



Image: 'Flowers or Fantasy'
painting by Christine Donaldson.
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📷 [christinedonaldsonartist](https://www.instagram.com/christinedonaldsonartist)

L V N
C O L
O U R **M A G A Z I N E**

Colourful Creative Australia

Media Kit

📷 [@livingcolourmags](https://www.instagram.com/livingcolourmags) | www.livingcolourmagazine.com.au

2024

Who we Are

CELEBRATING CULTURE, UNITY IGNITED:

Curating progressive expressions of Australia's vibrant culture infused lifestyles..

Because stories have unique powers to connect people, educate, and inspire.





Inspiring Perspectives

CELEBRATING CULTURE, CREATING IMPACT:

We're a dynamic platform fostering aspiring creatives, talents, and enterprises.

Infused with diverse cultural richness, we breathe freshness into the Australian lifestyle, **adding value and vibrancy**.

Creating social and economic value for readers, partners, advertisers, and communities, we celebrate diversity with passion and aim for a **lasting impact and legacy**.

Our dedicated team, driven by determination, consistently pushes boundaries for excellence.

Drawing on extensive experience and networks locally, nationally, and globally, we **intimately understand our audience**.

Committed to showcasing the modern Australian landscape, we weave a unique tapestry of perspectives and expertise. With a resolute spirit, ready for transformation, we embark on an exciting **journey of creativity, innovation, and positive change**.

This is our flex.





Empowering Creatives

DEDICATED TO CREATIVITY, BREAKING BARRIERS:

Our commitment to support: **front covers free from ads**, solely dedicated to showcasing the incredible works of aspiring and emerging creatives. It's more than an opportunity; **it's an investment** in the creativity, capability, and sustainability of those shaping the narratives and creative landscape of modern Australia.

We provide a prominent stage for these talents, **fostering connections**, growth, and transformative change. An opportunity for brilliance to resonate with diverse audiences and **contribute to the vibrant, inspiring world** we're shaping.

Join us on this journey into uncharted waters – a movement beyond pages and screens, constantly **evolving for the better**.





AUSSIE
MADE



CONSUMER
POWER



IMPACTFUL



GLOBAL

Potential Audience

A vision of our readers:

a unique tapestry of a community evolving into a kaleidoscope of shared experiences and insights.

AUSSIE MADE

95% call Australia home.

45% are frequent international travellers.

GLOBAL

30% **baby boomers** with solid personal connections with their country of origins.

30% **millennials** with robust global professional networks and in touch with their heritage (third culture kids – TCKs).

30% **GenZ's** with advanced digital and global awareness, empowered, and are mostly TCKs).

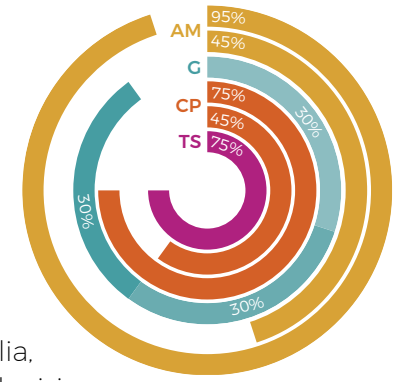
CONSUMER POWER

75% are highly educated with over 60% having obtained a bachelor's degree or higher in Australia, with an earning capacity of \$90,000pa and the decision maker in households, maker or the influencer in the family.

45% are frequent international travellers, majority being the decision maker or the influencer in the family.

TECH SAVVY

75% in touch with global social trends.



Data projections only – readership survey and analytics pending (December 2024).



Content



Celebrating Australia's Culture Infused Lifestyle

INTERVIEWS | PROFILES | SHOWCASES | PREVIEWS | VIEWPOINTS

Stories have the unique power to connect people, educate, nurture and inspire.

We are creating a 'good' buzz!

Channels

In the words of Paul Robeson:

'Artists are the radical voice of civilization. Each person in this room, with their unique gifts, power, and skills, holds the potential to reshape how our global humanity perceives itself. As artists and visionaries, we have the extraordinary ability to influence citizens worldwide to see the better side of who we are as a species. These profound words echoed by Harry Belafonte inspire our journey.'

OUR MULTI CHANNEL STRATEGY

Living Colour in Print

- Creative discovery cover features
- Double page spreads
- Feature placements
- Ad placements
- Advertorials
- Community & social galleries

EBNIVE

Our monthly 'EBNIVE' digital edit extends content experiences via email to subscribers.

eNEWS 24/7

We are consistently engaging with our growing audience through our website and socials.

