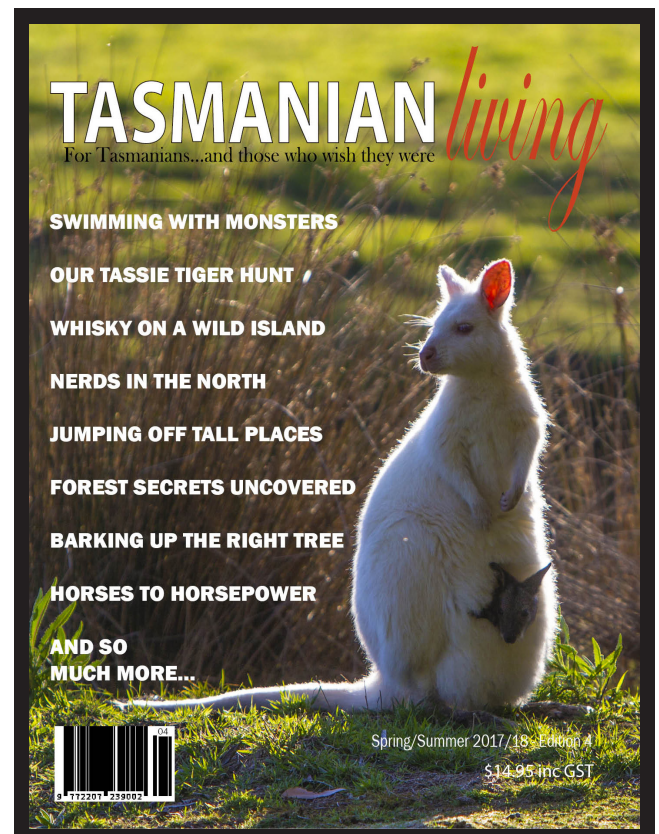
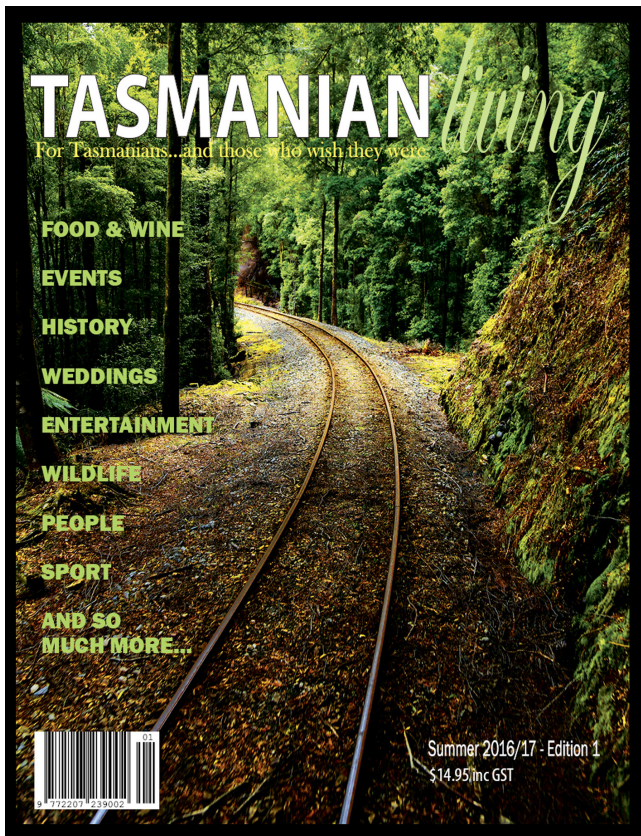


TASMANIAN *living*

For Tasmanians...and those who wish they were.

Media Kit 2017/18





Tasmania's newest lifestyle magazine

This is a brand new magazine to showcase the best that Tasmania has to offer.

Not only will we bring you incredible stories and photographs from all over this amazing state but we will have regular columns such as:

- Tasmanian People
- Events around the State
- Recipes
- Featured Photographers
- Tasmanian Authors
- Quirky and Unusual
- Rural Tasmania
- History
- Sports
- Fishing
- Art and Artists
- Weddings
- Tourism
- and many more.

Please contact us for advertising details or to book your space in what is rapidly becoming Tasmania's most anticipated quarterly magazine.

Tasmanian Living
C/- Resilience Marketing - 03 6224 6888
darren@resilience.com.au



With a minimum of 9000 copies printed quarterly, Tasmanian Living is found in hotel and accommodation rooms around the state and sold by over 400 newsagents and outlets around Tasmania as well as Melbourne, Sydney, Adelaide, Perth and Brisbane.

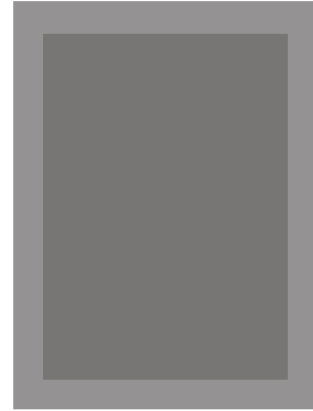
We also have an ever increasing subscriber base and are just about to offer digital subscriptions with links to YOUR services and websites.

We have over 6000 followers on instagram and a huge following on facebook and other social media sites

With what we believe to be the best value magazine advertising rates in Tasmania, this is THE medium to showcase YOUR business or organisation to an estimated 360,000 readers annually (and growing).

From October 2017, a TV commercial will go to air (with each new publication) promoting Tasmanian Living.





Full Page
 300mm high x 230mm wide
 Text area 270 high x 200 wide

Regular 4/4 \$1200
 Casual \$1500

Back cover 200%
 Inside front cover and facing page 150%
 Inside back cover 150%



3/4 Page
 229mm high x 200mm wide

Regular 4/4 \$1000
 Casual \$1200

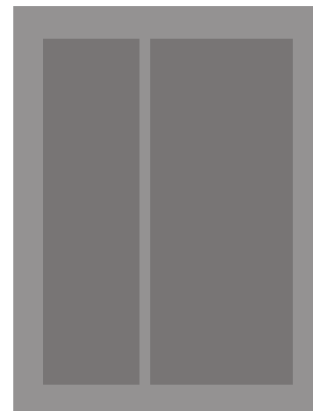


Half Page
 152.5 mm high x 200mm wide

Regular 4/4 \$700
 Casual \$800

Quarter Page
 76 mm high x 200mm wide

Regular 4/4 \$400
 Casual \$500



2/3 Page
 152.5 mm high x 172 mm wide

Regular 4/4 \$800
 Casual \$1000

1/3 Page
 300mm high x 57.5 mm wide

Regular 4/4 \$500
 Casual \$600

All prices are ex GST

Tasmanian Living is published quarterly with the fourth edition due out on 1st December 2017 and then 1st March 2018 and 1st June 2018 to bring it in line with the seasons. We require finished artwork by the end of October 2017, January 2018 and April 2018 respectively.

Tasmanian Living is produced using Adobe IndesignCC
 Page size is 300mm high x 230 mm wide
 Allow 3mm bleed for full page artwork
 Text area is 270 mm high x 200 mm wide

We accept
 Indesign files
 Illustrator files
 TIFF
 Jpg
 PDF
 EPS

Halftone line screening 150 lpi
 Images 300dpi minimum
 Line art 600 dpi minimum

We offer a free ad design service and editing service as well as high quality photography (cost incurred). A PDF will be supplied by us for proofing with every advertisement we design.

