

GROW. magazine advertising rates 2016

Advertisement size

Platinum Package

1 edition	2 editions	4 editions
\$1595	\$2950	\$4785

Full page

Includes medium rectangle online advertisement

Share of Voice SOV

Gold Package

1 edition	2 editions	4 editions
\$905	\$1675	\$2715

1/2 page

Includes medium rectangle online advertisement

Share of Voice SOV

Silver Package

1 edition	2 editions	4 editions
\$700	\$1365	\$2100

1/3 page

Includes medium rectangle online advertisement

Share of Voice SOV

Bronze Package

1 edition	2 editions	4 editions
\$475	\$879	\$1425

1/4 page horizontal

Back Page

1 edition	2 editions	4 editions
\$1999	\$3699	\$5999

Full page only

Includes medium rectangle online advertisement

Share of Voice SOV

All rates plus GST

GROW. magazine Business Services advertising rates 2016

Advertisement size

Business Services

1 edition	2 editions	4 editions
\$125	\$230	\$375

Online only advertisements

MREC **\$80 per week**

Slider available on

a weekly basis. **\$70 per week**

Great to publicise your events

All rates plus GST

Business Services

Business Services 47mm x 88mm	

GROW. Business Services Guide

If you make your living from providing products and services directly to businesses across the Casey Cardinia region, a Business Service advertisement in **GROW.** magazine is ideal for your business. You can benefit from **GROW.** magazine's direct delivery to decision makers with an advertisement on our business services styled page. Simple and easy to read, with classifications to suit your business this is ideal for those businesses who have a limited budget.

Make sure your name and business are on the list to receive a FREE copy of future editions.

GROW. magazine will become an essential tool for anyone doing business across the booming Casey Cardinia region!

Register now!

Register your details at: growcaseycardinia.com.au

Advertising queries should be directed to:
advertise@growcaseycardinia.com.au

Office: 5945 0643

Mobile: 0431 950 685



MEDIA KIT





GROW. magazine

THE CASEY CARDINIA region is rapidly emerging as the powerhouse of Melbourne's commercial development. Together the City of Casey and Shire of Cardinia represent the second fastest growing region in Australia and with the urban sprawl comes unprecedented business opportunity – the signs of which are already apparent in this vibrant area.

GROW., to be published 4 times a year, is a glossy A4 magazine providing a one-stop shop for news, support, advice, advertising and business opportunities.

Each edition will deliver news and information of commercial value by focusing on local people and local companies making news, and the leaders spearheading the Casey Cardinia region's astonishing growth. Readers will be kept up to speed with the latest strategies to drive their business forward and will also have access to ideas, solutions and advice from recognised, credible experts.

By joining forces with **GROW.** magazine, your business will be playing its part in the future of this great region.

We also have the experience; Star News Group is over 105 years old and is Victoria's premier family owned independent Australian publisher.



Who will read GROW. magazine?

We don't use a scattergun approach to distribution; the publication is direct mailed to an exclusive list of approximately 2,000 commercial leaders, industry heavyweights and business owners across the Casey Cardinia region. It will also be available FREE at various business outlets and appear online as an emagazine. 1,500 of each edition will be printed as a hardcopy, while many more will be emailed and downloaded online. **GROW.** gets into the hands of the very people that continue to make the region a powerhouse in the Victorian economy. And so will your message.

A regional media campaign in local press will also increase readership, circulation and greater awareness amongst community and business leaders. This will include the region's favourite newspapers the Pakenham Berwick Gazette, Pakenham News, Berwick News, Cranbourne News and Journal News.

If you need to target business across the Casey Cardinia region, use GROW. magazine...

GROW. magazine online

GROW. magazine is also available as an emagazine housed on a website dedicated to the magazine. That means many more readers can find out about your business online and amplifies the reach of your advertising.

GROW. magazine will also be promoted on the various Facebook sites linked with the local newspapers, as well as supporting Councils, City of Casey and Cardinia Shire Council.

Register to receive your free copy

You can have **GROW.** magazine delivered to you four times a year for free. Register your details at growcaseycardinia.com.au

GROW. magazine dates and deadlines 2016

Issue	Cover Date	Bookings	Material
21 June	Winter	31 May	1 June
6 September	Spring	16 August	17 August
29 November	Summer	8 November	9 November

Advert sizing specifications Height x Width

• 1/4 page horizontal	60mm x 180mm
• 1/3 page horizontal	80mm x 180mm
• 1/2 page horizontal	120mm x 180mm
• 1/2 page vertical	250mm x 88mm
• Full Page	250mm x 180mm
• Full Page with bleed	285mm x 210mm (finished trim size 275mm x 200mm)

