

new homes & land

GEELONG COAST newhomesland.geelongindy.com.au

Another quality **Star** product

media

KIT 2018/2019

ABOUT US

WELCOME to New Homes and Land... our region's premier high quality magazine showcasing the very best new home builders and estates across the Greater Geelong region.

In high-grade gloss print and online New Homes and Land is a total marketing package aimed at a rapidly growing audience of smart home and land buyers.

20,000+ FREE copies of each edition of New Homes and Land will be target delivered across the growth corridors from Colac to West Melbourne.

Printed in an A3 gloss saddle stitched format, New Homes and Land complements industry leaders who desire a strong vehicle for their image, quality and reputation.

Published quarterly – our launch edition out in June 2017 - New Homes and Land will set a new standard in the way readers in our region select and research their future home.

our region's
PREMIER high
quality magazine
showcasing the
very best new
home builders
and estates across
the Greater
Geelong region
growth corridor...



DID YOU KNOW?

"MAGAZINES know their readers and what they want. They target the content, including the ads, to their audience profile.

This means magazine advertising has much greater relevance for audiences than ads in other media."

MPA - 12 Magazine Truths - 2010

"Magazine advertising is relevant and targeted: Consumers consider magazine advertising more relevant than advertising in other media. With a range of titles that appeal to a wide variety of demographics, lifestyles and interests, advertisers can hone in on targets that fit their needs"

MPA - 12 Magazine Truths - 2010

"44% say the ads in magazines are more relevant to me", compared to just 24% for TV ads and 14% for ads on the internet.

MPA - 12 Magazine Truths - 2010

Magazines improve advertising ROI: Three different measures of ROI from 58 client-commissioned studies prove that magazines lead in cost efficiency.

Magazines most consistently generate the lowest cost per impact (Marketing Evolution, 2008). For cost per person, the most efficient combination of media always included magazines (Dynamic Logic, 2009). For people impacted per dollar spent, magazines are the most efficient medium in four out of five stages of the purchase funnel (Dynamic Logic, 2009).

Magazines deliver reach: Across nine major demographic groups, the combination of the top 25 magazines delivers considerably more rating points than the top 25 TV shows.

The Association of Magazine Media - 2011

consumers consider **MAGAZINE** advertising more relevant than advertising in other media...

"In magazines, advertisers can focus their message on key consumer segments – without the wastage that occurs in other media."

MPA - 12 Magazine Truths - 2010

"Magazines and other periodicals have an influence over their audience and they can inspire changes in society, technology, systems and even the economy. Consumer magazines can persuade societal and political trends and consumer buying behaviour, while professional and academic periodicals can help facilitate life-long learning and can promote innovation in particular sectors of the economy."

IBISWorld Reports - Magazine Publishing in Australia - 2011



TECHNICAL SPECIFICATIONS

COVER STOCK:

250gsm Sovereign Silk - 65

INTERNAL STOCK:

113gsm Sovereign Silk

SIZE:

A3 (297mm x 210mm)

PRINTING – INTERNAL:

Four colour process throughout

FINISH:

Trimmed and saddle-stitched



GRAPHIC DESIGN

A free of charge service offered to our clients, Geelong Coast New Homes & Land magazine can work with our advertisers to design their advertisement. A photography service is also available and free of charge.

WHEN DESIGNED BY US

To ensure your advert is just how you envisaged, we ask our advertisers to supply our creative team with the following:

- A design brief which covers off all the important messages you want to portray in your campaign, as well as ideas, concepts and any text or photos specifications.
- Any photos which you would like in the advertisement (please see Photo Specs).
- All logos (please see Logo Specs).

WHEN DESIGNED BY YOU

Please send us your artwork files using either email, CD or USB. Note that if your file is over 5MB, CD or USB are preferred.

FILE TYPES

PDF

PDF files must be press ready: CMYK colour (not RGB) with all spot colours converted to CMYK. 300ppi* graphics and all fonts embedded.

INDESIGN OR PHOTOSHOP (CS3 OR EARLIER)

We require all the images and fonts files separately with all images to be at 300ppi* CMYK colour.

PHOTOS

JPEG, TIF or EPS are accepted and can be supplied by CD, USB or email.

Note: If your file is over 5mg, CD or USB are preferred.

FONTS

If you would like a specific font used, please supply FFIL, DFONT, LWEN, TTF or OFT only.

LOGOS

EPS or High resolution BMP, TIF or JPEG formats.

Publisher and Pagemaker files cannot be accepted.