Strategies include:

- Branded articles
- IG posts and reels
- Solus eDMs
- Display media
- Event listing
- Business listing



Community galleries

Through these multi channels, we strive to amplify the voices of creatives, artists and visionaries, fostering a space where creativity, edutainment and transformation change flourish.

Cover Price: \$12.00

Frequency: Quarterly

Circulation: 10,000 (First year targets)

Distribution: National

Collaborate with Us



Embark on a transformative journey with us as we extend our ecosystems, uplift communities, and amplify voices yearning to be heard. Together, we wield the power to craft social value and leave an indelible mark on society. At the core of our mission is sustainability, and your partnership with us is an avenue to fortify your brand through purpose-driven advertising, forging a profound connection with your audience.

Collaborating with us is more than a partnership; it's an opportunity to shape the future of industries and open doors for aspiring creatives. As we stand on the brink of the Brisbane 2032 Olympic and Paralympic Games, it's a pivotal moment to inspire and pave the way for the luminaries of tomorrow.

Let's collectively spark inspiration and drive positive change. Together, our impact will endure, creating a brighter and better future. Join hands with us on this extraordinary journey of transformation.

Greater reflection in Australia's media landscape. A mix of emerging and established creatives, individuals, small and medium organisations.



Partner for Positive Impact



In the realm of advertising possibilities, we recognize that our platform may not cater to every interest. However, our vision transcends the conventional; we are dedicated to creating a disruptive and innovative space — a **wellspring of inspiration** for meaningful representation. Our commitment is rooted in championing creatives within underserved economies, fostering inclusivity and ensuring that **every voice is heard**.

Together, let's embark on a celebration of the **rich tapestry of cultures**, cultivating inclusivity, and honouring the significance of every unique voice. Through collaboration, we aim to build bridges, empower communities, and create a lasting impact. Join us on this exhilarating journey of celebration, preservation, and transformation, where we guarantee that everyone's story is not only heard but also valued and cherished.

Advertising with us is more than a transaction; it's a partnership for positive change and collective celebration. Let's amplify the voices that often go unheard and create a narrative where diversity is not just acknowledged but celebrated. **Partner with us** and be part of a transformative journey where your brand aligns with a purpose-driven mission, making a positive impact on communities and inspiring change.



LVN Colour Media offers bespoke packages combining print, digital, editorial, social media, EBNIVE eNewsletter, plus our geo-located UnReal mini-website guides to maximise value and presence.

Print Advertising

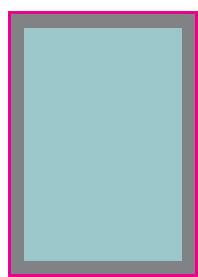
INTRODUCTORY SPECIAL PRICES

AD PLACEMENT	AD SIZE	CASUAL RATE	2X RATE	4X RATE
Standard	Double page spread	\$4,430	\$4,095	\$3,765
	Full page	\$3,150	\$3,000	\$2,800
	Half page Vertical or Horizontal	\$1,800	\$1,700	\$1,600
	Quarter page Vertical or Horizontal	\$950	\$860	\$770
	Full page - Socials	\$3,000	N/A	N/A
	Half page - Socials	\$1,650	N/A	N/A
	Full page - Community	\$2,400	N/A	N/A
	Half page - Community	\$1,200	N/A	N/A
N/A	Front cover	N/A	N/A	N/A
	Inside front cover (IFC)	\$3,950	\$3,750	\$3,650
	Inside back cover (IBC)	\$3,850	\$3,650	\$3,500
	Outside back cover (BC)	\$4,350	\$4,100	\$3,950
	(Prices are exclusive of GST) Advertising design services are available at a nominal charge.			
ISSUE	THEME	AD DEADLINE	ON SALE DATES	NOTES
#002	Hope & IWD 2024	10 January 2024	9 February – 31 March 2024	Adjusted due to public holiday period.
#003	Wellness	13 March 2024	8 April – 30 June 2024	
#004	Fashion Fashion Fashion	12 June 2024	8 July – 30 September 2024	
#005	Giving & Celebrations	11 September 2024	7 Oct – 31 December 2024	
#006	Black & White	8 January 2025	27 January – 31 March 2025	Adjusted due to public holiday period.

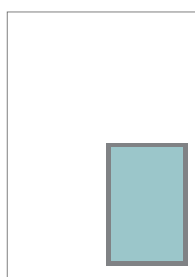
Note: Living Colour Magazines are distributed nationally approximately 6 – 10 days after print.

