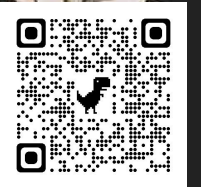


# intouch™

**MEDIA KIT 2022**



*'Bogey Hole II'*  
by Artist John Earle  
as seen on the Dec/Jan 2019  
cover of *intouch*.



# Get connected with intouch.

*intouch celebrates the Hunter lifestyle we all love to live!*

**intouch** is 100% locally owned, which means we don't just talk about being local, we **are** local. And we live it every day.

**intouch connects:**

- Your business to your community.
- Readers to relevant and engaging content.
- Consumers to local businesses.
- Tourists to valuable information about the Hunter region.

**There's something for everyone with intouch - in print, digital, online or on socials - we're everywhere you need to be to get intouch and stay intouch locally.**



**intouch** is the leading monthly lifestyle publication in the Hunter region of NSW. Known for its high-quality images and editorial, **intouch** enjoys a dedicated, loyal and targeted reader base, a beautifully designed glossy format and high-quality production that make it a stand-out feature on the coffee tables of our local area.

Each month **intouch** offers readers something a little different. Free to pick up, **intouch** captures the attention of the community and showcases local people, visiting celebrities, businesses and events with a dynamic blend of imagery and inspirational articles. **intouch** is the go-to source of lifestyle content for people living in (or visiting) Newcastle and Lake Macquarie as well as Port Stephens and the Hunter Valley. **intouch** engages readers with entertaining articles and interviews written by qualified professionals, and feature articles that are in-depth and informative.

**Established in 2015, intouch is the only monthly glossy magazine in the Hunter, giving you unbridled access to the Hunter's consumers.**

**intouch** also offers advertisers something different. A multi-media marketing solution that effectively promotes to and captures the attention of almost 255,000 readers living and/or working in the Hunter, each and every month.

**The intouch audience is your target market. We're here to help you get intouch with them.**



# Get intouch with local living

intouch has a well-established loyal and dedicated readership from travel savvy Gen-X's to high income Baby Boomers who enjoy an eclectic content mix covering regular focus areas such as...



## The Arts, Events & Entertainment

The arts and entertainment industry is a vital part of our everyday lives, providing everything from a creative outlet to a way to tap into emotions of all kinds. It is an essential part of living in the Hunter. We love our gigs, our live entertainment and major events – and intouch has become the reader's go-to source of what's on, what's hot and happening in the region as well as the media of choice for promoters and venues in the region.



## Eat.Drink.Travel.

intouch spotlights all the best places to eat and drink and offers readers an insider's perspective on the chefs, restaurants, cafes, wine bars and hotels that define our unique hospitality offerings. For those who crave travel, intouch offers some unique insight into everything from local retreats to far-flung adventures.



## Fashion + Beauty

Using a combination of curated content and beautiful imagery, intouch supports the local fashion and beauty industry with fashion editorials, latest trends, new businesses and plenty more, with a focus on our social and digital channels to reach the intended target market.



## Health & Wellbeing

intouch inspires readers to look after mind, body and soul with inspirational and informative content from local practitioners. Whether it's getting fit, losing weight, improving appearance, addressing mental health issues or maybe even starting a family, locals are more health conscious than ever before, and intouch provides everything readers need to make informed decision about their health and wellbeing.



## Kids/Family/Community

Community is at the core of our mission, and this is evident in each and every issue of intouch Magazine. From School holiday guides to family friendly events and living your best life to locals making a difference and opinion pieces.



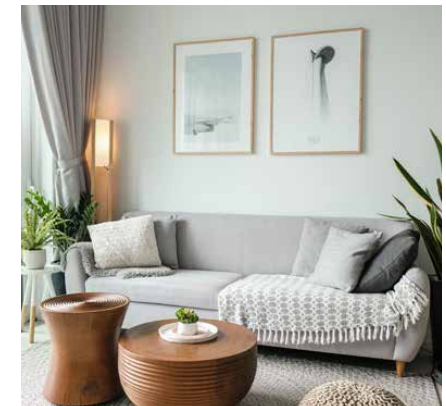
## Over 50's

It's Australia's fastest growing demographic, and intouch aims to reach affluent, cultivated, accomplished and active retirees with content aimed at those who believe that life really does begin at 50.



