



SAGE

LIVING

old enough to know better

media kit 2013



MAGAZINE PROFILE

SAGE LIVING

FOR PEOPLE OLD ENOUGH TO KNOW BETTER!

SAGE LIVING, launching in September 2013, provides inspiration to the booming 45+ population to live life to the fullest. It's for the savvy and intelligent reader.

SAGE LIVING readers are the sophisticated new spenders of today - with time, money and vitality to burn.

Whether they are playing, working, investing well or holidaying in style, the **SAGE LIVING** reader wants to take good care of themselves and their families. It's all about quality of life.

SAGE LIVING is the vehicle that allows you to engage with smart and affluent Australians and give your brand the benefits of reaching a discerning, aspirational audience who have a real thirst for premium quality products and brands.

SAGE LIVING is published quarterly on glossy premium quality stock, and is available nationally in selected quality newsagents as well as distributed free-of-charge to selected lifestyle outlets.

SAGE
LIVING



READER PROFILE

FOR PEOPLE OLD ENOUGH TO KNOW BETTER!

SAGE LIVING targets the most powerful group of consumers - the 45+ market.

Today's 45+ community is healthier, wealthier and more active than ever before. They will not tolerate ageism and expect to be spoken to in a smart and astute manner.

Whether they are purchasing online or over the counter, **SAGE LIVING** consumers are confident, distinguished and educated. They actively embrace the world around them.

SAGE LIVING readers are financially sound and have money to spend. They appreciate an intelligent and informative read on travel, health, anti-ageing, technology, home and outdoor, with a view to purchase.

Brands that choose to ignore the over-45 opportunity are ignoring a global redefinition of age.

Tap into their dreams and ambitions to reach this lucrative demographic.

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LIVING



READER PROFILE

It is becoming more critical than ever for companies to develop marketing and advertising to reach the baby boomer/45+ generation. Why?

- **58.8% of Australians are over 45**
- They control 78% of wealth
- **They are more likely to make a high-value purchase online**
- More likely to own their own home outright
- **Likely to have a computer and internet access**
- Enjoy regular travel, domestic and international
- **Have money to invest**
- Like to stay up-to-date with the latest styles and looks
- **Enjoy keeping healthy**
- Love to entertain and eat out regularly
- **Like the finer things in life**

According to Roy Morgan, Australian Boomers are:

10%



more likely to stay at a 5-star hotel than the average population

84%



more likely to cruise than the average population

25%



visited a home interiors store within 3 months

SAGE
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MAGAZINE CONTENT

Each issue of **SAGE LIVING** contains intelligent, informative and inspirational stories from Australia and around the world, encompassing travel, leisure, technology, food, motoring and more. Each area we publish across is proven to be of key interest to our readers.

SECTIONS

- Culture
- Travel
- Food & Drink
- Life Coach
- Health & Beauty
- Home & Outdoor
- Finance
- Technology
- Puzzles

REGULAR FEATURES

- The Weekend Chef
- Technology Masterclass
- Recipes - Dixie Elliott, the popular former food editor at MiNDFOOD, joins SAGE Living to deliver delicious, seasonal, inspirational recipes

SPECIAL FEATURES

Issue 1

Prestige Travel

Issue 2

Anti-ageing & Health

Issue 3

Summer Entertaining

Issue 4

Motoring, Jewellery & Watches



**SAGE
LIVING**



SAGELIVING.COM.AU has been designed as a user-friendly online portal and is the perfect accompaniment to **SAGE LIVING** magazine.

SAGE LIVING'S print and digital editorial team are focused on creating cross-channel editorial content that not only engages audiences but reaches them throughout the day.

We give the **SAGE LIVING** reader the choice of how, when and where they access and engage with our content - be it in the pages of our magazine, online, or through our iPhone app.

Our audience not only wants to be informed authoritatively, entertainingly and promptly, they want to participate in the debate. Our combination of integrated coverage achieves strong engagement with the online audience.

The weekly **SAGE LIVING** Electronic Direct Mail (EDM) Newsletter to over 10,000 opt-in subscribers drives more users to **SAGELIVING.COM.AU** and provides display advertising and sponsored feature story opportunities for advertisers.

The **SAGE LIVING** App, available free from the App Store, delivers push notifications whenever new content is posted to the website, and gives readers easy-access to our recipes, videos and more.



RATES & DEADLINES

MAGAZINE ADVERTISING RATES

Double Page Spread	\$16,000
Full Page	\$ 8,500
Half Page	\$ 4,200
Quarter Page	\$ 2,800

FULL PAGE COVER POSITIONS

Inside Front Cover Spread	\$19,200
Inside Front Cover	\$11,000
Inside Back Cover	\$ 9,800
Outside Back Cover	\$11,500

WEBSITE ADVERTISING RATES

ROS display advertising
plus tailored packages available

PRODUCTION COSTS

\$900 per full page magazine ad design (less for smaller ads and website ads). Copywriting and photography charges on application.

PAYMENT

Normal terms are payment 30 days after invoicing.
NOTE: All rates quoted exclude GST.