Placement of advertisements is at the description of the editor unless a premium has been paid for specific placement.

TECHNICAL SPECIFICATIONS



DOUBLE PAGE SPREAD

360mm x 550mm

Add 30mm bleed to all sides.



FULL PAGE

360mm x 250mm

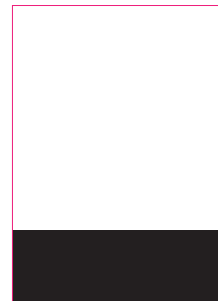
Add 30mm bleed to all sides.



HALF PAGE HORIZONTAL

178mm x 250mm

Add 30mm bleed to left, right and bottom sides only.



QUARTER PAGE HORIZONTAL

87mm x 250mm

Add 30mm bleed to left, right and bottom sides only.

PRINT SCHEDULE

EDITORIAL & ONLINE

Editorial and online opportunities are available.
Ask us how

Issue	Booking Deadline	Material Deadline	Published
Summer	2nd November, 2018	5th November, 2018	26th November, 2018
Autumn	8th March, 2018	12th March, 2018	22nd July, 2018
Spring	28th June, 2018	2nd July, 2018	22nd July, 2018

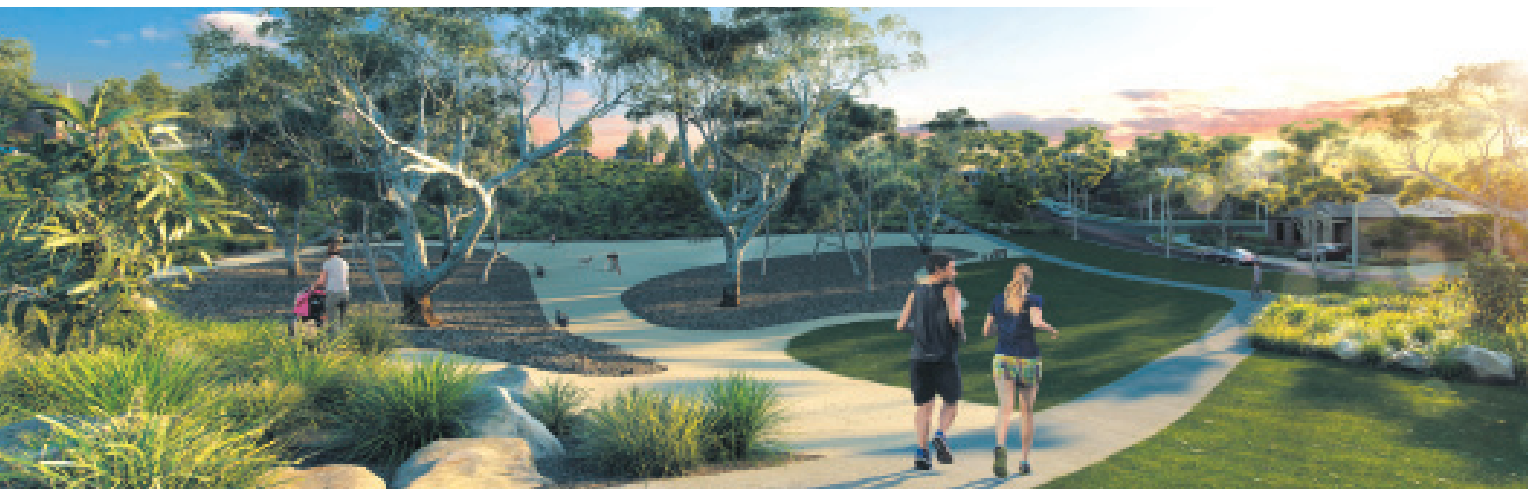
Information on this page is intended as a guide only, and maybe subject to change without notice.

