10th ANNIVERSARY EDITION

10 Years

Live Barrington Coast

Love here. Live here. Advertise here.

Media Kit 2026/27

LBC MEDIA

10 Years on the coast

WE KNOW THE **BARRINGTON COAST.**

For 10 years, we've been telling the stories of the people, places and businesses that make the Barrington Coast what it is.

We don't just reach the Barrington Coast. We're part of it. We love it. We live it.

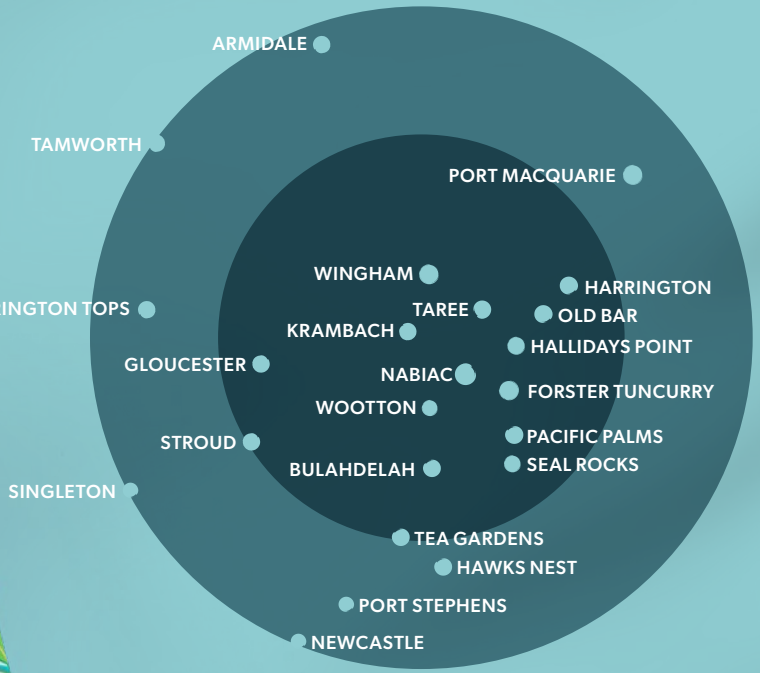
Built on trusted storytelling, premium distribution and genuine local connection, Live Barrington Coast connects businesses with an engaged audience across high-quality print, digital, podcast and targeted marketing.

Our brand's journey follows the pathway that many of our fellow residents have taken: visiting here, exploring, sampling the attractive lifestyle options that await, and then the decision to live here. Because you love it.

Here is where you can reach those people.

10 EDITION

Our print reach



CELEBRATING

230,000 copies distributed across nine issues. Our quality print magazine is a trusted annual fixture in local homes, cafés and holiday accommodation, a familiar sight on coffee tables across the region and beyond.

Fast facts

- 75,000+ readers engaged per year
- 15,000 copies delivered into key locations
- A4 perfect bound, premium coffee table magazine kept year on year

15,000 COPIES

10th ANNIVERSARY EDITION
10 Years
3 Channels
Print. Digital. Podcast.

Print Display Advertising

10 Years on the coast LBC MEDIA

Three formats, kept simple on purpose. All ads are designed to follow the magazine's style guide, so your brand sits naturally inside a premium environment rather than shouting over it.

Double Page Spread
420mm x 297mm
+5mm Bleed
$3,995 + gst

Full Page
210mm x 297mm
+5mm Bleed
$2,225 + gst

Half Page Landscape
190mm x 136mm
$1,255 + gst

Half Page Portrait
93mm x 272mm
$1,255 + gst

Loadings (Optional)

Right-hand page: **+10%**
Early upfront pages 1-15
Inside & Outside Back Covers: **+45%**
Advertorial requests: **+30%**

Magazine stock

$52.50 per box of 21 copies
($2.50 per copy)

*ARTWORK SPECIFICATIONS page 12

Deadlines

Booking Deadline **March 31 2027**
Final Meterial Deadline **April 14 2027**
Available **July 2027**

Digital

Be part of the fast-growing digital transformation of livebarringtoncoast.com.au. Get in early, lock in ground-floor rates before demand catches up, and be part of the story as we celebrate our 10th anniversary edition.