ISSUE NO.	DATE ON SALE	ADVERTISING DEADLINE	MATERIAL DEADLINE
1	LAUNCH ISSUE Sept - Nov 2013		
2	Dec 2013 - Feb 2014	21 Oct 2013	28 Oct 2013
3	Mar - May 2014	20 Jan 2014	27 Jan 2014
4	Jun - Aug 2014	19 Mar 2014	26 Apr 2014

TECHNICAL SPECIFICATIONS

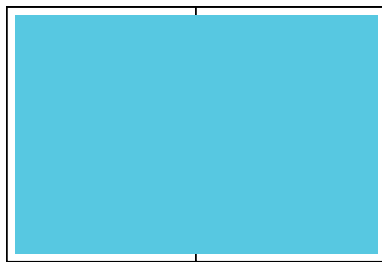
TECHNICAL SPECIFICATIONS

Artwork can be supplied by email, uploaded to our YouSendIt account or supplied on a CD.

High resolution print ready PDFs are preferred, with 5mm bleed and crop marks. All images should be 300dpi and fonts embedded.

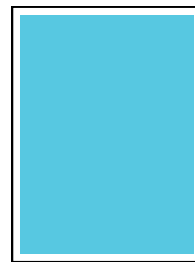
We do not accept artwork supplied in Word, Powerpoint, Publisher or any other Microsoft software.

All ads must be supplied with bleed, crop marks and to the correct specifications. It is advised to send a colour proof with your file.



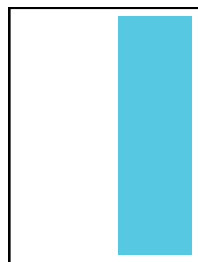
Double Page Spread

276(h) x 410mm + 5mm bleed
Type Area
256(h) x 185mm each side
Please supply as two PDF files



Full Page

276(h) x 205mm + 5mm bleed
Type Area
256(h) x 185mm

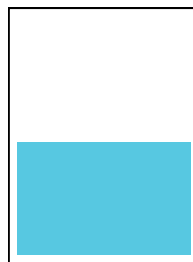


1/2 page – Vertical

256(h) x 90mm (no bleed)

Full 1/2 page

276(h) x 100mm + 5mm bleed

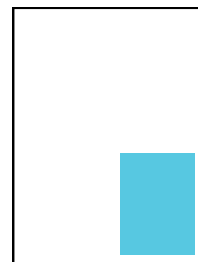


1/2 page – Horizontal

125(h) x 185mm (no bleed)

Full 1/2 PAGE

135(h) x 205mm + 5mm bleed



1/4 page – Vertical

125(h) x 90mm

SEND YOUR ADVERTISEMENT ARTWORK OR MATERIAL TO:

Bella Media

Level 1, 42a Frenchmans Road
Randwick, NSW 2031 Australia

telephone 02 9398 2755

fax 02 9398 2855

email sageliving@bellamedia.com.au

For website/EDM specifications

call Bill Dunk

telephone 02 9398 2755

email bill@bellamedia.com.au

SAGE
LIVING

TO BOOK DISPLAY ADVERTISING SPACE IN **SAGE LIVING**

Advertiser details:

Advertiser

Address.....

.....Postcode.....

Telephone.....Fax.....

Size and orientation of display advertisement required (see rate card)

.....

Preferred position (see rate card for loadings)

☐ Inside front cover ☐ Inside back cover ☐ Outside back cover

Artwork

Will you supply:

☐ Disk? (InDesign, Photoshop, Illustrator files only)

☐ Email pdf?

or do you want:

☐ Sage Living to design?
(see rate card for fee and details)

☐ Are you booking the space for one issue only?

or will you take a booking schedule:

☐ Across two consecutive issues?

☐ Across four consecutive issues?

Payment details

Booked by.....

Position

Agency (if applicable)

Signature.....

Date..... Cost \$..... (excl GST)

NOTE: 10% GST will be applied to all invoices as required by law.
Normal terms are 30 days after invoice.

Advertising conditions

No responsibility will be accepted if publication is delayed or prevented by factors beyond the control of the publisher. No responsibility will be accepted for errors in copy, or for any loss arising from the failure of an advertisement or any part thereof to appear.

Cancellations will not be accepted later than two weeks prior to the booking deadline. The advertiser may incur charges if changes are requested after the ad has been approved.

Technical specification

Artwork can be supplied by email or sent on CDrom with hardcopy laser prints included

High resolution images should be supplied at 300dpi

If artwork is supplied as a PDF file it must be at 300dpi (embed all fonts)

If artwork is supplied as a InDesign or Illustrator file, all images and fonts (must be Mac fonts) should be included

Please return this completed form immediately to Bella Media

PAYMENTS

• Credit Card

☐ Visa

☐ M/card

☐ B/card

☐ Amex

☐ Diners

Card No _____ Exp Date ____/____/____

Cardholders Name

Cardholders Signature

Total Amount now due (add 10% GST) _____

• **Cheque** ☐ Send cheque made payable to 'Bella Media Group' to:

Level 1, 42a Frenchmans Road, Randwick, NSW 2031 AUSTRALIA

OFFICE USE

All advertising enquiries to Bella Media telephone +61 2 9398 2755

Send your advertisement artwork or material to:

Bella Media Level 1, 42a Frenchmans Road Randwick NSW 2031 Australia

telephone +61 2 9398 2755 **fax** +61 2 9398 2855

email info@bellamedia.com.au **website** www.bellamedia.com.au

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