



# **COAL** *Coast* **MAGAZINE**

**media kit**  
2024

## why advertise with us?

A quarterly lifestyle publication produced with love, Coal Coast magazine turns the spotlight on the region's many talents with diverse, carefully curated content and beautiful photography – including inspiring and informative editorials, and thought-provoking features – Coal Coast magazine is a true celebration of life in our little pocket of the world. Featuring history, art, music, food, culture and travel, the magazine appeals to a broad audience.

As a free, independent publication, we tell real stories with authenticity and passion. Coal Coast is designed to be read on the beach, displayed on a coffee table, lovingly stored on a bookshelf as part of a collection or passed onto a friend. In this fast-paced world we live in, we aim to feature timeless content that endures.





## what our advertisers say

Coal Coast is a high-quality publication and the readership aligns perfectly with our target market in the Illawarra. We've been really happy with the response to our advertising as it's cost-effective and always a pleasure to read about local businesses within the Illawarra.

Adam Souter, Souter Built

Thank you! Your post and stories about us are going off on our Instagram – we got over 100 new followers since last night from your post – amazing uptake! We are so grateful.

Rhylka Hill, Saunaus

I wanted to express our gratitude for your outstanding efforts in promoting the Mental Health First Aid courses. Working with you has been a pleasure, and we are truly grateful for your hard work and generosity. We look forward to working with you again.

Anna Feggens, Recovery Camps

Helensburgh

Stanwell Park

Coledale

Austinmer

Thirroul

Bulli

Woonona

Corrimal

Keiraville

Wollongong

Kembla Heights

Unanderra

Dapto

Port Kembla

Windang

Warilla

Albion Park

Shellharbour

Kiama

# circulation

quarterly magazine –  
summer, autumn, winter and spring

50,000+ readership  
150+ stockists

We print over 10,000 copies and hand-deliver (with love!) between Helensburgh and Kiama.

Where can you find us? From your local corner cafe to Wollongong's Visitor Information Centre, we distribute to small businesses, news agencies, cafes, hotels, libraries and busy high-traffic areas all across the region.

We've quickly become the Illawarra's most-loved and in-demand magazine, with readers ready to get their hands on each new issue, and we're adding locations to our distribution list every week by request.

And the thing that we love? Each copy is read multiple times by friends, family and colleagues. They are read in cafes and surgery waiting rooms, left for others to read, as well as being shared across our community.

The magazine is also read online by 5000+ unique readers.

**But that's just the beginning.**

# special issue – wedding

annual magazine

10,000+ readership

100+ stockists

We are excited to announce our latest special issue – Coal Coast Wedding magazine, new in 2024.

Our inaugural issue celebrates the best of bridal and weddings in the Illawarra, Coal Coast and surrounds – venues, accommodation, photographers, florists, jewellery, DJs, celebrants and more!

This will be the go-to guide for all couples planning a wedding in our beautiful part of the world – plus proposals, engagements, hen's and buck's, kitchen teas...

To showcase your business or service – as an advertiser, contributor or photographer – we'd love to have you as part of our Coal Coast Wedding community.

new in  
May  
2024



Credit: Spencer Dungey – Love of Mine



# special issue – baby

annual magazine

10,000+ readership

100+ stockists

We are proud to deliver our annual special issue – Baby magazine – providing all of the trusted resources needed by families raising kids (0-5 years) on the Coal Coast.

From first-time parents to seasoned pros, our mission is to provide readers with knowledge, inspiration, and connection. From pre-conception and pregnancy to the precious preschool years, our extensive range of articles, expert advice, and heartwarming stories are designed with parents and little ones in mind.

With nearly 4000 babies born in the Illawarra each year, plus many families moving to the region, now is the time to promote your service or product locally and join our Coal Coast Baby community.

