our digital strategy includes honest, genuine content that our audience is asking for. We're always on our toes, offering content which celebrates our great region and its people.



RATES

PRINT	1 X EDITION	4 X EDITIONS
Quarter Page Vertical	\$545	\$495
Quarter Page Horizontal (solus)	\$675	\$625
Third Page Horizontal (solus)	\$900	\$850
Half Page Horizontal	\$930	\$850
Full Page	\$1,660	\$1,560
Cover Page	\$1,840	\$1,680
Double Page Spread	\$2,900	\$2,750

DIGITAL

MREC
Homepage + Articles + EDM
\$300

Leaderboard
ROS (Top Position)
\$600

Client Blog*
Local Advice
\$800

Digital Advertising appears for 3 months

All prices are GST inclusive

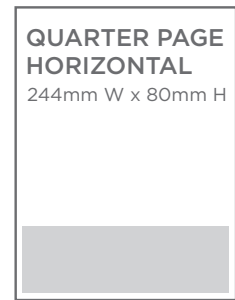
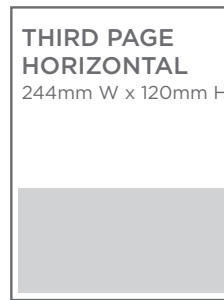
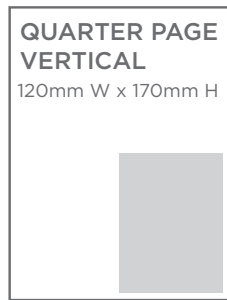
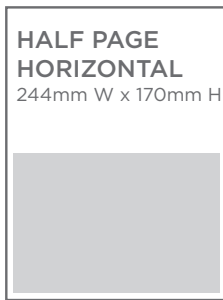
* Includes 3 month social media campaign.

PARTNER PACKAGES

Speak to us today about how we can offer tailored packages to target your ideal customer. Using a multi-platform approach across all of our channels, *The Barossa Mag* can take your advertising & marketing efforts to the next level! Just ask us how...

SPECIFICATIONS

PRINT



Artwork Conditions

Preferred file format for artwork submission is Adobe PDF.
Fonts must be embedded and images high resolution.
Black images/text MUST be 100% black. (C=0, M=0, Y=0, K=100)

DIGITAL

MREC
300 pix W x 250 pix H



LEADERBOARD
728 pix W x 96 pix H



Please supply your advert in RGB colour as a high quality JPG, PSD, GIF or TIF at 72ppi.
All static and animated files to be a maximum of 200kb

CONDITIONS

Where no charge is made for preparation of artwork, it remains the property of The Barossa Mag. Artwork must not be published within any other publication or website without prior consent. No artwork/material changes will be accepted past the proofing deadline.

SUBMITTING ADVERTISEMENTS

Finished artwork accepted by email, USB or CD/DVD.

THE PROVIDERS RESPONSIBILITY

When saving to disk the following must be included:
Original graphic files, fonts used, hard copy proof.

Microsoft Word should be used for TEXT ONLY.
Graphics and photographs should be supplied as separate high resolution files.

Publisher, Excel and Powerpoint files are not accepted.



Jordan Stollznow
Manager of Special Publications

P 08 8564 2035
M 0411 783 040
E info@barossamag.com
W barossamag.com

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34 Dean Street, Angaston SA 5353