

'African Women Headtie Series II'.
Painting by artist OO Akinola,
2007. Image: LCMedia (Owner).



Colourful Creative Australia

Media Kit

📷 @livingcolourmags | www.livingcolourmagazine.com.au

2025



Image: Pexels | Tubarones Photography.

Brand Mission,

BRIDGING CREATIVITY, CULTURE, AND COMMERCE:

Re-shaping how we see ourselves and others.

- **Cultural Experience:** Explore, enrich, and celebrate Australia's unique multicultural identity.
- **Cultural Intelligence:** Inform, educate, and inspire meaningful impact.
- **Cultural Inspiration:** Foster connections, understanding, and appreciation across diverse cultures.



Cultural Highlights & Tentpoles

Q1

Australia Day
Back to School
Valentine's Day
Women's History Month
LVN Colour's 94
Harmony Week

Q2

ANZAC Day
Gratitude Moments (Holy Week)
Australia Fashion Week
Mother's Day
Africa Day
COLOURIZE Experience
Cosmetology Guide – Supplement Festival Guide
It Just Makes Senße Campaign
National Reconciliation Week

Q3

NAIDOC Week
Qld Multicultural Week
V Gala
Wedding Guide – Supplement
DAAF/ NIDA & C2C
School's Book Week
School's Science Week
You Can't Be What You Can't See
Father's Day
World Indigenous Day

Q4

Melbourne Fashion Week
GenNEXT
Anti-Poverty Week
Mental Health Awareness Month
LVN Colour Creatives
Holiday Gift Guide
Lagos Fashion Week



Kamata Ballgown by John Galliano for Christian Dior.
Image: Swan Styling.

LVN
COL
OUR
© MAGAZINE



Following the success of our debut in-house campaign, *94 Women: A Tribute to International Women's Day*, our vision expands through meaningful initiatives that honour all communities, amplify underserved contributions, and inspire impactful change.

CELEBRATING CULTURAL EXCELLENCE

Rooted in celebrating the cross-cultural achievements of all Australians.

Biennially, we spotlight a specific group—such as First Nations, Indian, Hispanic, Pasifika, Korean, and others—delving deep to honour individuals whose contributions often remain unsung. From trailblazers to the quietly courageous, we shine a light on those who strengthen their communities through sacrifice, resilience, and dedication.

A PLATFORM FOR CHANGE AND CONNECTION

This campaign isn't just about recognition—it's about transformation.

By showcasing diverse stories, we aim to:

- Break stereotypes and foster mutual understanding.
- Inform, educate, and shift perspectives among wider Australian audiences.
- Inspire future creatives, talents, and enterprises.
- Act as a networking directory for creatives and innovators across industries.

Infused with cultural richness, LVN Colour redefines the Australian lifestyle, adding vibrancy and value to readers, partners, advertisers, and communities alike.

DRIVING SOCIAL AND ECONOMIC IMPACT

Our platform goes beyond storytelling to create lasting value for all stakeholders:

- **Readers:** Fresh perspectives and relatable narratives.
- **Partners & Advertisers:** Opportunities to align with impactful, purpose-driven campaigns.
- **Communities:** Empowerment through recognition and celebration.

Every Story
Mōvēs

Audience Profile

AUSTRALIA'S MULTICULTURAL LANDSCAPE

Australia, with a population of 26.64 million (2023), is celebrated as one of the world's most successful multicultural societies. It unites over 300 ancestries, from the First Australians to the newest arrivals, fostering a rich tapestry of cultures, experiences, and traditions.

OUR GROWING READERSHIP

Our audience reflects Australia's growing appetite for inclusivity, reaching a dynamic mix of audience across the nation and diasporas worldwide. Through feature articles, we resonate with historically underserved groups, spotlighting their stories for mainstream appreciation and economic value.

