

Staple me here!



CityMag

2014 Media Kit



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Our Purpose

GROWING THE CITY'S
POPULATION.



Founded in 2013, CityMag was created as an insider's guide to life and business in downtown Adelaide. Reporting on the city's unique habits as well as its commerce and culture gives CityMag readers a unique insight into what's trending, whose business is booming and where the best places to eat and drink are.

CityMag is Adelaide's only premium media brand. We send journalists and photographers on assignment together in order to deliver a more in-depth style of reportage. We speak with confidence to a mature and modern audience, who've long been on the look out for a reliable reference for their busy city lives.

City people are a savvy bunch. Now, for the first time, they've got a paper that speaks to them.

Our Pages

DOCUMENTING OUR
CITY'S HABITS,
COMMERCE, AND
CULTURE.



A large format magazine, where a double page spread closes in on a metre squared, CityMag's content has room to breathe and effortlessly captivates readers with timeless design and vibrant imagery. Based in the heart of the city at the corner of Clubhouse Lane and Hindley Street, our magazine is committed to reporting on the city from the unique perspective of a city business. CityMag's quarterly print cycle gives it a natural rhythm with the seasons and each edition is edited to provide unique insights into city life, business and culture.

Habits, commerce, and culture: three pillars of any strong city.

CULTURE · HABITS · COMMERCE ·

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An insider's guide to the hubbub: Habits reveals how to use your city in order to get the most out of it.





Every city needs a thriving and diverse economy. With the imminent closure of Holden, CityMag is dedicated to finding and promoting the new business models in our midst that provide first class examples of how to succeed without leaving.



COMMERCE · CULTURE · HABITS ·
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COMMERCE · CULTURE · HABITS ·

By living and working in a city you cannot help but contribute to its culture. This section holds a mirror up to the creative among us and explores the art that visits our city.



Our Readers

AFFLUENT, ACTIVE,
INFORMED, INFLUENTIAL



CityMag readers are unequivocally 'city people'. They are people who work or live in the city or are actively seeking to make that their reality. CityMag readers are voracious learners and early adopters. They understand the nature of a constantly evolving interface as well as the importance of human contact and community as well as art and individual style.

The city has the most clearly defined psychographic of any post code in South Australia. Regardless of age those people who reside and work in the 5000 and 5006 post code on average earn more per annum, are more brand-conscious and value art and culture higher than their suburban counterparts.

CityMag readers are not only first time apartment-buyers but also property developers and landlords. Our readers are entrepreneurs as well as art and festival directors – they're social innovators and design leaders. A CityMag reader is an influential member of their peer group and their well-informed actions lead to significant social and economic outcomes for the state.

Our Circulation

S O P H I S T I C A T E D A N D
T O - T H E - P O I N T .



Citymag distributes 20,000 copies quarterly

Launching in July 2013, CityMag hit the streets of Adelaide with a new take on free sheet distribution. Our first point of difference is that we concentrate distribution within the city and North Adelaide. Outside of the 5000 and 5006 postcode we service BankSA branches in Unley, Norwood, Walkerville and Prospect but nowhere else. By targeting these specific postcodes we can accurately talk to readership data available from the most recent census. By limiting our distribution footprint we also create exclusivity and attract people to the area who are actively searching out the publication.

As well as using a distribution company we have identified key positions within the city that compliment our brand. In these locations we place our *JQ Mag Stand* that holds and displays 150 units at a time. This simple, knock-together design lifts our product off the floor – physically and mentally elevating it above other titles in the reader’s mind. These stands also serve as benchmarks for circulation with each location getting in touch with us several times over the quarter for top-ups.

Finally, as we seek to eliminate waste and increase accountability and accurate readership data, CityMag services a rapidly expanding portfolio of corporate subscribers. Connecting with specific profession groups in the city gives advertisers the opportunity to connect with their target market.

Our Distribution

WHERE THE MAGAZINES
GO EACH ISSUE.



