

# the **B**east

The monthly magazine for Sydney's beaches of the east

## **The Beast Magazine // 2017 Media Kit**



# The Beast Magazine



**T**he Beast is the local monthly magazine for Sydney's Eastern Beaches. Launched in 2005 by brothers James and Dan, The Beast strives to maintain a positive vibe and reflect the laid-back Australian beach lifestyle of the local area.

Being the unofficial bible of the Eastern Beaches, locals are highly engaged with our content and have an emotional connection with our advertisers - they are proud to identify with The Beast.

Each edition is jammed full of local content, with smiling faces and a variety of articles from light-hearted prose to hard-hitting opinion pieces featured throughout. Other sections include sport, letters, what's on, trivia, music, reviews, fishing, technology, wildlife, food & wine, recipes, a monthly celebrity interview and a handy tide chart, as well as a variety of regular columnists.

Given that The Beast is a free mailbox-dropped publication with a huge variety of content, it is fair to say that we target a broad demographic of Eastern Suburbs residents, particularly in terms of their age and wealth. Essentially, there is something in The Beast to suit every taste.

## The Beast Distribution

**E**ach month we print and distribute over 61,000 copies; 55,500 are placed inside residential mailboxes (every mailbox on the map receives a copy) and the remaining 5,500 are placed in local shop-fronts - one copy in approximately 1,000 shops within the mapped area and small stacks of varying amounts in approximately 300 different local shop-fronts including cafés, retailers, pubs and clubs. The suburbs we cover include North Bondi, Bondi, Bondi Junction, Tamarama, Bronte, Waverley, Queens Park, Clovelly, Coogee, South Coogee, Randwick, Maroubra and Bellevue Hill.

Due to its A5 format, The Beast fits nicely inside a mailbox. We've spent years building up a dedicated, hard-working and reliable distribution team over 20-walkers strong, most of whom have delivered The Beast for over five years and all of whom live locally. Our distribution is second to none and it has proven to be our biggest competitive advantage in a market that regularly fields new players but rarely sees any of them survive.



# The Beast Website



**T**heBeast.com.au is where all the Beastly goodness gets stored online for eternity. Every article we've published since 2010 can be found here.

There is also a dedicated photos page and an online version of all editions of the magazine dating back to 2008. Readers can also view the magazine on an iPad or iPhone using our app.

TheBeast.com.au also features a free 'what's on' guide for local organisations to promote their events, as well as a complimentary classifieds service for local residents to buy, swap and sell.

TheBeast.com.au punches well above its weight with over 19,000 unique browsers visiting the site each month and in excess of 34,000 monthly page views.

There are two advertising modules available on TheBeast.com.au: the leaderboard across the top of the page and a medium rectangle in the right column near the top of the page. These are available as a weekly package.

# The Beast E-Newsletter

Back in mid-2012 we launched The Beast E-newsletter service to utilise the power of HTML emailing software and our growing reader database.

The Beast E-newsletter lands in subscribers' inboxes every Monday morning at 9.15am and features the work of a local photographer, an introductory paragraph summing up goings-on around the beaches, a video of the week, a local news article and a number of classifieds and events taken from the events guide and local classifieds pages on TheBeast.com.au. We always try to include content to satisfy a broad range of interest groups.

Readers can subscribe to The Beast E-newsletter for free via TheBeast.com.au. Our subscriber database has increased to over 17,000 active subscribers since the service was launched and it continues to grow.

The Beast E-newsletter achieves consistent open and click rates of over 20%, which is much higher than industry standards for comparable local media.

A medium rectangle and leaderboard are available on each week's mail-out, which appear at the beginning of the e-newsletter adjacent to the introductory paragraph.



# The Beast Rates & Dates

Magazine Rates	Casual rate	Six months	Twelve months
Full Page	\$2000/month	\$1,800/month	\$1,600/month
Half Page	\$1000/month	\$900/month	\$800/month
Quarter Page	\$500/month	\$450/month	\$400/month
Eighth Page	\$300/month	\$275/month	\$250/month

- ★ We print and distribute over 61,000 copies of The Beast every month
- ★ Booking deadline: 5th day of the month prior to publication, i.e. bookings for the June edition would be due by the 5th of May
- ★ Material deadline: 7th day of the month prior to publication, i.e. artwork for the June edition would be due by the 7th of May
- ★ Prime positioning loadings apply
- ★ All prices exclude GST

## QUARTER PAGE

62mm wide  
93mm high  
(no bleed)



## HALF PAGE

128mm wide  
93mm high  
(no bleed)



## FULL PAGE

148mm wide  
210mm high  
(add 5mm bleed)



Online Rates	Leaderboard	Mrec	Both
Website	\$300/week	\$300/week	\$500/week
E-Newsletter	\$300/week	\$300/week	\$500/week
Total Domination	-	-	\$800/week

**Advertising Enquiries: [advertising@thebeast.com.au](mailto:advertising@thebeast.com.au)**  
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