## Business + Finance

Common sense, credible and easy to understand financial, business and legal insights and information from local specialists.



## Hunter Homes

Showcases the businesses and the people behind the beautiful homes of the Hunter.

# intouch Platforms

The intouch community engage with us across multiple platforms.



Print Magazine | Interactively Linked Digital Magazine | Website  
Direct e-Mail (eDM) | Content Marketing | Social Media (Facebook, Instagram)



# intouch Reach

intouch is the Hunter's most-trusted source for local lifestyle information for local residents each and every month.



**254,500**

**TOTAL BRAND REACH PER MONTH**

**87,500**

Print Readership

**53,500**

Digital Magazine  
Recipients (by eDM)

**159,000**

Page Views Online

**26,000**

Social Audience  
(Average monthly impressions 15,500)

**8,500**

E-Newsletter Subscribers  
(Average Open Rate 25%)

# intouch Audience

**25 - 65**

Core Audience

**65%**

are women

**35%**

are men

**99%**

of our readers are residents  
of the Hunter region

**38%**

read online/the digital  
format magazine

**62%**

read the print format  
magazine



“Each month local, national and international brands and marketing professionals trust intouch magazine to achieve results, drive sales and provide value for money for their advertising budget.”



# intouch Distribution

intouch is everywhere the Hunter eats, shops and plays, including...

intouch Magazine is distributed via an extensive distribution network throughout the region - either by bulk drop or in counter top stands or prominently positioned magazine stands at key and high traffic distribution points that include major shopping centres, Coles, Woolworths, IGA, Foodworks, newsagencies, pharmacies, real estate agencies, hotels, service centres, petrol stations, gyms and fitness centres, coffee shops, cafes, local councils, visitor information centres, libraries, retailers, sports venues and clubs, RSL and social clubs, travel agencies and many other participating outlets throughout the region. Magazine stands are maintained and supplied throughout the month.



## Distribution areas include:

### Newcastle, Lake Macquarie, Port Stephens and Great Hunter (+ Central Coast - digital):

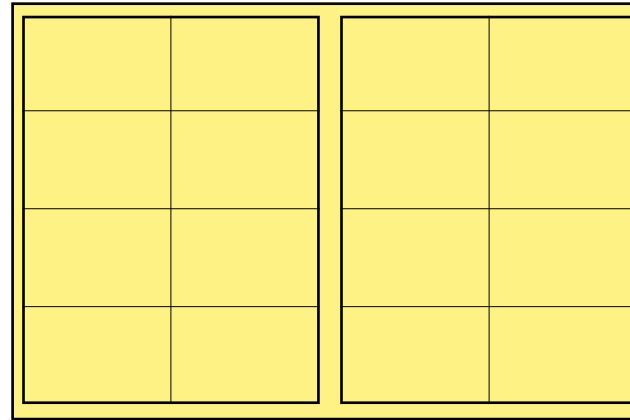
Adamstown, Anna Bay, Bar Beach, Belmont, Bennetts Green, Boolaroo, Booragul, Broadmeadow, Cameron Park, Cardiff, Carrington, Caves Beach, Cessnock, Charlestown, Chisholm, Cooks Hill, East Maitland, Edgeworth, Elermore Vale, Fern Bay, Fletcher, Glendale, Hamilton, Hamilton South, Highfields, Hillsborough, Hunter St Mall, Islington, Jewells, Kahibah, Kotara, Lakelands, Lambton, Lovedale, Maitland, Maryville, Mayfield, Medowie, Merewether, Morpeth, Mount Hutton, Nelson Bay, New Lambton, Newcastle East, Newcastle West, Pokolbin, Redhead, Rutherford, Speers Point, Stockton, Swansea, The Junction, Thornton, Tighes Hill, Toronto, Valentine, Wallsend, Waratah, Warners Bay, Wickham.

