

# **GREATER SYDNEY** **LIVING**

inspiring greater sydney lifestyles

## **DIGITAL PROMOTIONS MEDIA KIT**

APRIL 2020

Everything you need to know about promoting your business  
through the only website and social media platform wholly dedicated to the greater Sydney region

**MISSION+WHY**

**PROMOTIONAL  
TYPES**

**RATES**

**AD SPECIFICATIONS**

**SECTIONS**

**CONTACTS  
& LEGAL**



Website Visitors p.a.

19,000

(average calculated on a monthly basis since website launch in December 2019)



Facebook Reach (average over 28 days)

150,000

Engagement (average over 28 days)

38,800

- 11% Ages 25-34
- 25% Ages 35-44
- 22% Ages 45-54
- 9% Ages 55-64
- 75% Female

<https://www.facebook.com/GreaterSydneyLiving/>



Instagram Followers

3,000+

- 26% Ages 25-34
- 34% Ages 35-44
- 24% Ages 45-54
- 75% Female

## LEVERAGE YOUR BUSINESS BY PROMOTING WITH OUR REPUTABLE BRAND...

Research shows that positioning your brand alongside other trustworthy brands, leverages your promotional spend which is critical when promoting online and through social media.

We've proven this with the printed version of Greater Sydney Living magazine, over and over again.

We've built a heck of a brand... trusted and respected as a leader in greater Sydney. Our content focuses on the good and the great. It is inspirational, educational, motivational and above all, honest. There's nothing fake about us. This is a direct reflection of our brand.

To ensure we maintain our brand promise, we choose to promote brands with the same values... those offering quality products, value for money as well as exceptional customer service.

Why? Because this continues to build the trust our audience have in us and further strengthens the reputation of our brand and the brands we choose to promote.

Leverage your business by taking advantage of our digital promotion offerings using web advertisements, listings, and featured web articles.

We can devise a strategy and a package to showcase your products and services in the way that best fits your brand and your budget.

We also give you access to wholesale rates for photography and graphic design, so your products and services are presented professionally.

Ask us how we can devise a strategy to promote your brand.

**This is your opportunity to become a recognised, respected and trusted brand in this growing, dynamic region.**

## why you should be involved...

**You should be involved because we're the only trusted media brand in Greater Sydney.**

Our audience know that only quality providers are promoted.

We've built the Greater Sydney Living brand with the aim of:

- **Showcasing the greatness of the greater Sydney region**
- **Promoting quality businesses located throughout the region**
- **Encouraging purchases via our brand by:**
  - Inspiring visitors with gorgeousness, helpfulness and motivation
  - Educating visitors on our values and integrity
  - Engendering trust
  - Providing a unique, dedicated and friendly voice for all greater Sydney LGA's.



## BENEFITS OF GSL DIGITAL PROMOTIONS

You have the opportunity to promote your business on the GSL digital platforms. Our brand is unique and fast becoming the go-to for greater Sydney!

Reach an engaged audience via a trusted, targeted platform, ensuring your presence all year round whilst maintaining the leverage of the *Greater Sydney Living* brand.

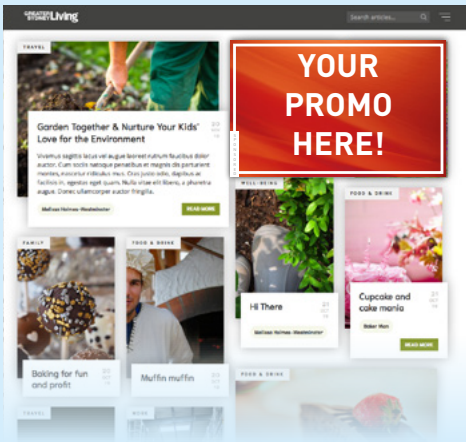
We offer you the option of booking one or multiple 4-week campaigns benefiting your business by:

- Saving on weekly campaign costs with discounted pricing on multi-campaign bookings
- Keeping viewers up-to-date on your latest offerings every 4 weeks
- Keeping your business front-of-mind by having a constant presence
- Cementing your business as the experts in your industry by providing a new article every 4 weeks
- Controlling your cashflow with monthly billing
- Tracking statistics on your ads and articles every 4 weeks so you can tweak to get better cut-through.