## Audience:

**84%**  
aged 25 to 45

**95%**  
women

**57%**  
live in Wollongong

Issue #5  
November  
2024



Credit: Pete Balmer – Illawarra Times

## what our readers say

Coal Coast mag is a great read and offers a great deal of good information, sharing insights that even us locals have either failed to appreciate or have not had the opportunity to embrace. You should be very proud and your supporters, including those who advertise with you, would share in the benefits of a quality presentation of information and images.

– Paul Gibbs

I love your little mag! Such a good idea, I love print so I was happy when I saw the [latest] issue pop up.

– Kiri D

Just a quick note to congratulate you all on the latest spring edition of CC. Such a funky, informative and professional production. Well done keep up the great work.

– Grahame Webber

I love the richness of this issue of Coal Coast – the stories are great!

– Joanne Ubilla

Warmest congratulations on a terrific issue! I was out with my highlighter, marking up the music, coffee spots, and travels recommended. There was a real sense of community personalities and colour, with deeper issues also not avoided. There seemed to be something for everyone... including my special interests of frogs! Amazing work, and good job all round.

– Ruth Hough

The magazine is FECKIN deadly! Well done y'all.

– Susie Fagan

We trialled your magazines on our bus tours and everyone loved them. We had one in each pocket behind the seat so each passenger had one, most of them were taken home!

– David Turnbull



## partnerships

### local radio



i98 promotes every issue on the radio!

### tourism



We have a wonderful relationship with our tourism partner Destination Wollongong and work together to promote our beautiful region.

Magazines are available at the flagship Bulli Tops Visitor Centre and are free for all visitors.



# advertising costs and specifications

**we offer various advertising options to suit your business.**

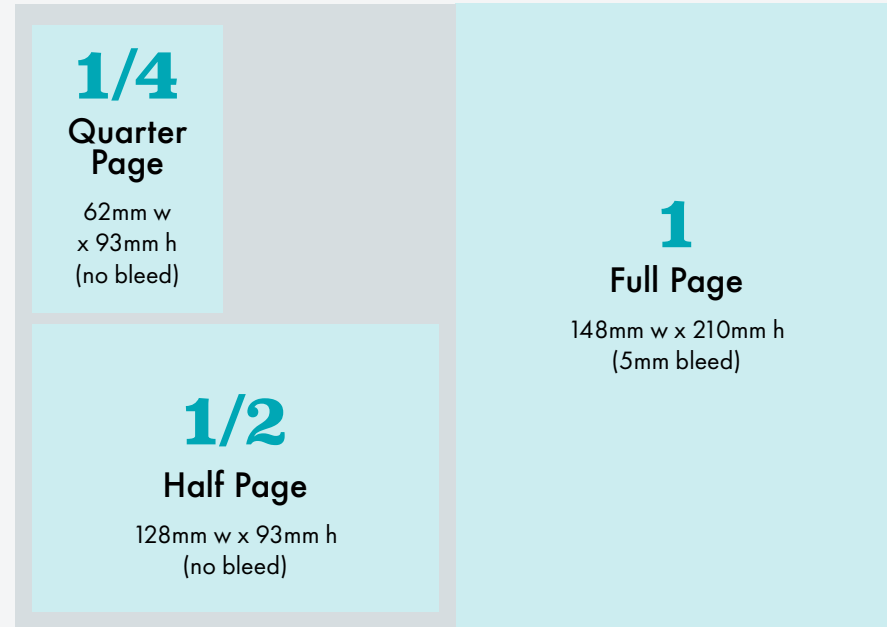
Advertorials can be a great way to promote your business allowing you to tell your story and place you firmly in the hearts and minds of your target audience.

If you opt for an advertorial, we can assist with writing, proofing and editing your article to ensure your message is conveyed in the most effective way.

