

LIFE *with* STYLE

The most unique luxury lifestyle magazine
in circulation today!

MEDIA PROFILE
2012

“We guarantee delivery to a specifically targeted demographic of above average income earners.”

PROFILE

STATISTICS

Circulation & Readership:

50,000
150,000+ readers

Core Target:

55% Male/45% Female
Individuals with an
income over \$180,000

Editor:

Birri O'Dea

National Sales

Manager:

Rob Holden

Frequency:

Seasonally

Content:

Luxury Lifestyle

Cover price:

\$14.95

Format:

120 pp + covers

Published by:

Insight Publishing

WHAT IS LIFE WITH STYLE?

Life with Style is a seasonal publication written for educated affluent consumers who demand quality goods and services that reflect their lifestyle. This specialty magazine targets readers in high socio-economic brackets with large disposable incomes and our unique distribution method ensures it reaches them.

WHAT MAKES OUR PUBLICATION SO UNIQUE?

Our distribution method means we can guarantee delivery to a specifically targeted demographic of above average income earners.

We have partnered with luxury car dealers to deliver our magazines direct to their clients. A copy of *Life with Style* will be given as a gift to the owners of luxury vehicles after they have had their car serviced with the dealership.

Some of our distribution dealerships include Mercedes-Benz, BMW, Lexus, Audi and Range Rover along the eastern seaboard of Australia.

WHO ARE OUR READERS?

Luxury car drivers are independently minded, confident, progressive in attitude and discerning.

Average Age: 33 - 59 years

Status: Mostly married with children

Gender: Male 55% Female 45%

Average Income: \$220,000+

Interesting Fact: The fastest growing demographic for luxury car buyers are women under the age of 40.

SYNOPSIS

SEASONALLY:

What's On: Highlights of national events & new release movies.

Coveted: Our favourite new products on the market.

On The Street: Photos and comments from around the world.

Interview: Exclusive celebrity interviews.

FEATURES:

Includes articles about the top golf courses in the world, boats, superyachts, wine and architecture.

TRAVEL:

Global & Local Travel: We cover some of the most luxurious destinations from Australia and around the world.

SELF:

Health: Seasonal advice on staying happy and healthy.

Skincare: How best to care for your skin + news on top products.

Beauty: Featuring new make-up trends and perfume scents for the season.

FASHION:

Preview: Top designer profiles and insights into their collections.

Trends: A look at seasonal colour and style trends.

Men's Fashion: Up-coming trends for Australian men with a view to global fashion.

CULTURE:

Destinations: The hottest locations from around the globe in food, architecture, lifestyle, fashion, design, sports and travel.

Wealth: A look at finance from both traditional and new perspectives.

Escapades: Unique and interesting corporate entertainment.

Gadgets & Technology: Find out about the latest technology and compare some of the coolest gadgets.

The Library: Reviews of the best books soon-to-be and just released.

Theatre: Views on current touring shows.

Art: What is happening in the art world plus artist features.

Entertaining: Some of the most delicious cocktail and food recipes.

Wine: News and reviews of top end wines, vineyards and winemakers.

THE LAST WORD:

La Note Finale: Photographs and musings from famed New York Sartorialist Michael Cress.

CONTRIBUTORS

Beauty & Fashion:

Bree Moore

Boating:

Jim Roberts

Cocktails:

Jason Williams

Destinations:

Libby Brown

Features:

Sarah Elliott

Gadgets & Technology:

Marline Yacoub

La Note Finale:

Michael Cress

Men's Fashion:

Djaafar El Ghazi

Skincare:

Mirielle Schreuders

Superyacht:

Jamie Millar

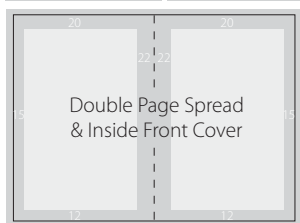
DEADLINES

	Booking	Artwork	Distribution
Autumn 2012	10 Feb	17 Feb	19 Mar
Winter 2012	27 Apr	04 May	04 Jun
Spring 2012	20 Jul	27 Jul	27 Aug
Summer 2013	19 Oct	26 Oct	26 Nov

RATES

	Casual	2x	3x	4x
Full Page	6,690	6,420	6,150	5,680
Double Page Spread	12,880	12,340	11,800	10,860
Inside Front Cover DPS	14,880	14,740	13,800	12,160
Inside Back Cover	7,690	7,380	7,080	6,540
Outside Back Cover	8,690	8,380	8,080	7,540

SPECS

**Size:**

- Full Page & Cover: **210 x 297mm + 5mm bleed** to all edges
- Double Page Spread: **420 x 297mm + 5mm bleed** to all edges

Margin: Top 20mm | Bottom 12mm | Inside 22mm | Outside 15mm

(If supplying as 2 individual pages, ensure any critical cross over has been double imaged across the gutter)

Submission:

Please send all advertising material to artwork@insightpublishing.com.au.

- PDF's - High Resolution 'Press Quality'. • All fonts to be embedded.
- JPEG, TIFF - Images to be CMYK or Greyscale, no less than 300 dpi.

CONTACT DETAILS

Your Advertising Representative: **Rob Holden** **E** advertising@lifewithstyle.com.au **M** 0422 233 471



Editorial & Press Releases can be addressed to lws@insightpublishing.com.au.

Life with Style is brought to you by Insight Publishing Pty Ltd.

T +61 7 3630 1388 **E** admin@insightpublishing.com.au **F** +61 7 3630 1344

www.InsightPublishing.com.au | www.LifeWithStyle.com.au