Placement	Details	Investment
Homepage Leaderboard banner	970 × 250px, premium placement — Homepage	$450 per season
Leaderboard banner	970 × 250px, runs on Eat, Stay, Play or Business pillar	$350 per season
MREC display ad — pillar	300 × 250px, runs on Eat, Stay, Play or Business pillar	$275 per season
MREC display ad — run of site	300 × 250px, run of site	$250 per season
Inline banner	728 × 90px, runs within an article	$250 per season

Local Stars Feature

A dedicated Local Stars feature story: up to 600 words on your history, your people and what makes you worth the detour. Written in the LBC voice using your images, and shared across our social channels.

Options	Details	Investment
Local Stars Feature	Dedicated blog profile, 600 words, imagery & social share	$450
Three post package	Facebook and Instagram, spaced across a season (3 months)	$400

Dedicated social posts

A standalone post across our Facebook and Instagram, written in our voice and tagged to your business.

Options	Details	Investment
Single post	Facebook and Instagram	$150

A season runs for three months. Every booking receives 10% Share of Voice (SoV) per pillar placement, Homepage, Eat, Stay, Play and Business, so your ad gets real visibility.

Digital files supplied at 100KB or less. A 320 × 100px mobile-optimised version of your booked ad, served on mobile devices (file spec for optimisation only).

10 Years on the coast

Podcast

Add your voice to the conversation. Print, digital and podcast work together for reach, engagement and genuine connection.

Get your brand talking, where stories create connection

Podcasts build trust like no other channel: listeners invite your brand into their homes, cars and headphones, week after week. Paired with our print and digital reach, podcast advertising deepens the engagement.

Convos – Stories That Connect is the trusted voice locals and visitors alike tune into for authentic insights from the people who make this place extraordinary.

Placement	Details	Investment
Podcast recording	Up to 45 minutes recording in **Convos** Season Three, featured online and in the magazine's 10th anniversary edition	$600

Choose Convos and:

- Reach a captive, highly engaged local and visitor audience
- Align your brand with authentic, feel-good storytelling
- Extend your message across print, digital and audio for maximum impact

10 Years on the coast

Coastal Partner packages

Combine print, digital and podcast recording into a combo partner package, and lock in for anniversary advertiser pricing before rates move with our growth.

PACKAGE	COASTAL STARTER HALF PAGE DISPLAY	COASTAL PARTNER BRAND AD DISPLAY	COASTAL PARTNER ADVERTORIAL	COASTAL CHAMPION DOUBLE AD DISPLAY	COASTAL CHAMPION AD + ADVERTORIAL	COASTAL COMBO TRIPLE DISPLAY
Print advertising	Half page display ad Landscape or portrait format	Full page brand ad display	Full page advertorial (350 words)	Double page spread brand ad display	Double page spread Includes full page brand ad display + full page advertorial (350 words)	Upfront double page spread - brand ad display within first 15 pages PLUS additional full page advertorial within editor's industry theme section (350 words)
Website display ad	MREC display ad, run of site, one season	Full page brand ad display	Full page advertorial (350 words)	Double page spread brand ad display	Double page spread Includes full page brand ad display + full page advertorial (350 words)	Homepage Leaderboard banner, premium placement, two seasons - 2026/2027 with season one commencing 2026
Local Stars Feature 600 words, LBC voice	✓	✓	✓	✓	✓	✓
Social posts	Single post	Three post package, one season	Three post package, one season	Three post package, one season	Three post package, one season	Three post package, two seasons - 2026/2027 with season one commencing 2026
Podcast recording 45 min Convos		✓	✓	✓	✓	✓
Package Value	**$2,105**	**$4,055**	**$4,732**	**$5,795**	**$6,987**	**$11,474** *only 6 available*
Your Investement	**$1,684**	**$3,244**	**$3,785**	**$4,636**	**$5,589**	**$8,605**
***Added Value**	**$421**	**$811**	**$947**	**$1,159**	**$1,398**	**$2,868**