ADVERTISING RATES

EDITORIAL & ONLINE

Editorial and online opportunities are available. Ask us how

Packages	Cost
<p>Platinum Plus</p> <p>Maximize your exposure and branding with the supersized combination of four pages. The platinum plus package consists of a double page spread full colour advertisement and an additional double page spread for your editorial. Keep the pages all together or spread it out across the magazine. The choice is yours.</p>	\$3,600.00
<p>Platinum</p> <p>Simply the very best combination of advertising and editorial to promote your brand and products. The Platinum package consists of a two full page full colour advertisements acting as the perfect lead page into one extra page of editorial on your home or land to follow.</p>	\$1,800.00
<p>Gold</p> <p>A perfect package to give you that all important opening page ownership. The Gold package comprises of one full page full colour advertisement with the facing full page allocated for editorial on your home or land.</p>	\$1,200.00
<p>Silver</p> <p>Our Silver package provides a great brand exposure while still allowing room for a great editorial. The silver package consist of a half page full colour advertisement with the half page above allocated to editorial on your home or land.</p>	\$990.00
<p>Bronze</p> <p>The Bronze package consist of a stand alone quarter page full colour advertisement, while editorial submissions are welcomed.</p>	\$495.00
<p>Online Bonus</p> <p>All packages booked before August 1st qualify for a month of Online banner advertising (MREC or Leaderboard) on geelongindy.com.au, the local news website across the region.</p>	ALL EX GST



GST

All prices ex GST. Information on this page is intended as a guide only, and maybe subject to change without notice.

LOADING

Back Cover + 20%
 Before page 5 + 20%
 10% discount for booking all three publications



Published by Star News Group, this regions' **EXPERT** in connecting with people and communities, New Homes and Land provides a unique advertising proposition.

New Homes and Land will **extend** new home builders and land developers to an audience beyond print.



Advertising and editorial dovetail to provide seamless targeted exposure for your business.

Advertisers control their own look and feel, while editorial speaks the language of the reader.

New Homes and Land provides a long shelf life – remaining relevant to our audience from one edition to the next.

Tapping into Star News Groups online and social channels, New Homes and Land will engage with home and land buyers within our existing news channels.

Pivot's new Mount Duneed home displays the quality for which the company is renowned.



Pivot to Mount Duneed with style

PIVOT Homes' new Mount Duneed display home represents "what we do best," according to sales and marketing manager Peter Hall.

"The feel you get when you walk into our new display home is the same feel you can expect when you walk into any one of our homes," he says.

The display home opened in January and is a real reflection of the level of quality and finish a potential client can expect.

"The feedback we've had has been nothing short of outstanding," Peter says.

"Some people are saying it's one of the best display homes they've ever seen."

A cathedral-inspired entrance welcomes potential clients into the house.

"Being a corner block it was imperative we showcase an articulated facade featuring various contemporary low-maintenance external cladding materials," Peter says.

A central, open-tread Blackbutt staircase with frameless glass balustrading separates the living area and bedroom upstairs from the kids' bedrooms and rumpus retreat downstairs.

Reverse living captures the outlook and the prevailing breeze, and other features include stunning polished concrete flooring at ground level and

solid Blackbutt Timber Flooring on the second storey.

"Both accentuate the high level of quality finish throughout," Peter says.

"Recycled bridge timbers add character and a rustic feel to a very modern and cutting-edge coastal home design."

For Peter the home shows what a potential client can expect with Pivot's custom design and build expertise.

"We understand how to create a unique home for every client that not only provides that seamless transition between the indoors and the outdoors, but a home that is also passive-designed around our climate, the block of land and the family's individual lifestyle requirements," Peter says.

"Our homes are not designed like mass-produced volume homes that typically look like hundreds - if not thousands - of other mainstream homes.

"Our passion and ability to service our clients with our one-stop-shop design and build process also sets us apart."

Pivot Homes' display home is open seven days a week from 12pm to 4pm at 56 Unity Drive Mount Duneed.

For more information phone Pivot Homes on 5243 2350 or visit pivohomes.com.au.



Partners 'right mix' for building

When Lee Howard and Steve Wade decided to form a business partnership they had a clear vision of what they wanted to achieve.

The result was Howard + Wade Builders. In many ways it was an association that was meant to be.

The two good mates are experts in the field but remain down to earth and approachable.

Steve has 30 years of experience as an award-winning builder and is the director of Wade Builders, a family business that builds high-end architectural properties in Melbourne and greater Geelong. The family has a 50-year legacy in the building industry.

Lee has a real-estate background and is a property all-rounder with an extensive experience in residential construction and land developments. He has worked with, and for, some of Australia's largest developers and builders.

Together, they form the perfect mix to help you build your new dream home. "We were always



talking about doing something together so it happened pretty naturally," Steve says.

Building a new home is often stressful, but it doesn't need to be.

Howard + Wade takes the hard work out of the entire process.

"We're a new company and a new builder that's come to Geelong and the Surf Coast," Lee says.

"We're limiting it to 15 homes in our first year. Our focus is on the customer and the product.

"We want to make sure we have the right processes and systems in place."

Clients have five key floorplans to choose from and will be engaged with the builder throughout the entire process.

