



Tell the people of Mawson Lakes about your products and services

Facts about Mawson Lakes Living

- A high quality, glossy community magazine, published monthly.
- Reaches the 23,300 people who live, work, study, visit and play in Mawson Lakes.
- Is hand-delivered free to EVERY letterbox in Mawson Lakes EVERY month.
- Is available to EVERY home, business and shop in Mawson Lakes
- Is distributed to the university, technology park, schools, the retirement village
- A copy is placed in every room in the Quest Apartments.
- Is a reference publication that people keep to find local services, products and clubs.

Mawson Lakes Demographics (Australian Bureau of Statistics)

- A highly educated suburb - over 45% of the population holds a degree, diploma or vocational qualification.
- Lower than average unemployment rate of residents
- Main occupations being professionals, clerical/administrative and management roles.
- Higher than average median household income - just under \$2000 per week.
- High proportion of young families with children



Advertising in Mawson Lakes Living

- Advertising is open to anyone with a product or service relevant to the people of Mawson Lakes.
- You can book one ad, or book more and receive a frequency discount (see pricing table below).
- You can provide your own artwork, or *Mawson Lakes Living* can prepare an ad for you at an affordable rate.
- The booking deadline is on the 1st of the month, one month prior to publication.
- Artwork is due one week later, on the 7th of the month. Non-delivery will incur an invoice for the reserved space.
- For design specifications [CLICK HERE](#).

Frequency Discount Rates

2017 PRICES	1 Ad	2 Ads	3 Ads	4 Ads	5 Ads	6 Ads	7 Ads	8 Ads	9 Ads	10 Ads	11 Ads	12 Ads
Frequency Discount	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	
1/8 page	\$123	\$121	\$119	\$118	\$117	\$116	\$114	\$113	\$112	\$111	\$110	\$108
1/4 page	\$176	\$173	\$171	\$169	\$167	\$166	\$164	\$162	\$160	\$158	\$157	\$155
1/2 page	\$303	\$297	\$294	\$291	\$288	\$285	\$282	\$279	\$276	\$273	\$270	\$267
1 page	\$515	\$505	\$500	\$495	\$489	\$484	\$479	\$474	\$469	\$464	\$458	\$453

Advertise in
3 easy steps

2017 Booking Form

STEP 1:

Size Select the advertisement size you wish to book and *tick the box*.

1/8 Page	1/4 Page horizontal	1/4 Page vertical	1/2 Page horizontal	1/2 Page vertical	Full Page
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$123	\$176	\$176	\$303	\$303	\$515
44mm(H) x 62mm(W)	44mm(H) x 128mm(W)	93mm(H) x 62mm(W)	93mm(H) x 128mm(W)	190mm(H) x 62mm(W)	190mm(H) x 128mm(W)
Suitable for business card					

STEP 2:

Issue(s) - Tick the issues in which you wish to advertise.

For the Frequency Discount see previous page.

January
 February
 March
 April
 May
 June
 July
 August
 September
 October
 November
 December
 No of months = ____

Yes, I would like the **Mawson Lakes Living** designer to prepare my advertisement for me (charges apply).

Payment

You will be invoiced each month. Please pay by Electronic Fund Transfer (EFT)

Be sure to include the invoice number on your payment.

BSB: 105 137 A/C No: 066 202 940 A/C Name: Mawson Lakes Living Magazine Pty Ltd

STEP 3:

Advertiser's Details - Please complete

Business Name:

Contact person's first name: Surname:

Position: Date:

Mobile: Phone:

Address:

Email: Website:

Signature: Date: