



Catchy covers and compelling content.

## Welcome to *The Beast*

**Words** James Hutton, Publisher

*The Beast* is the local monthly magazine for Sydney's beaches of the east. Launched in 2005 by brothers James and Dan Hutton, *The Beast* filled a gap in the market, providing a laid-back lifestyle magazine for our local area. Over the years, it grew to become an important part of our community and is now the sole source of independent, objective local news.

### Giving Locals a Voice

Over the years this little publication has become an important community asset, giving a voice to local residents and providing a rare source of independent and objective local news. Locals are highly engaged with our content and have an emotional connection with our advertisers - they identify with *The Beast*.

Each edition is jammed full of local content, with an ever expanding letters to the editor section - the only remaining letters forum in our area - and plenty of local photos and familiar faces. Opinion pieces, ranging from light-hearted prose to hard-hitting political

commentary, are also an important feature of the publication.

Other sections include a police report, local music, trivia, finance, album reviews, psychology, food & wine, recipes, satire, horoscopes and a handy tide chart, as well as a profile piece on the local artist who created the cover art for each edition.

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 age, gender and socio-economics. Essentially, *The Beast* has evolved to include something to suit just about every taste. If you don't like *The Beast*, you probably don't like anything.

### A Lot of Magazines

Each month we print and distribute 60,000 copies of *The Beast*; 58,000 are placed inside residential mailboxes (every mailbox on the map receives a copy) and the remaining 2,000 are placed in local shopfronts.

Approximately 500 shops within the mapped area will receive one copy, and small stacks of varying amounts are also placed in approximately 70 different local shopfronts 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, Bellevue Hill, and Rose Bay - we would even put a copy on Wedding Cake Island if it had a mailbox (fortunately it doesn't).

Due to its A5 format, *The Beast* fits snugly inside a mailbox, so we don't need to wrap them in plastic and throw them on the footpath. 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.

### Get in Touch

If you have any questions about *The Beast* magazine, please call James on 0413 482 311 any time or flick me an email at [james@thebeast.com.au](mailto:james@thebeast.com.au).



# Rates and Dates

Magazine Rates	Casual rate	Six months	Twelve months
Full Page	\$2,400/month	\$2,200/month	\$2,000/month
Half Page	\$1,200/month	\$1,100/month	\$1,000/month
Quarter Page	\$600/month	\$550/month	\$500/month
Eighth Page	\$400/month	\$350/month	\$300/month

## Distribution

We print and distribute 60,000 hard copies of *The Beast* between the 18<sup>th</sup> and 26<sup>th</sup> day of each month. 58,000 of these are mailbox dropped, with the remaining 2,000 placed in local shopfronts. Distribution is managed entirely in-house and carried out by a reliable team of long-term local residents so that it gets done properly.

## Placement

Advertisers are welcome to request a particular position within the magazine. Loadings apply for premium positions, however these are generally reserved for longer term bookings. Please contact us for more details.

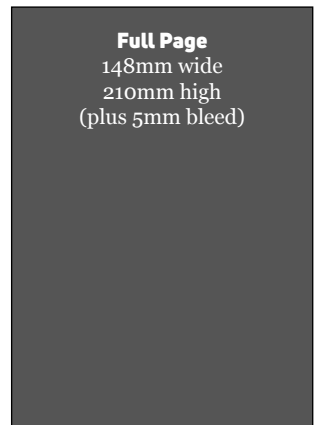
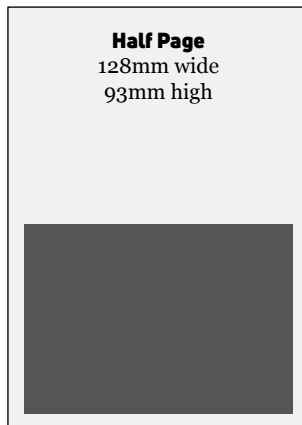
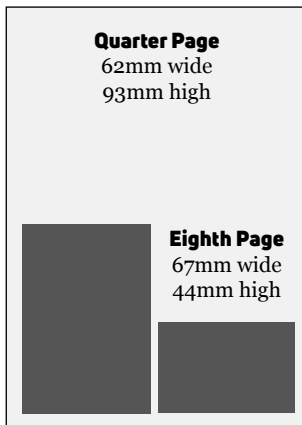
## Deadlines

We require all bookings by the 3<sup>rd</sup> day of each month prior to publication (bookings for the August edition would be due by the 3<sup>rd</sup> of July, for example) and material is due on the 7<sup>th</sup> day of each month prior to publication (artwork for the August edition would be due by the 7<sup>th</sup> of July, for example).

## Bookings

For more information, or to book a spot in *The Beast*, please email [advertising@thebeast.com.au](mailto:advertising@thebeast.com.au) or give James a call on 0413 482 311.

**\*All prices in the above table exclude GST**



**Please email [advertising@thebeast.com.au](mailto:advertising@thebeast.com.au)  
or call James on 0413 482 311**