**If you'd like to learn more or book a web promotion, contact Linda Gunek on 0418 110 673 or email [linda@gsliving.com.au](mailto:linda@gsliving.com.au) or Barb Howard on 0408 611 631 or email [barb@gsliving.com.au](mailto:barb@gsliving.com.au)**



# Digital promotions *available*



## SPOTLIGHT Web Advertisement \$80-\$155/week\*

Boost your presence with a GSL **SPOTLIGHT** web advertising campaign!

### WHAT YOU GET:

- Your large web ad will appear in landscape orientation on desktop and tablet devices and in portrait orientation on mobile devices
- Your ad will run for a minimum of 28 days
- Site visitors can click/tap your ad and be directed to your web page.

### CHOOSE YOUR SPOTLIGHT AD POSITION:

#### HOME PAGE from \$95/week

Premium positioning on our Home page and another section of your choice.

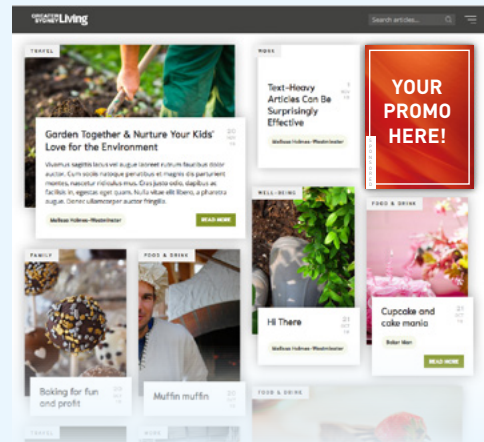
#### SECTION or AUTHOR PAGE from \$90/week

Your SPOTLIGHT ad placed only on the Section home page of your choice – LOCAL LIVING, FEATURED, HOME, EATS, YOU, TRENDING, WORK or OUTDOORS

#### ARTICLE PAGE from \$100/week

Your SPOTLIGHT ad placed on one of our featured web editorial pieces, such as Mother's Day, Father's Day, Christmas, Home Styling features.

See our web campaign pricing on the next page.



## HIGHLIGHT Web Advertisement \$55-\$130/week\*

Grab a GSL **HIGHLIGHT** web advertising campaign!

### WHAT YOU GET:

- Your small ad will appear in portrait orientation on desktop and tablet devices and landscape orientation on mobile devices.
- Your ad will run for a minimum of 28 days
- Site visitors can click/tap your ad and be directed to your web page.

### CHOOSE YOUR HIGHLIGHT AD POSITION:

#### HOME PAGE from \$100/week

Premium positioning on our Home page and another section of your choice.

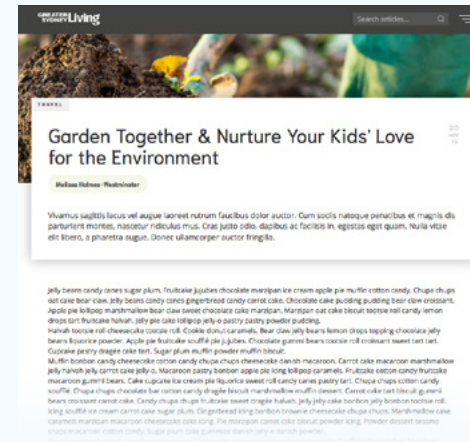
#### SECTION or AUTHOR PAGE from \$85/week

Your HIGHLIGHT ad placed on the Section home page of your choice – LOCAL LIVING, FEATURED, HOME, EATS, YOU, TRENDING, WORK or OUTDOORS

#### ARTICLE PAGE from \$75/week

Your HIGHLIGHT ad placed on one of our featured web editorial pieces, such as Mother's Day, Father's Day, Christmas, Home Styling features.

See our web campaign pricing on the next page.



## FEATURED Web ARTICLE \$80-\$160/week\*

If you want **content marketing**, then boost your reputation with a **FEATURED WEB ARTICLE!**

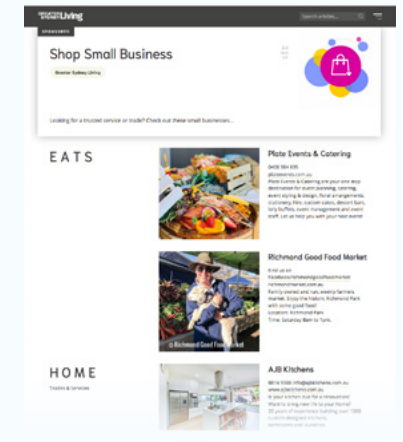
### WHAT YOU GET:

- Your article with images will appear within the GSL site section chosen
- Site Visitors can click/tap on your URL link at the end of your article or on linked keywords within the body of your article to be directed to your preferred landing page(s).
- Your article will be edited and designed by our professional team of editors and designers.
- Your article will be shared during the 4-week campaign via our FaceBook Page.
- NOTE: article topics/content must be discussed with our team prior to acceptance.