# Technical Specifications

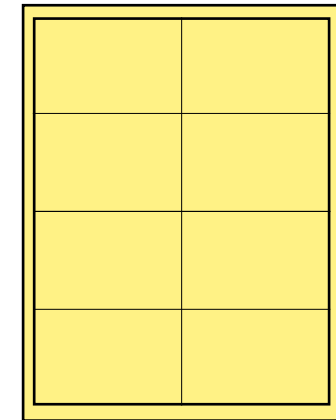
Please send all artwork to [tiffany@intouchmagazine.com.au](mailto:tiffany@intouchmagazine.com.au) | Phone 4943 0888 for assistance.

## Print Advertising Specs

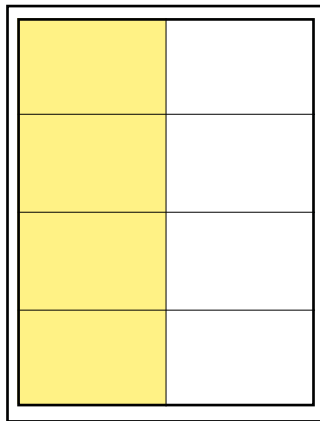
- Please supply finished ads in **PDF format only**
- **Double Page Spreads** and **Full Page ads** include **5mm bleed on all outside edges**. Please also ensure that all text and non-bleed images are placed 5mm from trim edge.
- All images to be **high res (300 DPI at printing size)** and colours to be **CMYK**
- Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes
- When preparing your advertisement in your native program please ensure that your paper size and your advertisement size are the same. Registration and Trim Marks are not required.



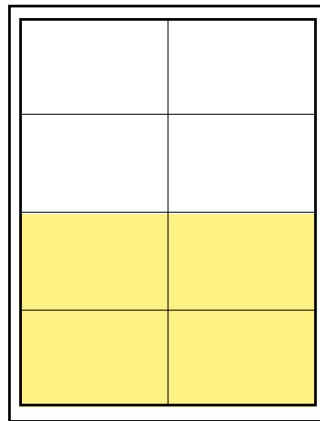
**Double Page Spread (DPS)**  
420mm (W) x 275mm (H)  
+ 5mm BLEED



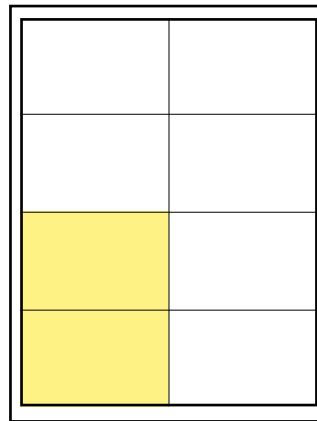
**Full Page (FP)**  
210mm (W) x 275mm (H)  
+ 5mm BLEED



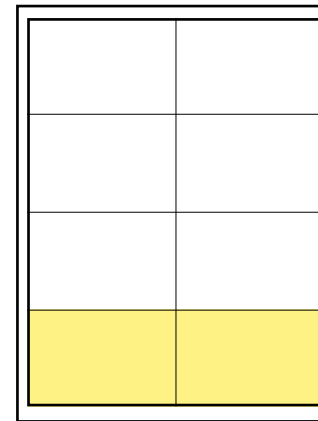
**Half Page Vertical (HPV)**  
95mm (W) x 255mm (H)



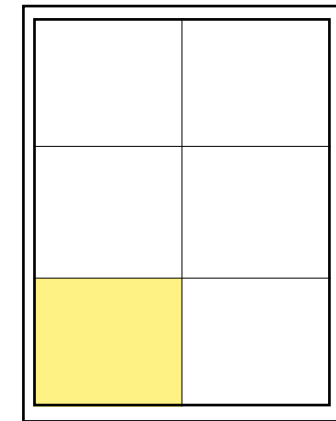
**Half Page Horizontal (HPH)**  
195mm (W) x 125mm (H)



**Quarter Page Vertical (QPV)**  
95mm (W) x 125mm (H)



**Quarter Page Horizontal (QPH)**  
195mm (W) x 60mm (H)



**Sixth Page (SP)**  
95mm (W) x 81.5mm (H)



# Technical Specifications

Please send all artwork to [tiffany@intouchmagazine.com.au](mailto:tiffany@intouchmagazine.com.au) | Phone 4943 0888 for assistance.

