the barossa mag

MEDIA KIT

2025-2026

THE PEOPLE, THE PLACES, THE EXPERIENCE

"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 12,000 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.

KEY DATES

	SPRING 2025	SUMMER 2025	AUTUMN 2026	WINTER 2026
Published	September 10	December 10	March 11	June 10
Bookings Required	August 1	October 31	February 6	May 1
Artwork/Material	August 8	November 7	February 13	May 8

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.

5,200
LEADER NEWSPAPER FULL CIRCULATION

12,000
TOTAL COPIES

6,800
BULK DROP SERVICE

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.

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	$640	$590
Quarter Page Horizontal (solus)	$780	$730
Third Page Horizontal (solus)	$990	$950
Half Page Horizontal	$1,050	$980
Full Page	$1,810	$1,710
Cover Page	$2,030	$1,870
Double Page Spread	$3,090	$3,050

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

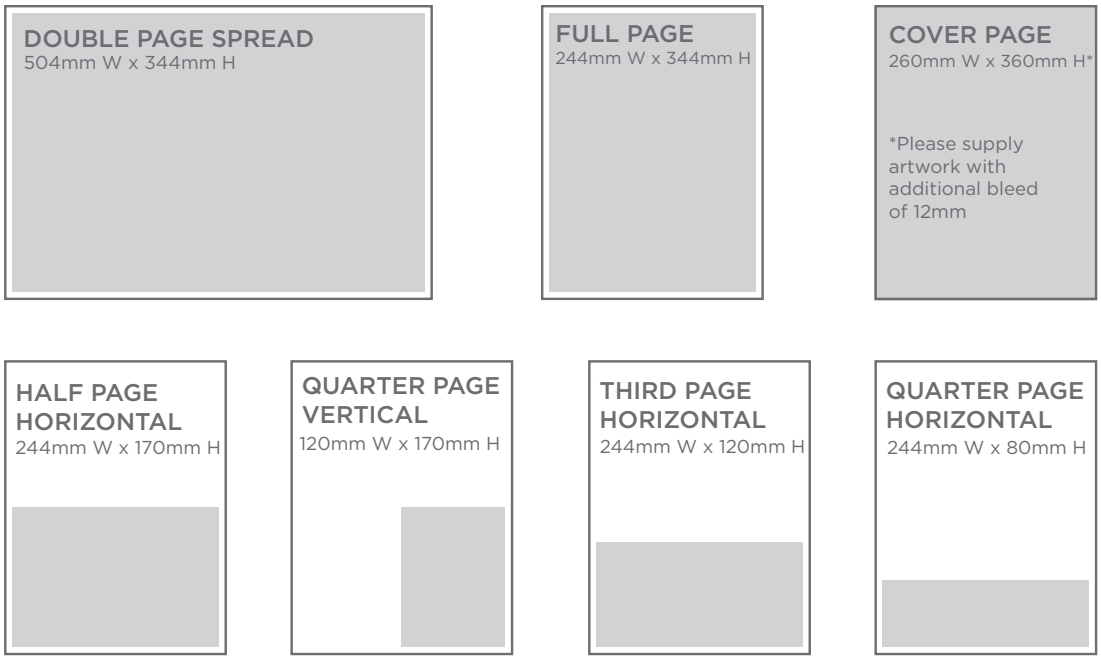
* Includes 3 month social media campaign.

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

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 or USB.

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.

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