12,500 Passing Out Distribution

12,500 passingout.com.au

2,000 Residential Deliveries

1,000 South East

1,000 South West

4,000 JQ Mag Stand Locations

450 Coffee Branch, Leigh Street

600 Please Say Please, Grenfel St.

450 Nano, Ebenezer Pl.

900 Bank SA
(Six Branches)

150 State Library

600 Rundle Mall Visitor Info Centre
(Four top-ups)

300 AC Arts

300 Adelaide Uni

300 Flinders Uni / Blefari Café,
Victoria Sq.

1,500 Corporate Subscriptions

400 Internode

400 Santos

300 Adelaide City Council

100 Renewal SA

50 Department Planning Transport
& Infrastructure

50 Hassell

50 Woods Baggot

50 KPMG

50 Minter Ellison

50 Price Waterhouse Coopers

Collaborate with us

SPECIAL INSERTS,
 CUSTOMISED ARTWORK
 THEMED SERIES,
 EXCLUSIVE PARTNERSHIPS.



CityMag takes pride in every page. As a rule we shy away from part-page advertisements as our research indicates they are considered to be intrusive and reduce the overall experience a reader has with the content. Instead, CityMag works alongside advertisers to create original content for companies, brands and institutions who are interested in creating a more in-depth dialogue with our influential readership. We believe good value is at the top of every marketers wish list and our commercial collaborations, without a doubt, represent the best bang for buck.

Produced entirely in-house a CityMag collaboration goes beyond an ordinary advertorial in that we give our clients full exposure to our brand and its positive association. Featuring the same illustrators, photographers and writers as the pages of our magazine a commercial collaboration flows inside the mag and exposes readers to valuable and important messages from your company that cannot be communicated in a tagline.

Working with us could be as brief as a single page in CityMag or as in-depth as a separate booklet or film that gets distributed with our title.

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Our digital platform



Launching in early our website will quickly assume the mantle as Adelaide's sure-footed reference guide to entertainment, eats and retail. It was important to us that CityMag be established as a strong print title before the website came online and six months on from launch we're ready to hit the world wide web with the best Adelaide has to offer.

Designed from the outset for the reader's pocket our website is deftly crafted for mobile browsing. By tailoring our editorial product to be essential information to the lives and times of our ever-busy readers we will quickly become the number one go-to guide for city living.

Providing a platform for our filmmaking endeavours, the desktop version of the website will capture audiences for longer periods. We anticipate taking full advantage of the larger format of a desktop site, creating rich slide shows, fashion segments and in-depth photo-journalism that will keep our audience lingering longer.

Ask us how your brand can become an integral part of our constantly evolving web offer through content-sponsorship and other premium association opportunities.

Our Advertisers

THE BRANDS WE'VE
WORKED WITH

CityMag was built on a hunch, a hunch that Adelaide needed a proper paper with quality information and powerful insights into global economic and cultural trends. With positive feedback from readers flooding in, advertisers too have quickly responded to the unique marketing opportunity CityMag presents to connect with an influential audience.

Get in touch to secure your position in the next edition.

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CityMag was founded with the assistance of seven major brands:

Major Partners

Bank SA

Lightbulb Digital

Renewal SA

Delivery Partners

Adelaide City Council

Flinders University

Rundle Mall Management Authority

University of Adelaide

Other Clients

Adelaide Festival of Arts

Adelaide Festival Centre

Adelaide Film Festival

Adelaide Vintage Watch Restorations

Australian Fashion Labels

Bowden Village

Cameo The Label

Coopers Brewery

Ergo Apartments

Finders Keepers The Label

Gilles Street Market

Ginos Group

Haigh's Chocolates

Keepsake The Label

Leedwell Property

Maras Group

Media Resource Centre

Mercury Cinema

Solitaire Automotive

South Australian Tourism Commission

Tasting Australia

Volkswagen