



WOMEN'S
LIFESTYLE
expo

2020

BOOK EARLY FOR BEST RATES

The Women's Lifestyle Expo was a great success and we are already booking exhibit sites for our 2020 expo!
As a valued client you have first chance to book your site, and at a loyalty rate not offered to the public.

In previous years we have published a glossy women's magazine to showcase the expo and distributed it Coast-wide in the six week lead up to the event.

We are going to bring that magazine back in 2020 as an integral part of our marketing mix and invite you to secure early-bird advertising rates should you want to take part.

SITES

Repeat 2019 Exhibitor Rates - \$795+gst

(if booked before COB 30 August 2019)

- Offer to previous exhibitors only
- 1 x Exhibitor Site
- Magazine advertising discount 10%
- 1 x ticket to Business Foundations 1 half day workshop (valued at \$199)
- 1 x ticket to Business Acceleration half day workshop (valued at \$199)
- 1 x ticket to pre-expo information evening.

Earlybird 2019 Exhibitor Rates - \$895+gst

(if booked before COB 1 December 2019)

- 1 x Exhibitor Site
- Magazine advertising discount 5%
- 1 x ticket to Business Foundations 1 half day workshop (valued at \$199)
- 1 x ticket to Business Acceleration half day workshop (valued at \$199)
- 1 x ticket to pre-expo information evening.

Regular 2019 Exhibitor Rates - \$995+gst

- 1 x Exhibitor Site
- Magazine advertising at media-kit rates (attached)
- 1 x ticket to Business Foundations 1 half day workshop (valued at \$199)
- 1 x ticket to Business Acceleration half day workshop (valued at \$199)
- 1 x ticket to pre-expo information evening.
(Magazine cut-off date is 30th April 2020 unless booked out beforehand)

SPONSORSHIP

Platinum Sponsor

\$10,000+gst (including full page magazine ad)
+ opportunity to upgrade to double page ad for an extra \$1000+gst

Gold Sponsor

\$5,000+gst (including ½ page ad)
+ opportunity to upgrade to full page ad for only \$600+gst extra

Silver Sponsor

\$3,000+gst (including 1/4 page ad)
+ opportunity to upgrade to ½ page ad for only \$350+gst extra

Email your booking confirmation to
alex@womenslifestyleexpo.com.au

Once you have paid a deposit, your site is secured.

EXTREMELY COST EFFECTIVE PRINT ADVERTISING

VALUE FOR MONEY COMPARED
TO OTHER PUBLICATIONS

Stunningly designed by our professional graphic designer and edited by our journalist, this high quality guide will catch the eye of our readership. It will also be available at the expo to help visitors navigate and plan their time.

Our advertising spaces are limited to ensure we feature no more than 50% editorial to 50% advertising in the magazine, and so we will allocate the spaces to first to book.

DEMOGRAPHIC AND READERSHIP

Females between the ages of 18 – 65+ who are looking for advice and tips on their lifestyle and to be part of a strong and caring community living on the Sunshine Coast. These are women wanting to know which businesses support them and their buying needs.

MAGAZINE FEATURES

- ✓ A4 format printed in full colour on top quality, uncoated, eco-accredited stock
- ✓ 10,000 high quality copies printed
- ✓ Distributed 3 weeks prior to the expo to key social hotspots and businesses across the Sunshine Coast from Caloundra to Noosa
- ✓ Magazines on-site at the expo
- ✓ Magazines delivered to advertisers for their shop/office
- ✓ Designed with the local female population in mind
- ✓ Digital copy of the magazine on our website and distributed by social media. Perfect for your business to share and gain even greater reach and recognition

The 2020 Woman's Lifestyle Expo Magazine will offer our readership a taste of what to expect when they visit the expo. It will include featured exhibitors, the workshop timetable, feature stories, prize draws and more!

ADVERTISING OPPORTUNITIES

OUTSIDE BACK COVER ADVERT

\$2,300 + gst

Includes:

- Back cover display advert +
- Full-page internal editorial on your business
- Mini photo-shoot at your location (images supplied to you FREE of charge!)
- Professional ad design + 200 copies delivered

DOUBLE PAGE ADVERT

\$2,100 + gst

Includes:

- Professional design (either editorial or display ad) + 50 copies delivered to you

FULL PAGE ADVERT - 210mm wide x 255mm high

\$1,720 + gst

Includes:

- Professional design
- 50 copies delivered to you

HALF PAGE HORIZONTAL ADVERT - 190w x 110mmh

\$895 + gst

Includes:

- Professional design

QUARTER PAGE VERTICAL ADVERT - 90w x 110mmh

\$495

Includes:

- Professional design

BUSINESS EDITORIAL SERVICE

If you want to use your ad space as an advertorial or editorial style article, you can either supply the copy to our designer OR you can request a price to have our journalist write it for you. Enquire at time of booking.