Advertising Specs AND PRINT SPECIFICATIONS

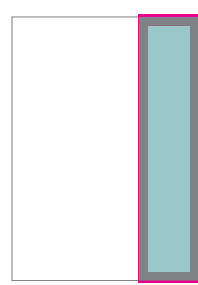
Our team can work with you to design creative work for an additional design fee. Ask us for details and rates.



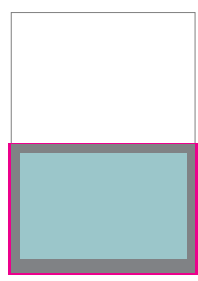
Full page (with 3mm edge bleed)
 Ad trim size: 210mm x 297mm
 ■ 10mm margins
 ■ Type area: 190mm x 277mm
 ■ Bleed box: 216mm x 303mm



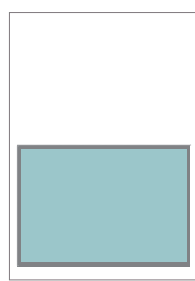
Quarter page (no bleed)
 Ad size: 90mm x 136mm
 ■ 5mm margins
 ■ Type area: (Inside 5mm margins) 80mm x 126mm



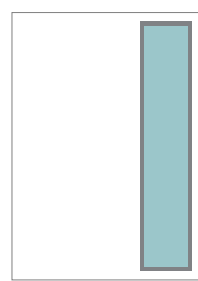
One third page - vertical (with 3mm edge bleed)
 Ad trim size: 67mm x 297mm
 ■ 10mm margins
 ■ Type area: 47mm x 277mm
 ■ Bleed box: 73mm x 303mm



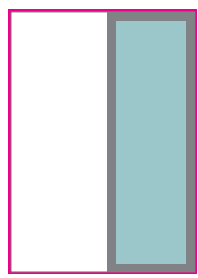
Half page - horizontal (with 3mm edge bleed)
 Ad trim size: 210mm x 147mm
 ■ 10mm margins
 ■ Type area: 190mm x 127mm
 ■ Bleed box: 216mm x 153mm



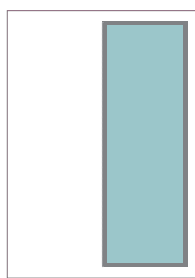
Half page - horizontal (no bleed)
 Ad size: 187mm x 136mm
 ■ 5mm margins
 ■ Type area: 177mm x 126mm



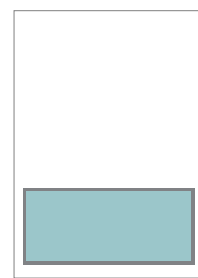
One third page - vertical (no bleed)
 Ad size: 57mm x 277mm
 ■ 5mm margins
 ■ Type area: 47mm x 267mm



Half page - vertical (with 3mm edge bleed)
 Ad trim size: 100mm x 297mm
 ■ 10mm margins
 ■ Type area: 80mm x 277mm
 ■ Bleed box: 106mm x 303mm



Half page - vertical (no bleed)
 Ad size: 90mm x 277mm
 ■ 5mm margins
 ■ Type area: 80mm x 267mm



One third page - horizontal (no bleed)
 Ad size: 190mm x 85mm
 ■ 5mm margins
 ■ Type area: 180mm x 75mm

IMPORTANT: PRINT SPECS

- All dimensions are in order of width x height.
- Hi-resolution PDFs and press-optimised format. Embedded fonts and images must also be print-ready.
- 3mm bleed on all edges is required for ads with bleed. Crop marks are required but should not be touching any part of your finished size (trimmed) artwork.
- For solid black block areas in, we recommend to use a 'rich black' with CMYK values of: 40c, 0m, 0y, 100k.
- All images, logos, graphics, used in your artwork are CMYK, at 300dpi and at 100% scale. No RGB or SPOT colours should be used.
- When exporting your PDF, select crop marks only. Bleed marks, colour bars, registration marks, and page information are not required.
- All files must run through a Flight Check process to ensure file and colour integrity.
- Please check that artwork follows *Living Colour Magazines* specifications, following the 'trim', 'type' and 'bleed' measurements specified, at all times.

- Margins should remain text free to ensure vital information isn't cut off at the page edge during trimming (paper can shift slightly on the machine).
- All text should be kept within the type area. Images can flow into the bleed box.