ENGAGEMENT AND INTERESTS

- **Cultural Enthusiasts:** Strong interest in fashion, music, entrepreneurship, technology, and sports.
- **Entertainment Lovers:** Active consumers of streaming media and frequent moviegoers.
- **Progressive Thinkers:** Upwardly mobile, optimistic, and open to new experiences and brands.
- **Environmental Advocates:** Environmentally conscious, prioritizing sustainability.
- **Tech-Savvy Global Citizens:** Digitally fluent, culturally aware, and engaged with global trends.
- **Socially Conscious:** Deeply invested in civic matters and championing social justice initiatives.

LIFESTYLE AND SPENDING HABITS

- **Aspirational Consumers:** Invest in fashion, travel, and social events.
- **Globally Connected:** 70% are frequent international travellers.
- **Diverse Demographics:** Culturally attuned, representing a blend of Baby Boomers, Millennials, and Gen Z with distinct global ties and digital fluency.

DEMOGRAPHIC SNAPSHOT

- **Age:** Largest group is 25 – 34 years old.
- **Gender:** 68% female, 32% male.
- **Education:** 75% hold bachelor's degrees or higher, primarily educated in Australia.
- **Generations:**
 - Baby Boomers: Strong ties to countries of origin.
 - Millennials: Robust global networks and heritage pride.
 - Gen Z: Advanced digital and global connectivity.

CONSUMER POWER

- **Culturally Influential:** Curious, culturally aware, and ethnically diverse.
- **Economic Drivers:** Key decision-makers or influencers within their families.
- **Australian Roots:** 95% call Australia home.
- **Brand Loyalty:** Support social conscience brands and are trend setters.

INSIGHTS AND ANALYTICS

Platform engagement and audience analytics (scheduled for December 2025) will provide deeper insights into this vibrant and evolving community.





Content

Australia's culture infused integrated lifestyle

INTERVIEWS | PROFILES | SHOWCASES | PREVIEWS | VIEWPOINTS

Intelligent storytelling connects, educates, inspires, and solves problems. Delivering content that resonates deeply, sparking positive change, uniting communities, and creating value.



Multi Channels

In the words of Paul Robeson:

'Artists are the radical voice of civilization.'

As echoed by Harry Belafonte, each artist and visionary has the extraordinary potential to reshape how humanity perceives itself.

At *Living Colour Magazine*, we are inspired by these truths, championing platforms that amplify creativity, empower communities, and ignite transformative change.

LIVING COLOUR IN PRINT (QUARTERLY)

- **Creative Discovery Cover Features:** Showcasing trailblazing artists and changemakers.
- **Double Page Spreads:** Immersive storytelling and striking visuals.
- **Feature Placements:** In-depth explorations of culture, art, and innovation.
- **Ad Placements:** Strategically aligned with our audience's interests.
- **Advertorials:** Thought-provoking branded content.
- **Community & Social Galleries:** Celebrating connections and shared experiences.

EBNIVE

Extending content through subscriber-exclusive email updates, highlighting fresh narratives and inspiring insights.

eNEWS 24/7

Our digital presence connects with audiences around the clock:

■ **Website & Social Media** – Engaging content strategies including:

- ▶ Branded Articles
- ▶ Instagram Posts & Reels
- ▶ Solus EDMs
- ▶ Display Media
- ▶ Event Listings
- ▶ Business Listings
- ▶ Community Galleries

DIGITAL IMMERSIONS

Immersive, interactive experiences curated around advertiser themes, offering 100% Share of Voice (S.O.V.) and creating centered, engaging audience journeys.

DATA-DRIVEN TARGETING

Through proprietary first-party data and strategic partnerships, we empower advertisers to reach specific high-volume audiences across markets and channels with precision and impact.

KEY METRICS

- **Cover Price:** \$12.00
- **Quarterly Frequency Target Circulation:** 20,000
- **Business Subscription:** \$600 annually (10 subscriptions x 4 issues)
- **National Distribution**
- **\$600M+** audience spending power
- **Digital Expansion:** Immersive experiences
- **Stockists:** Global reach



Our Ecosystem:

Collaboration Fuels Creativity

At Living Colour Australia, we transcend traditional lifestyle and cultural showcases, building a visionary ecosystem that champions creativity and culture to drive business outcomes.