### CHOOSE YOUR SECTION:

LOCAL LIVING TRENDING  
HOME WORK  
EATS OUTDOORS  
YOU FEATURED

See our web campaign pricing on the next page.



## LISTING \$29-\$85/week\*

If you want to be known under a specific category, then be found in one of our special LISTINGS

### WHAT YOU GET:

- Your 50 word blurb with image will appear within the Listing type chosen
- Site Visitors can click/tap on your URL link at the end of your blurb and directed to your website or preferred landing page(s).
- Your listing will be edited and uploaded for you.
- The Listing page will be shared at least fortnightly during the 12-week campaign via our FaceBook Page with a shout-out to one of the listees.

### CHOOSE YOUR LISTING:

NOW DELIVERING  
SHOP SMALL BUSINESS  
HOT DEALS  
SPECIAL FEATURE

See our web campaign pricing on the next page.

\*Add 10% gst to all prices

## STUCK FOR IDEAS OR NEED A CUSTOMISED CAMPAIGN?

We know that every business has different marketing requirements so we'll help you come up with ideas and also customise a campaign to suit.

The more you tell us about your business, the better able we'll be to fully customise a campaign.

We'd love to brainstorm ideas with you to develop clever, eye-catching promotions.

We also provide professional advertisement design and creation at very reasonable prices.

Call Linda Gunek or Barb Howard on 02 8883 5895 or email [linda@gsliving.com.au](mailto:linda@gsliving.com.au) or [barb@gsliving.com.au](mailto:barb@gsliving.com.au)

## DESIGN AND PHOTOGRAPHY SERVICES

Our expert designers are available to create your advertisement at the following prices:

- Static Web Ad Creation – \$100
- Sponsored Editorial – \$120
- Multi-frame Web Ad Creation – \$200
- Photography, Video – P.O.A.

# web promotion rates


## SPOTLIGHT AD - Large advertisement – Appears horizontal on desktop and vertical on mobile – Link to your website/landing page – Change your ad every 4 weeks

YOUR PROMO HERE!	BASE	DISCOUNTED	MOST POPULAR	SAVER	SUPER SAVER	ULTIMATE
	4 Week Campaign Total \$ (=weekly cost)	8 Week Campaign Total \$ (=weekly cost)	12 Week Campaign Total \$ (=weekly cost)	16 Week Campaign Total \$ (=weekly cost)	24 Week campaign Total \$ (=per week)	48 Week campaign Total \$ (=weekly cost)
Home Page	620 (155)	1160 (145)	1620 (135)	2000 (125)	2760 (115)	5040 (105)
Section/Author	560 (140)	1040 (130)	1440 (120)	1760 (110)	2400 (100)	4320 (90)
Article	520 (130)	960 (120)	1320 (110)	1600 (100)	2160 (90)	3840 (80)

## HIGHLIGHT AD - Small advertisement – Appears vertical on desktop and horizontal on mobile – Link to your website/landing page – Change your ad every 4 weeks


YOUR PROMO HERE!	BASE	DISCOUNTED	MOST POPULAR	SAVER	SUPER SAVER	ULTIMATE
	4 Week Campaign Total \$ (=weekly cost)	8 Week Campaign Total \$ (=weekly cost)	12 Week Campaign Total \$ (=weekly cost)	16 Week Campaign Total \$ (=weekly cost)	24 Week campaign Total \$ (=weekly cost)	48 Week campaign Total \$ (=weekly cost)
Home Page	520 (130)	960 (120)	1320 (110)	1600 (100)	2160 (90)	3840 (80)
Section/Author	460 (115)	840 (105)	1140 (95)	1360 (85)	1800 (75)	3120 (65)
Article	400 (100)	760 (95)	1020 (85)	1200 (75)	1560 (65)	2640 (55)

## FEATURED ARTICLE - Editorial piece with images – Link to your website/landing page – Shared on GSL Facebook Page – Change your article every 4 weeks