"We've taken the hard work out of it," Lee says.

"Our customers will get to chat to the builder. They will meet the builder in charge and I will always be there."

Howard + Wade offers a

number of home designs to suit a number of lifestyles. Once you have selected a design, the team will tailor the design to suit you and your needs.

"I want people to enjoy their building experience," Steve says.

"We want to hold the customer's hand for the want of a better word for the whole process and make it enjoyable."

Before the commencement of a build, Howard + Wade will introduce its customers to an appointed building supervisor to step through the building process.

"We're a small builder delivering a highquality home," Steve says.

"We offer a superior level of service and you'll get to talk directly with the builder."

Howard + Wade recently unveiled its new display at 1 Rosser Boulevard, Torquay.

Howard + Wade is at 3-35 Mackey Street, North Geelong. Phone 1300 358 048 or check out www.howardwade.com.au. ●

the
cloudbreak



howardwade.com.au

affordable luxury

12394265-CB31-18



The shape of things to come

Enjoy waterfront living on the Bellarine.

THE Bellarine Peninsula's most exclusive new residential estate is quietly taking shape at Curlewis.

Baywater Estate is the only residential land for sale on the Bellarine with house blocks fronting Port Phillip bay.

The estate offers a rare opportunity to enjoy relaxed waterfront living in a stunning location.

More than 140 lots have been sold and more than 40 are currently available for purchase.

Most of the new double storey homes springing up across the estate have been designed and built to take advantage of the breathtaking views across the bay to the You Yangs, the passing parade of ships into and out of Corio Bay, and the distant Melbourne skyline to the north.

New residents say living in Baywater Estate feels like a holiday resort.

It's a short walk across the foreshore reserve to the cliff top and the stairs down to the sand, and another brief stroll along the beach to the boat harbour.

Lots in stages five, six and seven are priced from \$192,000.

A few large waterfront lots, ranging from 681 to 966 square metres and priced from \$645,000 to \$855,000, are also available.

For more information go to www.bisinella.com.au.



home essentials

ESTATE: The Bisinella, Baywater Estate

LOCATION: Drive along Jetty Road to the bay, turn left at Bayshore Avenue and cross the bridge over Griggs Creek.

CONTACT: The Bisinella Land Sales Office - www.bisinella.com.au.

Impressive new homes are springing up at Baywater Estate.



The beach below Baywater Estate.





A million miles from care

Fyansford is a community that has become synonymous with easy living.

JUST 55 minutes from Melbourne's CBD and only eight minutes from Geelong, Fyansford is removed enough that it has the rustic ambience of the country, without sacrificing the everyday conveniences that the city accommodatingly provides.

The township is home to two of Burbank's most functional displays, the Malvern 267 featuring the contemporary Lakeland facade, and the Mandalay 437, which features the Aqua facade.

"The homes at the Gen Fyansford estate display the range of possibility that building with Burbank provides," says Burbank's managing director Jarrod Sanfilippo.

"The Malvern 267 is one of our most functional single-storey homes that showcases a fascinatingly modern facade, whilst the Mandalay 437 offers opulence and class across two storeys, seemingly short of no luxury."

Burbank's Gen and Elements by Burbank

collections both offer the same quality the company assures, but with different options and budgets to cater for the needs of the individual - be they first home buyers, or more established consumers looking to invest in their second or third homes.

"Our Malvern 267 brilliantly displays affordable functionality, without compromising on quality. The four bedroom and two bathroom home generously provides a family room, living room and playroom, ensuring all space is utilised," continues Jarrod.

"The Mandalay 437 is a little different, and is an Elements by Burbank home which offers a more lavish style of living, as its floorplan so clearly details - every bedroom in the home comes with an ensuite, an inclusion that you wouldn't find in just any home."

"The Mandalay also offers the perfect entertaining area, situated in the back, where the kitchen flawlessly meets with the dining,

living and alfresco areas, creating a beautiful wide open space made for celebration."

The homes are displayed in Gen Fyansford estate, a community perfectly set among an array of educational facilities from primary to tertiary, as well as being only a stone's throw from local amenities like local sporting grounds, shops and transport options.

"Burbank has a history of over 30 years, and in that time we have helped more than 30,000 Australians create the homes of their dreams, on a variety of budgets," Jarrod said.

"Homebuyers should visit our displays in Gen Fyansford estate to learn why so many Australians choose Burbank. They won't be disappointed," Jarrod added.

The Mandalay 437 and the Malvern 267 are open 11-5pm, Wednesday to Saturday at Gen Fyansford estate.