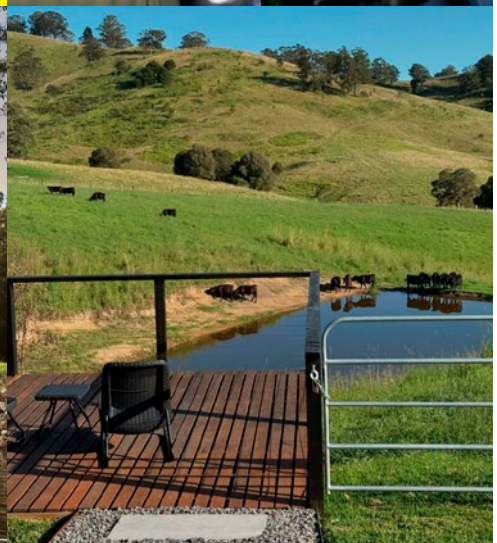
All prices exclude GST. *Added value is our special 10th Anniversary partner package discount and applies only to advertisers who book by December 2026. Pay over three months – ask us about instalments.

Content pillars

Content pillars, matched to you

Our content isn't one generic feed. It's organised into pillars that already speak directly to specific industries, so your business isn't squeezed into a category that doesn't fit, it's featured where your audience is actually reading. Editorial mentions at editor's discretion.

CONTENT PILLAR	REAL ESTATE	ACCOM. PROVIDERS	PROPERTY MANAGERS	HEALTH & WELLBEING	RETAIL	HOSPITALITY
Live: Loved by a local; Local stories	✓			✓	✓	
Live: Good to know				✓	✓	✓
Eat: Eating out; Drink it in						✓
Eat: Markets and providores					✓	✓
Stay: On the coast; Hinterland	✓	✓	✓			
Stay: Long weekends and extra days	✓	✓	✓			
Play: Get outside; On the water		✓		✓		
Play: Events and festivals			✓		✓	✓
Business: Local stars; Start or grow here	✓	✓	✓	✓	✓	✓



Where you'll fit best

Real estate: Our lifestyle storytelling in **Live** and **Stay** does the emotional work a listing never can. **Best fit:** a Local Stars Feature paired with Stay placement for sea-changers weighing up the move.

Accommodation providers: **Stay** is your home turf while **Play** cross-promotes the experiences your guests book once they arrive. **Best fit:** a seasonal Local Stars Feature plus a social package timed to your peak booking window.

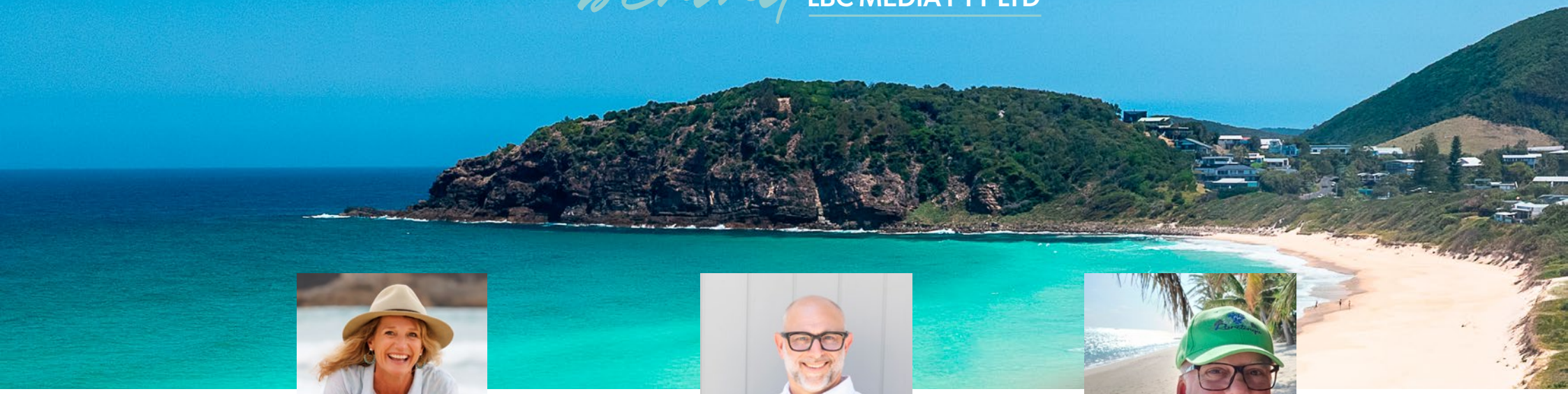
Accommodation property managers: Coverage across **Stay** plus the **Business** pillar speaks to owners considering letting their place, not just guests booking one. **Best fit:** a display placement on **Stay** pages paired with a Local Stars Feature.