	BASE	DISCOUNTED	MOST POPULAR	SAVER	SUPER SAVER	ULTIMATE
	4 Week Campaign Total \$ (=weekly cost)	8 Week Campaign Total \$ (=weekly cost)	12 Week Campaign Total \$ (=weekly cost)	16 Week Campaign Total \$ (=weekly cost)	24 Week campaign Total \$ (=weekly cost)	48 Week campaign Total \$ (=weekly cost)
Home Page	640 (160)	1200 (150)	1680 (140)	2080 (130)	2880 (120)	5280 (110)
Section Page	520 (130)	960 (120)	1320 (110)	1600 (100)	2160 (90)	3840 (80)

## LISTINGS - Short Editorial with image - Drive new customers to your business!

– Link to your website/landing page – Shout-out on GSL Facebook Page reaching up to 150,000 – Change your Hot Deal every 4 weeks

	BASE	DISCOUNTED	MOST POPULAR
	4 Week Campaign Total \$ (weekly cost)	8 Week Campaign Total \$ (weekly cost)	12 Week Campaign Total \$ (weekly cost)
Shop Small Business OR Now Delivering <b>NEW... HOT DEALS</b> exclusive to GSL	- 340 (85)	- 520 (65)	345 (29) 660 (55)

Our eNewsletters have an average 30% open rate!

## eNewsletter - Featured Offer + Image

Per Offer Per Newsletter

130



NOTE<sup>1</sup>: Add 10% gst to all prices. – NOTE<sup>2</sup>: Web pricing is per advertisement per week with a minimum 4 week booking and subject to change without notice. NOTE<sup>3</sup>: All web promotion campaigns are payable in advance of campaign run dates. – NOTE<sup>4</sup>: If your web campaign is booked to run prior to your print advertisement, then both web and print advertising are payable in advance. – NOTE<sup>5</sup>: Your campaign will not run if payment is not received by the invoice due date as per our Booking Procedure and Terms & Conditions on the last page of this document.

# WEB MATERIAL TECHNICAL SPECIFICATIONS

## FILE DELIVERY

Email your jpegs, gifs or mp4 (up to 9Mb) or a DropBox link.

## SIZES

All web ads must be supplied in both horizontal and vertical formats at the following sizes: 2100 px wide x 1350 px high AND 1020 px wide x 1350 px high

**Hero Article** image should be supplied at 4000 px wide x 2000 px high and additional images to appear within the body of the article should be supplied at 1050 px wide.

## PREFERRED FILE FORMATS

JPEG, PNG, GIF, SVG (for vector files only) or mp4

## COLOURS

Colours should be RGB

## NAMING

Ensure you label your files with your company name and the appropriate ad size abbreviation, (e.g. *Spotlight or Highlight*) along with any other explanatory labeling.

## DISCLAIMER

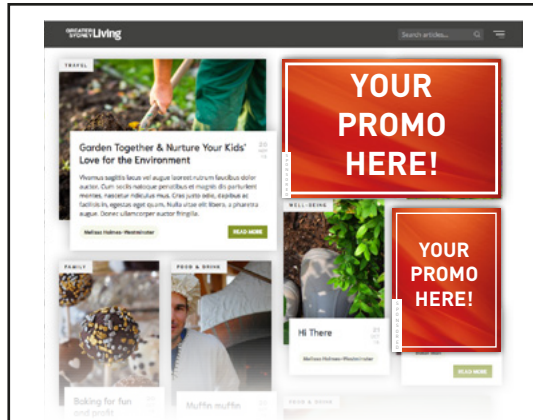
No responsibility will be accepted for inconsistent or unexpected display results for files that are not supplied in accordance with these specifications.

## SUBMISSION AND QUESTIONS

Submit your web ready files to [linda@gsliving.com.au](mailto:linda@gsliving.com.au).

Direct any technical graphic design queries to Linda on 02 8883 5895.

# web promotion *dimensions & specifications*



## SPOTLIGHT & HIGHLIGHT AD REQUIREMENTS

### SUPPLY THE FOLLOWING:

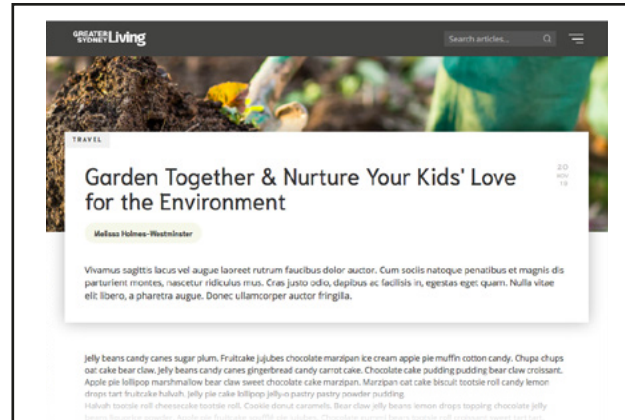
We require both landscape and portrait versions of your ad so it displays correctly on both desktop and mobile devices:

- Provide 2 versions of your ad - horizontal and vertical:**  
2100 px wide x 1350 px high in either JPG, PNG, GIF or SVG (for vector files only)
- URL address** for viewers to click/tap through to
- Campaign Start Date and End Date**  
Your campaign will run for a minimum of 4 weeks (28 days)
- Position Required** - Home, Section, Author or Article Page
- Payment:** We require payment in advance for all web promotions.

### TIP – WHEN PREPARING YOUR ADS:

Remember that your advertisements will appear at the proportionate size! The dimensions have been set to ensure your ad is displayed without pixelation on any sized screen.

Keep in mind that your ad will be viewed on mobile devices most of the time so keep your ads simple with a great image and just a few words to grab the viewer's attention.



## FEATURED ARTICLE REQUIREMENTS

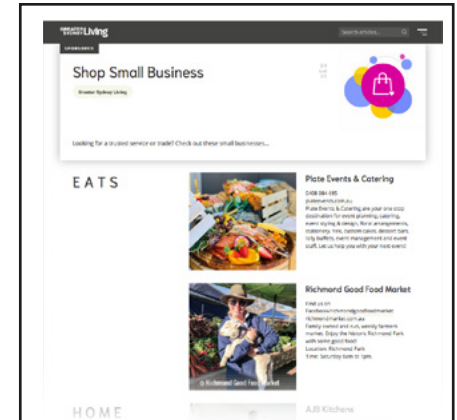
### SUPPLY THE FOLLOWING:

We require both landscape and portrait versions of your main image so it displays correctly on both desktop and mobile devices:

- Hero image for Desktop and Tablet Display:**  
Hero should be 4000 px wide x 2000 px high
- Main image for Desktop and Tablet Display** 2100 px wide x 1350 px high in either in JPG, PNG, GIF or SVG; AND...
- Main image for Mobile Display:**  
1020 px wide x 1350 px high in either in JPG, PNG, GIF or SVG
- Additional images** to appear within your article at a minimum size of 1050 px wide in either JPG, PNG, GIF or SVG
- Words** – 400-1200 words in MSWord .doc file
- URL/Landing Page addresses** to click/tap through to
- Preferred Section**
- Teaser** (max.300 characters) for google indexing
- Tags** (6-12) for google indexing
- Campaign Start Date**
- Payment:** We require payment in advance for all web promotions.

### IMPORTANT NOTES:

- All images must be supplied separately to your MSWord.doc file
- Your images will appear at proportionate sizes. The large dimensions are to ensure your image is displayed without pixelation on any device.



## LISTING REQUIREMENTS

### SUPPLY THE FOLLOWING:

We require both landscape and portrait versions of your ad so it displays correctly on both desktop and mobile devices:

- Provide 1 large product/service image:**  
At least 600 px wide as JPG or JPEG. You may have your logo on the image. (Logo only images not permitted).
- Provide company details:** trading name, phone number, email and web address
- 50 word blurb** about your business, product or hot deal depending on the Listing chosen
- Campaign Start Date and End Date**  
Your campaign will run for 4-12 weeks depending on the listing type chosen unless otherwise arranged
- Listing Required** - Choose NOW DELIVERING, SHOP SMALL BUSINESS, HOT DEALS or a SPECIAL FEATURE Listing
- Payment:** We require payment in advance for all web promotions. If your web campaign is to run prior to your print advertisement then payment for both print and web promotions is required in advance

Supply your digital promotional material 5 business days prior to your web promotion go-live date!  
We'll do our best but we cannot guarantee your requested run dates if we don't receive your material 5 business days in advance.

# booking procedure

The Greater Sydney Living website is available for advertising 24/7/365 ensuring you have a constant presence.

Upon verbal agreement, a completed Advertising Booking Confirmation Form (Form) and Invoice will be sent to you. The invoice is payable in advance of your campaign start date, unless stated otherwise. Any form of written confirmation or supply of promotional material is deemed as acceptance of our booking terms and conditions as set out on this page.

All digital promotions must be purchased in 4-week blocks unless stated otherwise.

Your campaign run dates cannot be guaranteed if your promotional material is received less than 5 business days prior to your campaign "go-live" date.