For more information call 13BURBANK, or visit burbank.com.au.

TARGETED DISTRIBUTION

New Homes & Land Magazine
targeted distribution
20,000+ copies

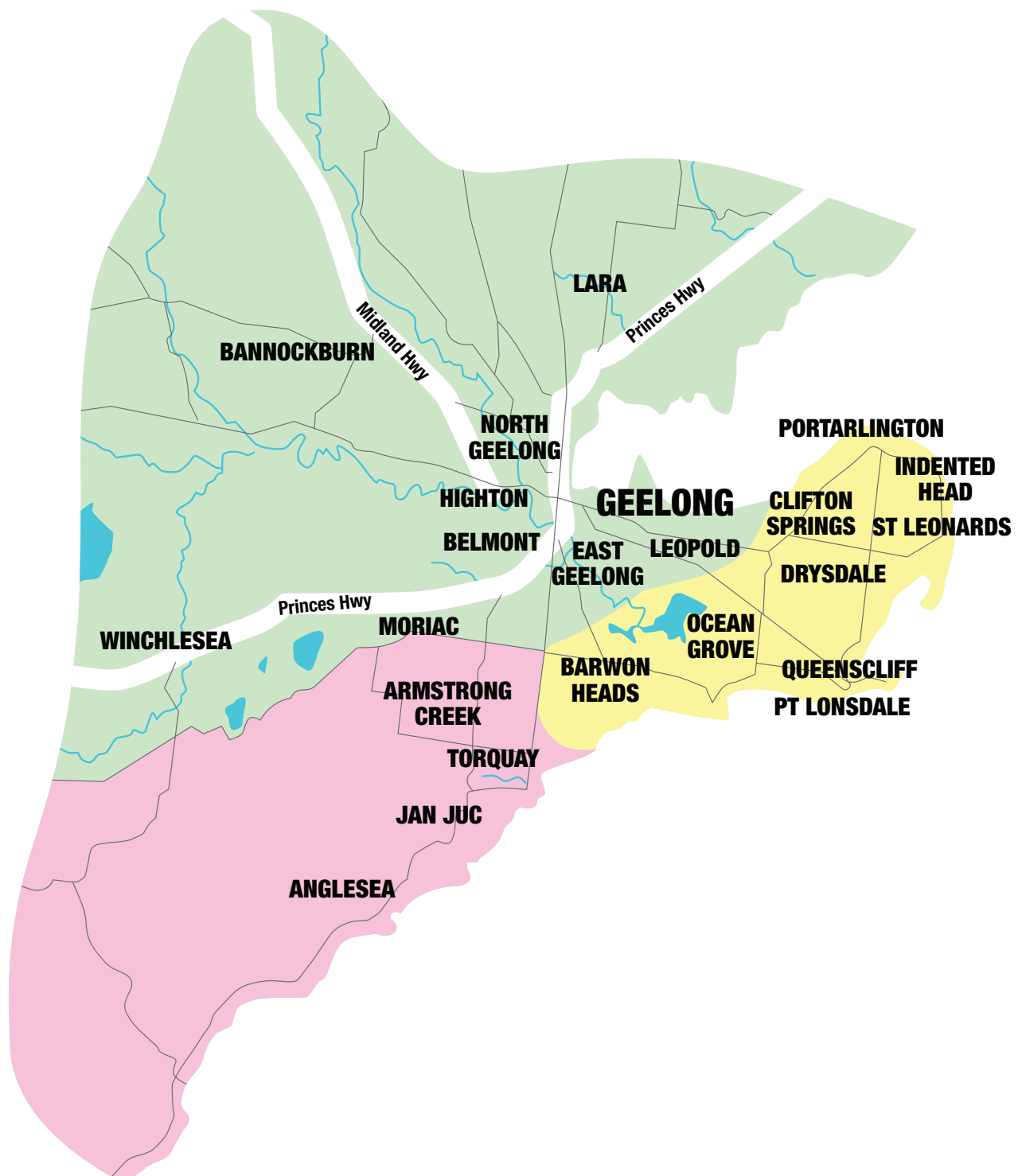
TARGET

- Land Estates
- Display Homes
- Shopping Center
- Cafes
- Select Coles / Woolworths

CONCEPT

Target active buyers across greater geelong region two thriving areas while out looking at homes and or land in displays and land offices.

The perfect gloss magazine to grab the attention of potential buyers in the area particularly in busy weekend traffic through homes and land sites.



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media
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