Health & wellbeing: Practitioners and studios sit naturally in **Live** with Loved by a local and Good to know, while **Play** offers Get outside covering the active wellbeing angle. **Best fit:** a Local Stars Feature that builds trust before the first booking.

Retail: From makers to boutiques, retail threads through **Eat** with Markets and providores, **Live** with Good to know and **Business**. **Best fit:** a Local Stars Feature backed by a social package around key shopping seasons.

Hospitality: Cafes and restaurants are the natural hero of **Eat**, our most visited category. **Best fit:** a hero placement on the **Eat** pages paired with a **Business** Local Stars Feature and event-season social posts.

Who's behind LBC MEDIA PTY LTD



El Rattray

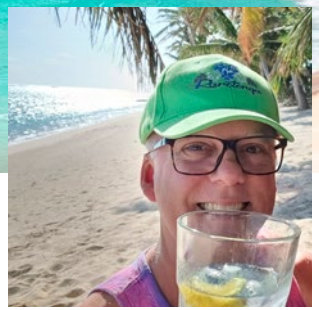
PUBLISHER + EDITOR IN CHIEF + PARTNERSHIPS

For 10 years El has connected the stories of the people, places and businesses that make the Barrington Coast what it is, building the trusted print and digital storytelling at the heart of the brand. Can often be found on the beaches of Pacific Palms with her kelpie.

Simon Gould

CO-FOUNDER + PODCAST HOST

Simon hosts our Convos – Stories That Connect. Simon is the owner and steerer of the ship at Forster's Orbit Marketing Agency, connecting brands with the people who need them. Simon also hosts his own Marketing Mash-up podcast.



Thomas Davey

CO-FOUNDER + SENIOR WRITER

Thomas is our senior writer who brings over fifteen years of regional tourism content experience, including the destination website for Barrington Coast. A tree-changer and sea-changer himself, now calling Hallidays Point home.

2026-27 Media Kit
LIVE BARRINGTON COAST

Love here. Live here. Advertise here.

el@livebarringtoncoast.com.au
0402 135 296
LBC MEDIA Pty Ltd, home of Live Barrington Coast magazine. - Suite One, 21 Coast Avenue, Boomerang Beach NSW 2428
Book online
livebarringtoncoast.com.au/get-in-touch

ARTWORK SPECIFICATIONS

Artwork to be supplied high resolution print ready PDF with 5mm bleed on all four edges with crop and trim marks only, offset to 5mm (Full & Double Pages) DPS Adverts - minimum 350mm on each page towards the spine as safezone.

FILE FORMATS

Please supply print ready, high resolution PDFs (at least 300 dpi to the size they will appear).

DELIVERY OF LARGE FILES

Where files are too large or too slow to email, please send via a large-file-transfer such as hightail.com, wetransfer.com or Dropbox and provide a link to **hello@livebarringtoncoast.com.au**

IMAGES

Please ensure all images (photos, illustrations, logos) are CMYK and at least 300 dpi at the size they will appear. JPGs, EPS, TIFFs accepted. (PNG, RAW, AI files will not be accepted.) PLEASE DO NOT supply images in Word files, Publisher, PowerPoint, Keynote or Text. PLEASE DO NOT compress files.