*free*

**all print adverts receive a 12 month business directory listing.**

\*\*Not available in Wedding special issue



<b>Full Page</b>	148mm w x 210mm h (5mm bleed)	<b>\$1950 + gst</b>
<b>Half Page</b>	128mm w x 93mm h (no bleed)	<b>\$970 + gst</b>
<b>Quarter Page**</b>	62mm w x 93mm h (no bleed)	<b>\$610 + gst</b>
<b>Back Cover</b>	148mm w x 210mm h (5mm bleed)	<b>\$2640 + gst</b>
<b>Finds For You profile</b>	image & copy to be supplied (max 30 words)	<b>\$295 + gst</b>
<b>Local Biz Love profile</b>	image & Q&A responses to be supplied	<b>\$950 + gst</b>
<b>Advertorial</b>	{ Double Page	<b>\$2670 + gst</b>
	{ Single Page	<b>\$2190 + gst</b>
<b>Graphic Design</b>	images & copy to be supplied (one round of revisions)	<b>\$200 + gst</b>

# advertising examples

FINDS FOR YOU

## finds for you

Look no further... your one-stop shop for local experiences & buys!



### MUMMA'S BEANS COFFEE AND SKINCARE

We want for every mum in the Illawarra and beyond to start her day feeling energised and nurtured with our deliciously gentle coffee and natural skincare. All our skincare products are handmade in Bulli using our award-winning Australian green coffee. 10 year old first mums every single day.

Shop online: [mummasbeans.com.au/](http://mummasbeans.com.au/)

Instagram: [mummas\\_beans](https://www.instagram.com/mummas_beans)

If you would like to have a product featured here, please email [advertising@coalcoastmagazine.com.au](mailto:advertising@coalcoastmagazine.com.au) or book in [coalcoastmagazine.com](http://coalcoastmagazine.com) @coalcoastmag #coalcoastmag

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FINDS FOR YOU



### SHARNA LEE CLASSICAL COACHING

The home to Baby Ballet and preschool dance classes offering the correct foundation in a professional, positive learning environment. Run by an industry professional with worldly dance experience and qualifications. Miss Sharna Lee classes four mornings per week here in fully equipped studios.

Located in Ulladulla. Free trials available.

[sharnalee@sharnalee.classicalcoaching.com](mailto:sharnalee@sharnalee.classicalcoaching.com)

Instagram: [sharnalee\\_classicalcoaching](https://www.instagram.com/sharnalee_classicalcoaching)

Facebook: [sharnalee\\_classicalcoaching](https://www.facebook.com/sharnalee_classicalcoaching)



### MILLY MAY COLLECTIONS

Located in the heart of Thirralba is our local gift store for stunning, affordable, and high-quality jewellery. Milly May offers an extensive collection of silver and gold jewellery that caters to every style and occasion.

Located at Shop 4 on 272 Lawrence Highway Dr. Thirralba

Instagram: [millymaycollections](https://www.instagram.com/millymaycollections)

Facebook: [millymaycollections.com.au](https://www.facebook.com/millymaycollections)

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BUSINESS SPOTLIGHT

## local biz love

NO MORE THAN EVER, BUSINESSES NEED OUR SUPPORT HERE. YOU CAN CHECK OUT SOME GREAT LOCAL TRADERS TO GET BEHIND

If you would love to have your business featured in our next edition, reach out to [Keri\\_sullivan@coalcoastmagazine.com](mailto:Keri_sullivan@coalcoastmagazine.com) to secure your spot.



### Mumma's Village

COAST TO COAST  
MEG GIBSON

Instagram: [mummasvillage](https://www.instagram.com/mummasvillage)

Facebook: [mummasvillage](https://www.facebook.com/mummasvillage)

Twitter: [mummasvillage](https://twitter.com/mummasvillage)

LinkedIn: [mummasvillage](https://www.linkedin.com/company/mummasvillage)

Website: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Phone: [0243821111](tel:0243821111)