AUDACIOUS VISION

- **Champion Cultural Diversity:** Elevating platforms for creativity, enterprise, and leadership.
- **Tell Meaningful Stories:** Inspiring transformative legacies through authentic narratives.
- **Nourish and Elevate:** Uplifting communities and fostering collaboration opportunities.



PURPOSE-DRIVEN PARTNERSHIPS

Collaborating with LVN Colour is a commitment to purpose and impact:

- **Sustainability Focus:** Build your brand through meaningful, value-driven advertising.
- **Legacy Building:** Empower emerging talent, breaking barriers, and shaping the future.
- **Brisbane 2032 Vision:** Seize the moment to inspire the next generation during the Olympic and Paralympic Games.

DIVERSE MEDIA PRESENCE

LVN Colour bridges emerging and established creatives, SMEs, and industry leaders, ensuring inclusive cultural representation in Australia's media landscape.

EMPOWERING CULTURE-CENTRIC BRANDS

We merge creativity, inclusivity, and innovation to craft impactful brand experiences that resonate deeply with diverse audiences while driving business outcomes.

GLOBAL TARGETS

Bluedial: Our smart cultural intelligence data platform delivers actionable insights for targeted advertising and global impact.

- **Targeted Advertising:** Precise, impactful campaigns.
- **Insight-Driven Leadership:** Actionable strategies that amplify cultural engagement globally.

GOLDDUST E-MAGAZINE

Extending Living Colour's influence internationally, opening limitless advertising and partnership opportunities.

CREATIVE & EXPERIENTIAL SOLUTIONS

Through **Echelon**, we combine editorial expertise, cultural insights, and innovative advertising strategies:

- **Authenticity:** Celebrate culture with meaningful, nuanced creative work.
- **Holistic Services:** From brand strategy to experiential media, we deliver integrated solutions.
- **Deep Resonance:** Tailored, impactful, and culturally compelling campaigns.

Join us in redefining how brands connect with culture and community to inspire meaningful change.



Brand Leadership through Cultural Intelligence and Engagement

In today's diverse world, consumers seek more than products — they yearn for meaningful connections and shared values. Brands that embrace cultural engagement lead with authenticity, fostering deeper connections and building trust.

At LVN Colour, we go beyond conventional strategies — we are resolute in shaping and amplifying culture-driven narratives that lead to meaningful, measurable brand success.

WHY CULTURAL ENGAGEMENT WORKS

1. **Authenticity:** Partnering with culturally relevant initiatives shows genuine community support.
2. **Expanded Reach:** Aligning with cultural events connects brands to appreciative, established audiences.
3. **Market Growth:** Engaging with culture broadens appeal and strengthens emotional connections.
4. **Cultural Intelligence:** Tools like culture mapping offer actionable insights for commercial, social, and public sectors.

HOW LVN COLOUR PARTNERS WITH BRANDS

- **Cultural Engagement:** Align values with purpose-driven initiatives for impactful audience connections.
- **Brand Integration:** Seamlessly embed messages in print, digital, and experiential media tied to cultural movements.
- **Global Reach:** Introduce Australian diversity to global audiences, creating meaningful and growth-focused connections.
- **Creative Collaboration:** Partner to craft innovative strategies that celebrate culture and amplify authenticity.

LEAD WITH MEANING

- **Co-Host Events:** Collaborate with cultural leaders to highlight shared values.
- **Takeover Opportunities:** Support festivals, conferences, or community programs for impactful brand visibility.
- **Interactive Workshops:** Merge brand expertise with cultural themes to create educational and immersive experiences.

JOIN THE MOVEMENT

Support LVN Colour to invest in a future where diversity and creativity take centre stage.

Together, we'll redefine cultural representation, drive meaningful connections, and leave a legacy of empowerment and innovation. Bridging creativity, culture, and commerce.