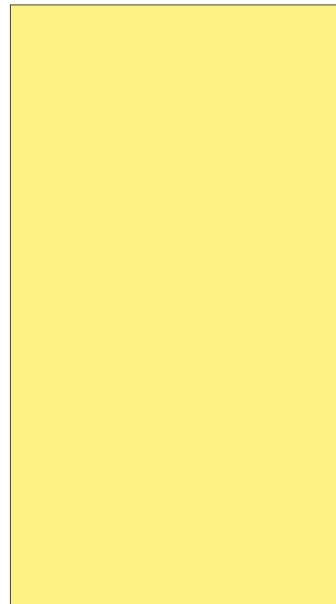
## Editorial Content Specs

- Supply editorial content as a **Word file**
- All images to be **high res (300 DPI at printing size) JPG or PNG** sent as email attachment (not embedded)
- Please advise if you require editorial to be placed alongside **display advertising**
- If the content needs to be attributed, please advise author's name/position/business name

Editorial Type	Size	Word Count	Images
Cover/Feature Story	4PP	2000	4-5
Feature Story	2PP	1000	3-4
Feature Story/Advertising Feature	Full Page	600	2-3
Column/Advertorial	Half Page	300	1-2
Advertorial/Event	Quarter Page	150	1

## Web Banner Specs

- Supply as **JPG, PNG or GIF**.  
Maximum file size is **300kb**
- Please include a keyline for ads with white backgrounds/edges



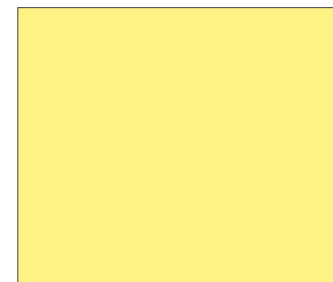
**Skyscraper Banner Ad**  
300px (W) x 560px (H)



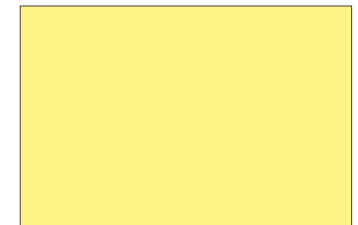
**Leaderboard Banner Ad**  
600px (W) x 110px (H)



**Square Banner Ad**  
300px (W) x 300px (H)



**Medium Rectangle Banner Ad**  
300px (W) x 250px (H)



**Half Square Banner Ad**  
300px (W) x 200px (H)

# 2022/23 Deadlines

<b>Issue</b>	<b>Amendments + New Material Supplied</b>	<b>Final Booking Deadline + Supplied Artwork &amp; Content</b>	<b>Distribution Commencement + Online Launch</b>
FEB-22	Wednesday, 19 January 2022	Friday, 21 January 2022	Wednesday, 2 February 2022
MAR-22	Tuesday, 15 February 2022	Thursday, 17 February 2022	Tuesday, 1 March 2022
APR-22	Wednesday, 16 March 2022	Friday, 18 March 2022	Friday, 1 April 2022
MAY-22	Friday, 25 March 2022	Thursday, 21 April 2022	Tuesday, 3 May 2022
JUN-22	Tuesday, 17 May 2022	Thursday, 19 May 2022	Wednesday, 1 June 2022
JUL-22	Wednesday, 15 June 2022	Friday, 17 June 2022	Friday, 1 July 2022
AUG-22	Friday, 15 July 2022	Tuesday, 19 July 2022	Monday, 1 August 2022
SEP-22	Wednesday 17 August 2022	Friday, 19 August 2022	Thursday, 1 September 2022
OCT-22	Thursday, 15 September 2022	Monday, 19 September 2022	Saturday, 1 October 2022
NOV-22	Monday, 17 October 2022	Wednesday, 19 October 2022	Tuesday, 1 November 2022
DEC-22/JAN-23	Wednesday, 16 November 2022	Friday, 18 November 2022	Thursday, 1 December 2022
FEB-23	Wednesday, 18 January 2023	Friday, 20 January 2023	Thursday, 2 February 2023

Image Courtesy of Destination NSW



# Contacts



## ADVERTISING SALES + DISTRIBUTION ENQUIRIES

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 PH 4943 0888