Address: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Hours: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Services: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Products: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Partners: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Suppliers: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Competitors: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Industry: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Market: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Size: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Age: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Gender: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Ethnicity: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Religion: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Politics: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Education: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Income: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Assets: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Liabilities: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Net Worth: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Spending: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Savings: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Investments: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Retirement: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Charitable: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Philanthropy: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Community: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Leadership: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Management: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Operations: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Marketing: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Sales: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Customer: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Support: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Training: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Development: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Research: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Analysis: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Reporting: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Compliance: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Risk: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Security: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Privacy: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Accessibility: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Usability: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Performance: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Reliability: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Scalability: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Flexibility: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Interoperability: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Portability: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Recoverability: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Maintainability: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Availability: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Confidentiality: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Integrity: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Authenticity: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Accountability: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Transparency: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Openness: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Honesty: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Trustworthiness: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

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Fortitude: [www.mummasvillage.com.au](http://www.mummasvillage.com.au)

Resilience:



# beyond the printed magazine

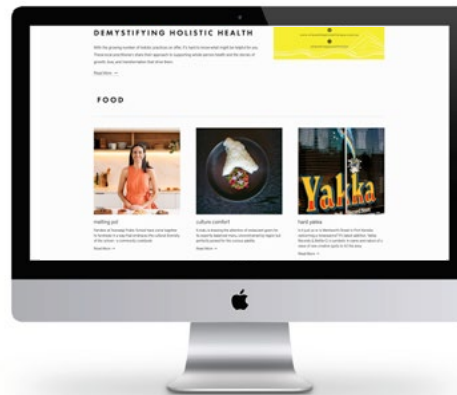
## digital magazine



**74 K+ impressions**  
**6K+ reads**

All past issues are available online through our website and Issuu.  
Advertising seen in print and online.

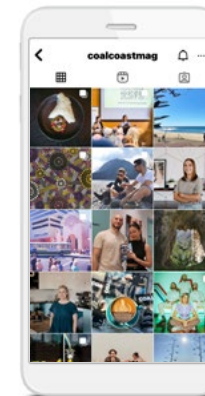
## website



**46K+ page views**  
(growth **+38%**  
on previous quarter)

Features unique, up-to-date, timely content, which can also support banner advertising.  
Articles are also uploaded from the printed magazine to promote events and businesses.

## social media



Instagram:  
**11K+ followers**  
(100% organic,  
across 3 accounts)

Facebook:  
**2K+ followers**  
(100% organic,  
over 2 accounts)

Features regular posts advertising upcoming events, places to visit and delish food we sample across the Illawarra, along with amazing images of our coast.

**62%** of our social media audience are aged 25 to 45. **28%** are aged 45 to 64.

**69%** women and **31%** men.

**52%** live in Wollongong.

Annual statistics as at 1 July 2023

# digital advertising costs

**please note: all print adverts are offered a free 12 month business directory listing.**

We have a unique style on social media, that is true to our brand. When signing up for social media advertising, this gives us permission to have a staff member visit your business to take photos for use to ensure your ad speaks to our target audience and is in alignment with the Coal Coast market.

## Sponsored Blog Package

1. Professionally written, SEO optimised copy (up to 600 words)
2. Newsletter feature
3. Get Seen Package included
4. Hosted on website for 12 months

**\$950 + gst**

## Stand Out Package

1. Website Banner Ad – Home page placement with link to your website
2. Instagram Post + Story x2
3. Facebook Post x2

**\$550 + gst**

## Premium Event Listing

1. Website event listing
2. Newsletter profile
3. Get Seen Package included

**\$350 + gst**

## Spotlight Package

1. Website Vertical Ad – Home page or blog placement with link to your website
2. Instagram Post + Story
3. Facebook Post

**\$350 + gst**

## Get Seen Package

1. Website Tile Ad – Home page or blog placement with link to your website
2. Instagram Post + Story
3. Facebook Post

**\$250 + gst**

## Directory Listing

1. Website business listing (12 months) with links to your website and social media
2. Instagram/Facebook Post + Story

**\$250 + gst**

*new!*



# thank you.

*we look forward to helping you  
take your business to the next level!*

[www.coalcoastmagazine.com/advertise](http://www.coalcoastmagazine.com/advertise)



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