

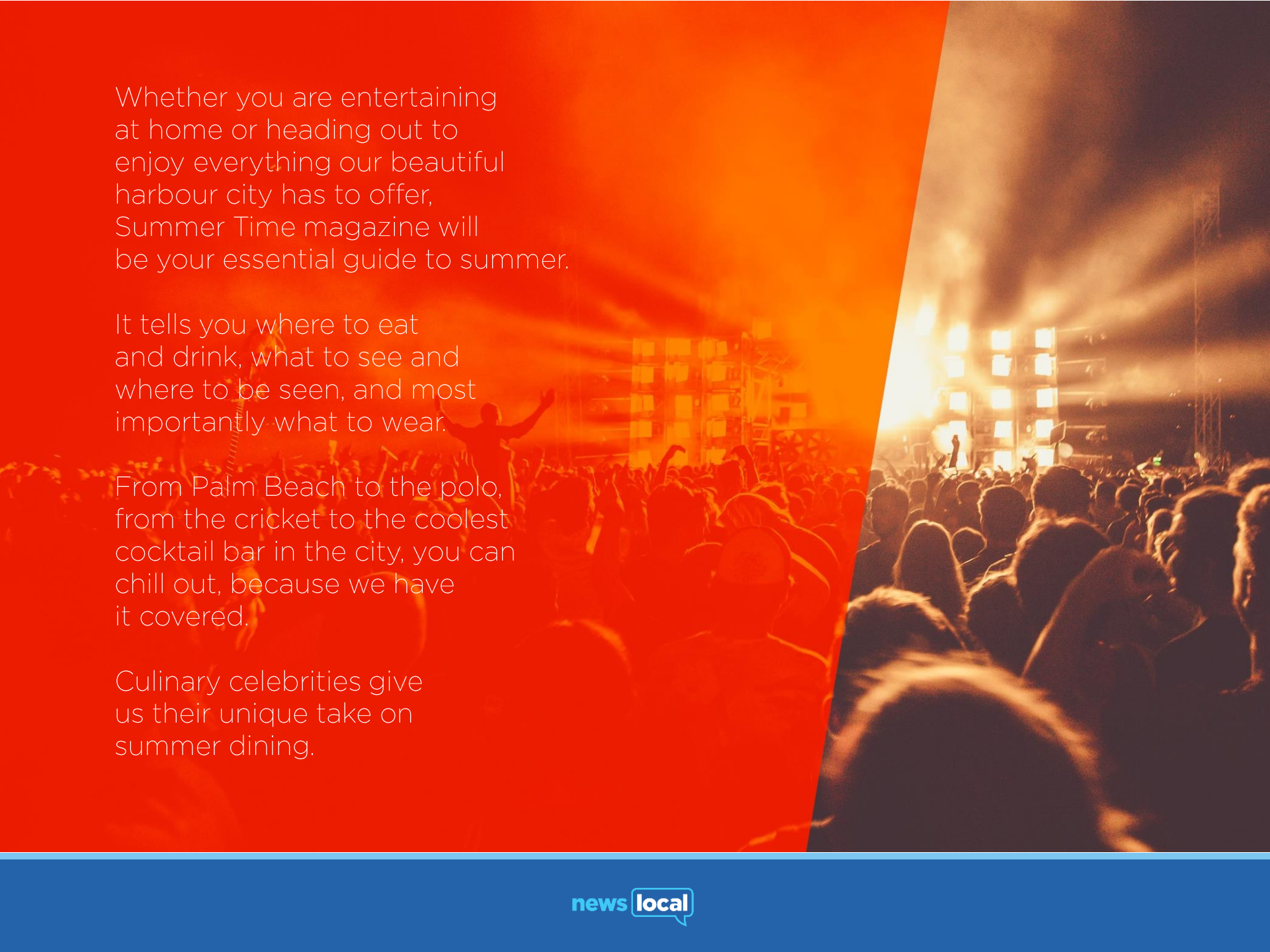
# SUMMER

TIME

# Product and Audience Overview

# THE EPITOME OF SUMMER TIME IN SYDNEY

Lounging on the beach  
or by the pool and enjoying  
time with friends and family.



Whether you are entertaining  
at home or heading out to  
enjoy everything our beautiful  
harbour city has to offer,  
Summer Time magazine will  
be your essential guide to summer.

It tells you where to eat  
and drink, what to see and  
where to be seen, and most  
importantly what to wear.

From Palm Beach to the polo,  
from the cricket to the coolest  
cocktail bar in the city, you can  
chill out, because we have  
it covered.

Culinary celebrities give  
us their unique take on  
summer dining.

NewsLocal published two unique A5 magazines on premium stock which was inserted and bagged in biodegradable plastic in our affluent brands across the city including:

- > Wentworth Courier
- > Mosman Daily
- > Manly Daily
- > Inner West Courier (City run)

The magazine featured content distinctive to its area.

