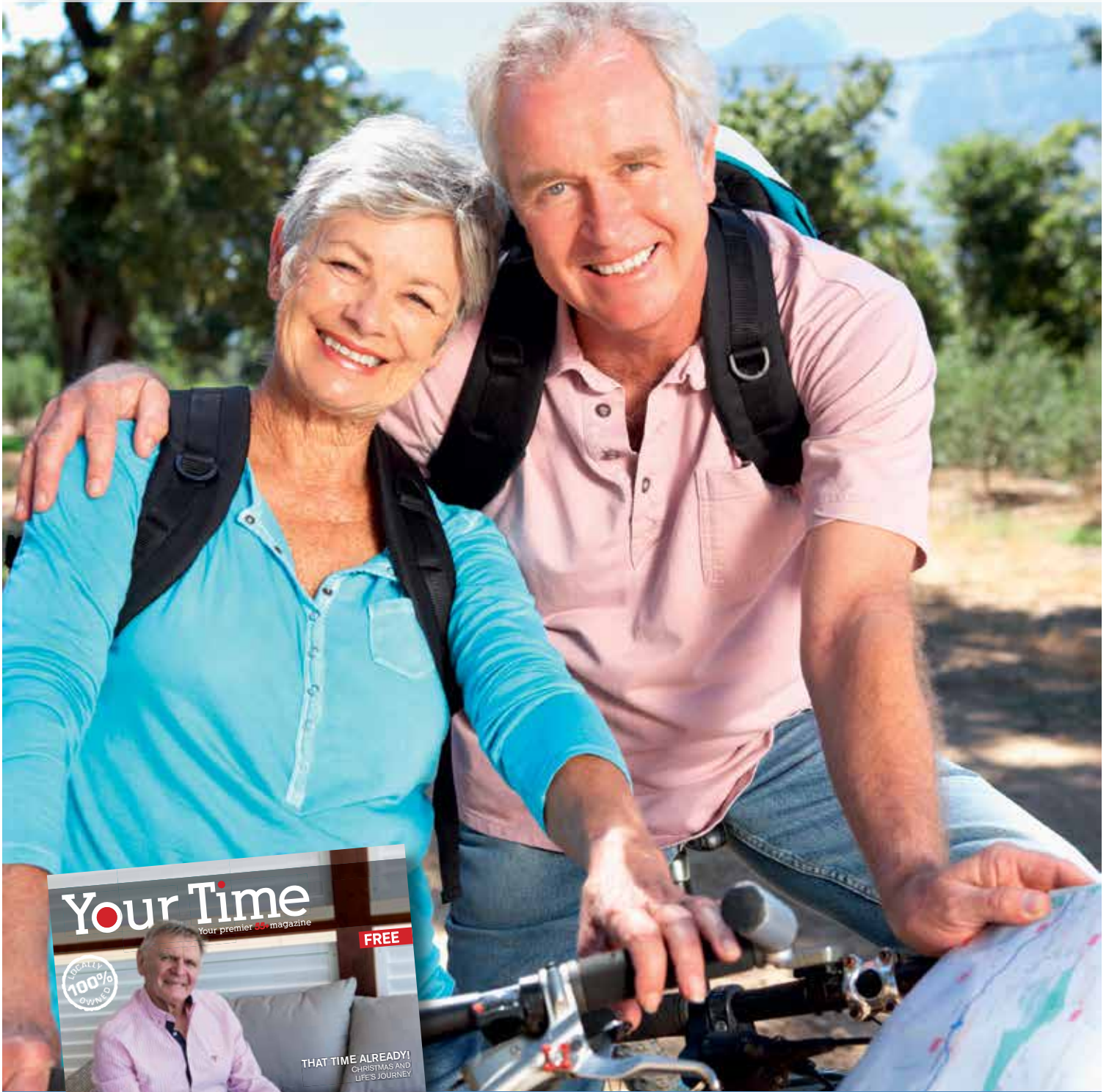


Your Time

Your premier 55+ magazine



media kit 2018

www.yourtimemagazine.com.au

Updated January 2018

Your Time

Your premier 55+ magazine

Why Your Time?

Welcome to **Your Time** magazine - your 55+ baby boomers to seniors magazine on the Sunshine Coast and Brisbane.

More than 4,800 people turn 65 each week in Australia, that's nearly one new senior every two minutes - *Your Time* connects your business to that audience in your area.

The magazine's unique blend of stories explores baby boomer's to senior's lifestyle, health, entertainment, finance, and includes the latest community news - the perfect platform for your business to maximise your advertising investment.

Exceptional quality

Hands down the best in the market. A high quality, glossy magazine targeted at the pre-retired, self-funded retirees, and seniors who have the ability to get out there, have fun and enjoy life.

Proven Success

Using the same model which has delivered sensational results for advertisers on the Sunshine Coast in *My Weekly Preview*, hundreds of strategically placed pick-up points will make sure the magazine reaches its target audience each month.

Cost efficient

Your Time's cost per thousand ratio places it amongst the most affordable advertising options in Australia when matching distribution and quality.



advertising rates

Ex GST.