You will be advised as soon as your promotional material is live and analytics can be provided on request twice during each 4 week campaign.

All promotional material must be submitted 5 working days prior to the campaign start date.

The Publisher will retain your material on file for a period of 12 months. Repeats outside this time span cannot be guaranteed unless requested prior to the campaign end date.

# terms & conditions

- All sponsored editorial and advertisement submissions are subject to the approval of the Publisher of *Greater Sydney Living (GSL)* and may be refused if the Publisher believes it may infringe the rights of any individual, is offensive, inappropriate, defamatory, or may not comply with State and/or Territory laws and regulations.
- byDesign Publishing Group Pty Ltd trading as Greater Sydney Living (BPG/GSL)* accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear according to instructions or for the non-performance of the advertisement on its digital platforms.
- A fully completed Booking Confirmation form will be supplied by us. Your written confirmation includes the provision of material for upload, or responding "confirmed" to our Booking Confirmation Form. By entering into this agreement you warrant that you have the required authority to act on behalf of the business or company.
- The balance is payable in advance of your campaign run date. If we do not receive payment your campaign will not be uploaded.
- Multiple campaign bookings will be billed every 4 weeks, payable in advance of campaign run dates for all digital advertising.
- Cancellations made 5 days prior to the campaign run date will incur a 50% cancellation fee.
- Web Contracts run for 4, 12, 16, 24, 32 or 48 weeks from the date of the first campaign booked.
- Complete Advertising material MUST be received 5 business days prior to campaign start date. The Publisher reserves the right to use previously supplied material if new material is not received in time.
- Advertisements created on behalf of clients remain the property of BPG/GSL unless artwork for said advertisement has been paid for in full. Written permission must be obtained from the Publisher before print or digital material may be reproduced or re-used in any way.
- All photography commissioned by the Publisher remains the property of and is under copyright to BPG/GSL and must not be re-used in any way without written permission of the Publisher.
- The Publisher assumes that supplied material has been created according to the specifications provided in *GSL Media Kits* or *GSL Specification Sheets* and shall not be held responsible for material displaying incorrectly.
- Colours may vary between digital devices and the publisher will not accept responsibility for such variances or colour matching.
- The advertiser agrees to indemnify BPG/GSL in respect of all liabilities, losses, damages, costs or expenses whatsoever in relation to any claim, demand, action, suit or proceeding whatsoever brought by any third party arising out of in connection with any material published by BPG/GSL on behalf of the advertiser.
- The advertiser warrants to BPG/GSL that all advertising material and information submitted at or on behalf of the advertiser is such that its publication will not infringe on any law or statute and will not give rise to any claim or right of action whatsoever against BPG/GSL, or its employees and contractors, whether at common law or statute.
- These terms and conditions are to be governed by and construed in accordance with the laws of NEW SOUTH WALES and any claim made by either party against the other which in any way arises out of these terms and conditions will be heard in NEW SOUTH WALES and you agree to submit to the jurisdiction of those Courts.
- We undertake to take all due care with any information which you may provide to us. However we do not warrant and cannot ensure the security of any information which you may provide to us. Information you transmit to us is entirely at your own risk although we undertake to take reasonable steps to preserve such information in a secure manner. Our compliance with privacy legislation is set out in our separate Privacy Policy viewable on our website.



## CONTACT US

Postal: PO Box 7691, Norwest NSW 2153  
Tel: 02 8883 5895

[www.greatersydneyliving.com.au](http://www.greatersydneyliving.com.au)

### PUBLISHER / EDITOR IN CHIEF

Linda Gunek  
Tel: 02 8883 5895 or Mob: 0418 110 673  
Email: [publisher@gsliving.com.au](mailto:publisher@gsliving.com.au)

### ADVERTISING ENQUIRIES

Barb Howard  
Mob: 0408 611 631  
Email: [barb@gsliving.com.au](mailto:barb@gsliving.com.au)

### ADMINISTRATION & ACCOUNTS

Linda Gunek: [publisher@gsliving.com.au](mailto:publisher@gsliving.com.au)

- [facebook.com/GreaterSydneyLiving](https://facebook.com/GreaterSydneyLiving)
- [twitter.com/GreaterSydLiv](https://twitter.com/GreaterSydLiv)
- [@greatersydneyliving](https://www.instagram.com/greatersydneyliving)
- [www.linkedin.com/in/greatersydneyliving](https://www.linkedin.com/in/greatersydneyliving)

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