Digital Offering



WEBSITE				
AD TYPE	AD PLACEMENT	SIZE - Pixels (width by height)	DURATION	
			4 Weeks	2 Weeks
Leaderboard	Home page only	1100w x 90h px	\$800	\$400
MREC	Home page only / RH column	300w x 250h px	\$650	\$350
Skyscraper	Right hand column	300w x 600h px	\$660	\$350
Banner	Homepage only	728w x 90h px	\$750	\$350
EDM (Electronic Direct Mail) MONTHLY NEWSLETTER				
AD TYPE	AD PLACEMENT	SIZE (Pixels) (width by height)	DURATION	
			2 EDM	1 EDM
MREC		300w x 250h px	\$900	\$550
EDM BANNER		660w X 90h px	\$1,100	\$650

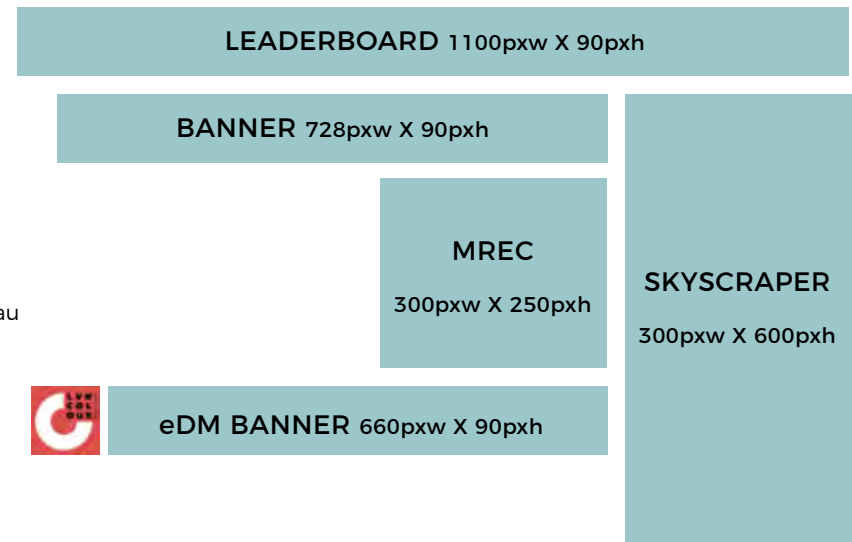
(Prices are exclusive of GST)

EDM sent first week of each month.

- Please supply ads as 72 dpi RGB files.
- File format accepted: jpg / gif / png.
- Maximum files size - 250kb.
- Digital files must be prepared to the current final size.
- Ensure all important elements such as type and logos are easy to read.
- Email files to: info@livingcolourmagazine.com.au

Need help creating your advertisement?

Advertising design services are available at a nominal charge.



Bespoke Services

ALLIANCE PARTNERSHIP WITH UNREAL AUSTRALIA

Using the innovative Unreal World geo-located knowledge platform: UnrealAustralia.com

Our advertising alliance with this new-wave online platform will extend the reach of *Living Colour Magazine's* advertising to new markets that have not been possible to reach until the advent of Unreal World GLK. We want to help you reach them.

A succinct way to describe UnReal Australia is as a collection of thousands of geo-located mini-websites 'owned' and operated by the very people who provide that knowledge. In *Living Colour Magazine's* case, we will use UnReal to geo-locate many of our feature articles, pictorials and selected advertisers.

Living Colour Magazine's presence on UnReal will give Australia's multi-cultural authors, artists, visual artists, musicians, movie makers, events and businesses a presence that reaches tourism, cultural and community audiences in ways that have not been possible until now.

UnReal Australia is one of the innovations employed by *Living Colour Magazine* to showcase culturally diverse Australians as they have never been presented before.

FIND OUT MORE

Contact editor@livingcolourmagazine.com.au to discuss print, digital and LVN guides bundle options.





Contact Us

Let's discuss how we can work together to amplify your brand.

☎ +61 409 581 347

✉ info@livingcolourmagazine.com.au

🌐 www.livingcolourmagazine.com.au

ADVERT SUBMISSIONS

All artwork must be supplied eight days prior to scheduled live date.

Submit artwork to

✉ info@livingcolourmagazine.com.au

BUILDING OUR COMMUNITY

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Disclaimer

The above publication schedules may change without notice.

TERMS

Strictly 14 days from date of invoice. Contract pricing holds only if the account is paid within the set period. If not, the price reverts to full one-time rate card. Cancellations must be made before the booking deadline or the client will be liable for the agreed charge. In the event of a contract booking not running in full, all previous charges in that contract will revert to casual rates.

PUBLISHER'S RIGHT

The publisher reserves the right to decline or omit any advertisement. The publisher also disclaims liability for any loss arising from the omission or incorrect printing of any advertisement, however caused.

