

The

BEAST

2021 Media Kit

The Beast Magazine



The *Beast* magazine 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 what remains of the laid-back Australian beach lifestyle that once thrived in the local area.

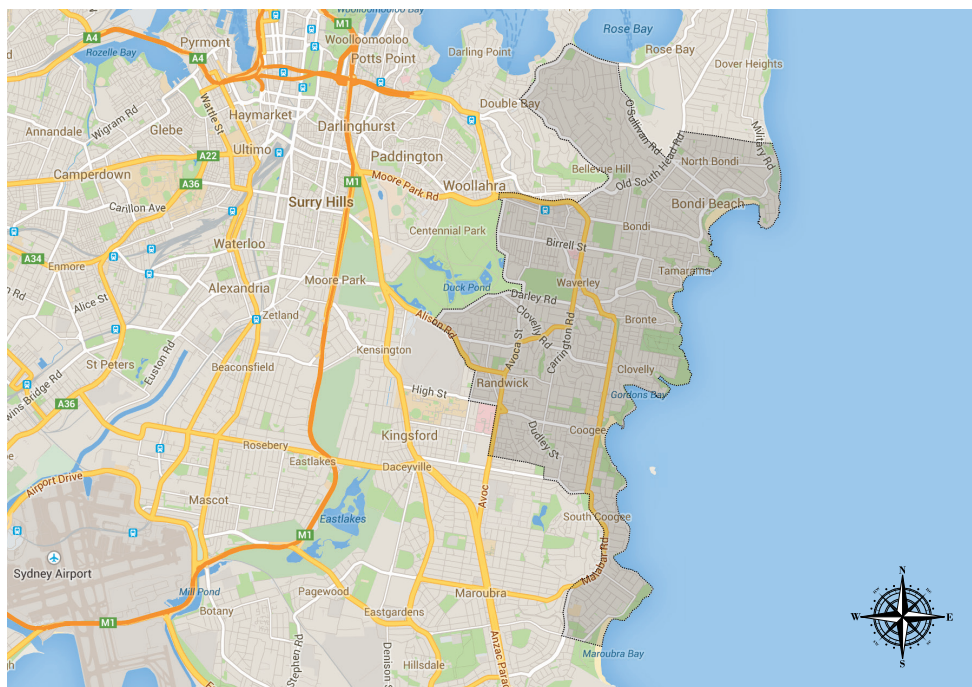
Being the unofficial bible of the Eastern Beaches, locals are highly engaged with our content and have an emotional connection with our advertisers - they are proud to identify with *The Beast*.

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 letters to the editor, local artist, local music, trivia, album reviews, psychology, food & wine, recipes, a satirical article 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 local residents, particularly in terms of their age and wealth. Essentially, there is something in *The Beast* to suit every taste. If you don't like it, you probably don't like anything.

Distribution



Each month we print and distribute 60,000 copies of *The Beast* magazine; 56,500 are placed inside residential mailboxes (every mailbox on the map receives a copy) and the remaining 3,500 are placed in local shop-fronts. Approximately 1,000 shops within the mapped area will receive one copy, and small stacks of varying amounts are also placed in approximately 300 different local shop-fronts including - but not limited to - cafés, various retailers, pubs and clubs.

The suburbs we cover in our mailbox drop include Bondi, North Bondi, Bondi Junction, Tamarama, Bronte, Waverley,

Clovelly, Coogee, South Coogee, Randwick, Queens Park, Maroubra and Bellevue Hill. We would even put one on Wedding Cake Island if it had a mailbox.

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 ten 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.

Rates and Dates

Magazine Rates	Casual rate	Six months	Twelve months
Full Page	\$2400/month	\$2200/month	\$2000/month
Half Page	\$1200/month	\$1100/month	\$1000/month
Quarter Page	\$600/month	\$550/month	\$500/month
Eighth Page	\$400/month	\$350/month	\$300/month

Distribution

We print and distribute 60,000 copies of *The Beast* every month. 56,500 are mailbox dropped and the remaining 3,500 are placed in local shopfronts. Distribution is managed entirely in-house so that it gets done properly.

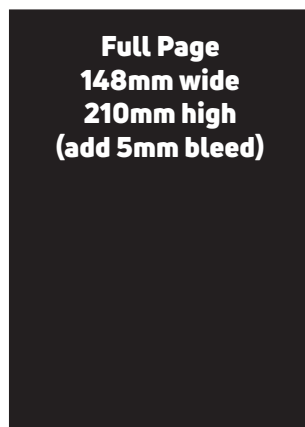
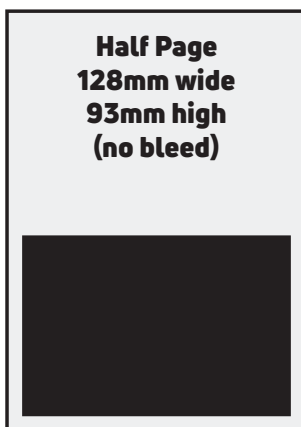
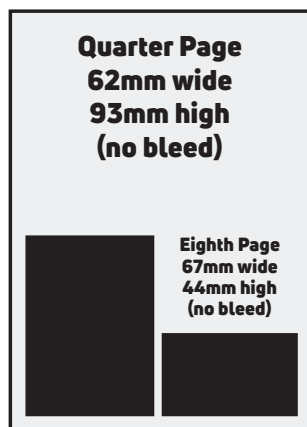
Placement of Advertisements

Prime positioning loadings apply, please contact us for more details.

Booking and Material Deadlines

We require all bookings by the 4th day of the month prior to publication (bookings for the August edition would be due by the 4th of July) and material is due on the 7th day of the month prior to publication (artwork for the August edition would be due by the 7th of July).

Eighth page bookings to be paid in advance, all prices include GST.



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