Prices per advert insertion

*Third Page only available in special positions

SUNSHINE COAST

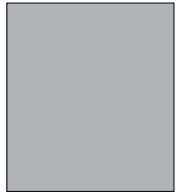
Sizes	Casual	3 Editions	6 Editions	12 Editions
1/8 page	\$575	\$431	\$374	\$288
1/4 page	\$800	\$600	\$520	\$400
1/2 page	\$1300	\$975	\$845	\$650
Full page	\$2000	\$1500	\$1300	\$1000
Third page *	\$1300	\$975	\$845	\$650

BRISBANE

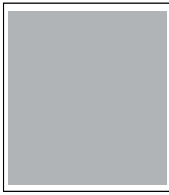
Modules	Casual	3 Editions	6 Editions	12 Editions
1/8 page	\$675	\$506	\$439	\$338
1/4 page	\$900	\$675	\$585	\$450
1/2 page	\$1400	\$1050	\$910	\$700
Full page	\$2500	\$1875	\$1625	\$1250
Third page *	\$1400	\$1050	\$910	\$700



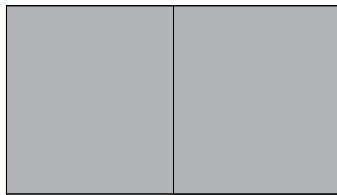
MODULE SIZES



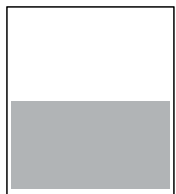
Full Page with bleed
310mm H x
275mm W
+5mm bleed



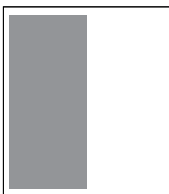
Full Page
294mm H x
261mm W
(Live type area)



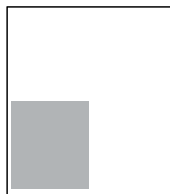
Double Page Spread
320mm H x 560mm W
(includes 5mm bleed)



Half Page
144mm H x
261mm W



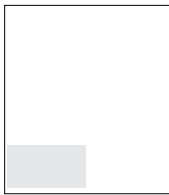
Half Page Vertical
294mm H x
127mm W



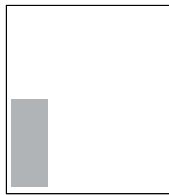
Quarter Page
144mm H x
127mm W



Quarter Page Horizontal
70mm H x
261mm W



Eighth Page Wide
70mm H x
127mm W



Eighth Page High
144mm H x
61mm W



Third Page
94mm H x
261mm W



editorial submissions

Your *Time* magazine will have the most comprehensive and interesting mix of stories that will ensure the baby boomers to seniors audience will have plenty to read.

All editorial submissions are welcome however submissions will be at the discretion of the editor.

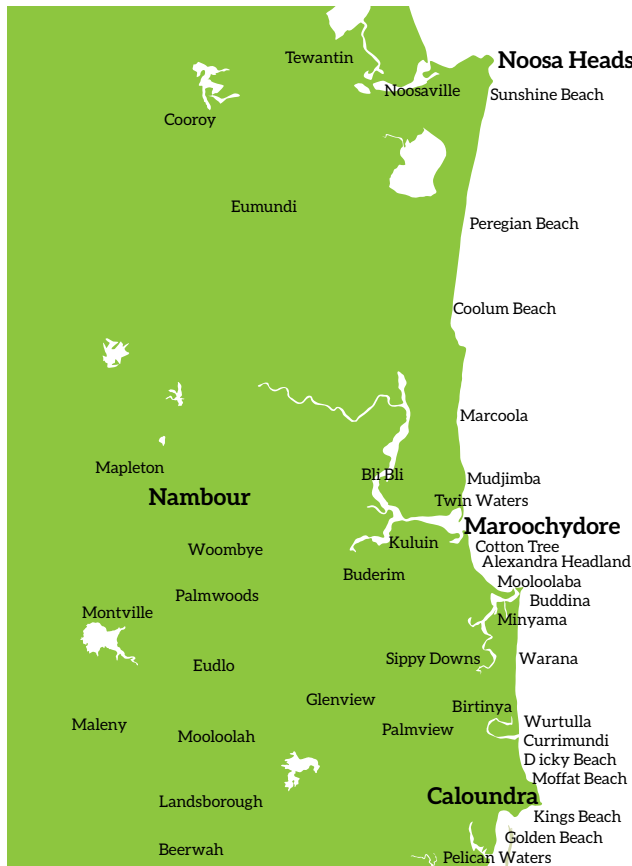
editor@yourtimemagazine.com.au

Complete material must be supplied in a high-res 300dpi CMYK press ready PDF with no bleed marks or crop marks.



distribution **information**

Your Time Sunshine Coast 20,000 copies



The **Your Time** magazine team has selected a range of comprehensive premium distribution points to ensure your advertising is seen directly in your market for maximum results. We will endeavour to evaluate more distribution points on a daily basis, so the magazine reaches as many households as possible.

- Shopping Centres
- Medical Centres, Pharmacies and Hospitals
- Cafes and eateries
- Foodstores and newagencies
- Libraries and Information Centres
- Travel Agencies
- Retirement Villages and Senior Citizen Centres
- RSL Clubs, Golf Clubs, Surf Clubs and Bowls Clubs
- Events Centres

Your Time Brisbane 28,000 copies



CONTACT DETAILS

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