



Established in 2005, Bendigo Magazine is an independently owned, visually engaging, quarterly publication that celebrates people, places, events and tourism throughout Bendigo and central Victoria.

Our magazine reflects the best the region has to offer. It captures Bendigo's unique style in a manner intended to make our readers more informed and their lives more interesting. Our objective is to spark a zest for living in Bendigo, new ideas and new experiences.

Targeted towards both residents and visitors to the region, Bendigo Magazine is the publication of choice for both long-time residents and newcomers seeking information about the people and places that shape this exciting city.

Bendigo Magazine distributes venue copies to more than 300 local retail and hospitality businesses and approximately 1000 accommodation rooms in the area. The magazine can be purchased from local newsagents, IGA supermarkets, post offices and petrol stations, and it is also distributed to a significant subscriber base. Distributed in central Victoria to Castlemaine, Maldon, Heathcote and surrounds, Bendigo Magazine's reach continues to strengthen with the release of each edition boasting a readership of 50,000 plus. The magazine is also readily and freely available to read online.



# advertising rates

## Multiple Booking Bonus

- Advertisers who book for two or more editions enjoy a discounted rate per advertisement.
- Advertisers who book for four editions (12 months) have the benefit of utilising editorial inclusions in a minimum of two editions. Applies to half page and full page advertisements.

## Monthly Repayment Option

- Advertisers who book for four editions (12 months) can choose to have easy monthly repayments automatically deducted from their credit card for cashflow management and convenience (please note monthly payments apply only to credit cards).



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## Advertising Rates - 2020

| Size        | 1 Edition | 2 Editions  | 4 Editions  | 4 Editions Easy Pay |
|-------------|-----------|-------------|-------------|---------------------|
| Half Page   | \$1100    | \$990 (x2)  | \$880 (x4)  | \$295/month         |
| Full Page   | \$2000    | \$1800 (x2) | \$1600 (x4) | \$535/month         |
| Double Page | \$3300    | \$3000 (x2) | \$2700 (x4) | \$900/month         |
| Back Cover  | \$3300    | \$3000 (x2) | \$2700 (x4) | \$900/month         |

\*Rates exclude advertising agency commissions. Rates quoted include GST.

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## Design Services

**Artwork design** - \$100 (including 3 alterations)

**Professional photography** - \$150 (1 hour photo shoot 3-5 images)

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## Contact

**Laini Schilling** - Client Manager

Bendigo Magazine

PO Box 5003 Bendigo VIC 3550

**Phone:** 0419 370 064

**Email:** [laini@bendigomagazine.com.au](mailto:laini@bendigomagazine.com.au)

**Website:** [www.bendigomagazine.com.au](http://www.bendigomagazine.com.au)

## Dates & Deadlines

| Edition | Publication Date | Booking Deadline |
|---------|------------------|------------------|
| Summer  | December 1       | October 31       |
| Autumn  | March 1          | January 31       |
| Winter  | June 1           | April 30         |
| Spring  | September 25     | August 31        |