BLUEDIAL
Living Colour Directory

EMPRESS COLOUR

COLOURIZE

PRIMARY COLOURS



Print Advertising

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



PRINT OFFERING

AD PLACEMENT	AD SIZE	CASUAL RATE*	2X RATE*	4X RATE*
Standard	Double page spread	\$4430	\$4095	\$3765
	Full page	\$3150	\$3000	\$2800
	Half page Vertical or Horizontal	\$1800	\$1700	\$1600
	Quarter page Vertical or Horizontal	\$950	\$860	\$770
	Full page - Socials	\$3000	N/A	N/A
	Half page - Socials	\$1650	N/A	N/A
	Full page - Community	\$2400	N/A	N/A
	Half page - Community	\$1200	N/A	N/A
N/A	Front cover	N/A	N/A	N/A
	Inside front cover (IFC)	\$3950	\$3750	\$3650
	Inside back cover (IBC)	\$3850	\$3650	\$3500
	Outside back cover (BC)	\$5100	\$4750	\$4500
		*Rates are exclusive of GST. Advertising design services are available at a nominal charge.		

PRODUCTION SCHEDULE

ISSUE	THEME	AD DEADLINE	ON SALE DATES	NOTES
#006	The Determined Issue & IWD 2025	17 February 2025	24 March - 30 April 2025	Adjusted due to public holiday period.
#007	Style, Interiors & Culture	16 April 2025	5 May - 30 June 2025	
#008	The Business Issue	11 June 2025	7 July - 30 September 2025	
#009	JOY To The World	17 September 2025	7 October - 31 December 2025	
#010	Dream Big & IWD 2026	17 December 2025	26 January - 31 March 2026	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	DURATION 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	DURATION 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.

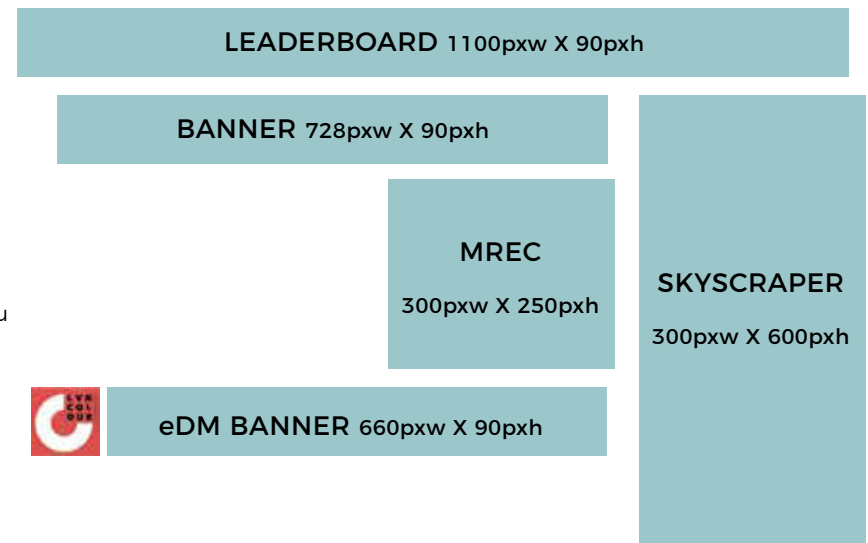


Image: Pexels | Anna Shvets.

Bespoke Offerings

You Are Not Difficult; The Job Is Just Too Difficult for Some.

ALLIANCE PARTNERSHIP WITH UNREAL AUSTRALIA

Powered by the UnReal World geo-located knowledge platform, LVN Colour's reach extends into untapped markets. This innovative platform connects feature articles, pictorials, and advertisers with targeted audiences through thousands of geo-located mini-websites, managed by local experts.

Through UnReal Australia, LVN Colour showcases multi-cultural creatives, events, and businesses to tourism, cultural, and community audiences like never before. This collaboration redefines representation, amplifying the voices of culturally diverse Australians.

www.unrealaustralia.com

GET IN TOUCH

Email editor@livingcolourmagazine.com.au to explore tailored print, digital, and LVN guide bundle options.



Sambalicious at the LCM Launch, 20 September, 2023, The Lushh, Woolloongabba (Brisbane, Queensland). Image: Chanan Liesch, CELGFX.





Image: Pexels | Anna Shvets

Contact

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 GLOBAL VILLAGE

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Image: Pexels | Yan Krukau.

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

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Image: Pexels | Ricardo Donaldson.