Bespoke distribution strategies were developed for the Sydney CBD and Manly



Summer Time targeted our affluent reader base in Sydney's most desirable suburbs, the content had particular appeal to 18-40 year old professionals who love to stay fit and healthy.

**348K**

Summer will reach affluent readers in Sydney's most elite suburbs

**250%**

more likely to be Elite Urbans\*

**23%**

Personal income higher than the Sydney average

**59K**

go to a professional sports match

**35%**

love yoga and pilates and are more likely to participate

**296K**

take steps to stay healthy for the future

\*Elite Urban definition is: Young Independents who live in exclusive medium and high density areas. They have extensive overseas travel and frequent restaurants

Source: emmaTM conducted by Ipsos MediaCT, 12 months ending August 2016;

Nielsen DRM Online Ratings August 2016; Base: Sydney, P14+

# SUMMERTIME SPECS

**FORMAT**

A5 mini magazine

**COVER STOCK OUTER:**

250gsm Soft Feel  
+ Spot Gloss UV

**COVER STOCK INNER:**

250gsm A2 gloss

**INTERNAL STOCK:**

110gsm offset

**PAGINATION:**

32 pages + 4 page cover

**DISTRIBUTION**

Placement with newspapers  
and distribution at premium  
retail precincts

**TOTAL RUN:**

225,000  
(split run North 130,000,  
split run City/East 95,000)

# Advertiser Testimonial



Give the gift of luxury this Christmas.  
Bath Towels that simply enrich daily living.

sundayminx  
www.sundayminx.com.au



sundayminx

*"Sunday Minx is always looking for opportunities to reach an audience who appreciate and invest in luxury items. Finding targeted print advertising opportunities that will deliver premium content and targeted geographic locations can be difficult - however the inaugural NewsLocal Summer Time magazine has delivered us just that."*

*I was initially impressed with its penetration into Sydney's most affluent suburbs and loved the prestigious look and feel of the magazine, which perfectly complements the Sunday Minx brand philosophy and aesthetic.*

***Immediately after the magazine's distribution, Sunday Minx saw increased traffic from within the targeted Sydney regions and a spike in sales for our SPICE Bath Towel items that were featured in our ad creative.***

*I was extremely impressed with the results and congratulate NewsLocal on a great product!"*

**Brooke Rudzis**  
**Sunday Minx**

# Marketing Overview



# Objectives

- Pre-promote and create awareness of the NewsLocal Summer Time magazine to existing readers
- Reach non-readers through other mediums that the magazine targets, who may not currently read our products to encourage them to pick up the magazine
- Engage a lapsed audience to pick up their local paper and Summer Time magazine on the day it is distributed
- Explore alternative distribution methods for Inner City suburbs and Manly
- Create awareness of Summer Time and NewsLocal's seasonal magazine series to trade media, agencies and direct advertising clients

# House Ads - Prepromote

Half page press ads appeared w/c 5 December 2016 in papers that carried the Summer Time magazine, as well as Central Sydney with a CTA to pick up from selected venues.



Fashion, Food & Lifestyle  
**SUMMER**  
Style GUIDE  
THIS SEASON'S must-haves  
Cool BARS FOR HOT NIGHTS  
Laura Dundovic  
I FEEL SO BLESSED  
Palm Beach  
the ultimate celebrity destination

Don't Miss Your Guide To  
**SUMMER**  
In Sydney

- Where to go and what to see
- Cool bars for hot nights
- Leading chefs alfresco recipes
- Style guide: this season's must haves

From next Tuesday pick up your free Summer Time magazine in selected venues throughout the CBD while stocks last.

news local  
Central Sydney



Fashion, Food & Lifestyle  
**SUMMER**  
Style GUIDE  
THIS SEASON'S must-haves  
Cool BARS FOR HOT NIGHTS  
PRO SURFER Laura Enever  
ON BREAKS, BARS & BOYS  
Palm Beach  
the ultimate celebrity destination

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Next Thursday: The Mosman Daily will be wrapped in eco-friendly plastic and will arrive with a bonus Summer Time magazine.

news local  
Mosman Daily

# Paid Social Media Plan & Results

A brand awareness campaign was run across Facebook and Instagram for the respective mastheads to create awareness of the magazine outside of paper

## Media Plan

**Campaign:** Summer Time Magazine

**Demo targeting:** 20-45 living in postcode distribution areas

**Objective:** Brand Awareness

**Interest Targeting:** food & drink, dining out, fashion, travel

**Channels:** Facebook, Instagram

|                                   |           |           |            |            |            |            |            |            |            |            |            |            |            |            |             | Results |            |                |            |       |
|-----------------------------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|---------|------------|----------------|------------|-------|
|                                   | 8/12/2016 | 9/12/2016 | 10/12/2016 | 11/12/2016 | 12/12/2016 | 13/12/2016 | 14/12/2016 | 15/12/2016 | 16/12/2016 | 17/12/2016 | 18/12/2016 | 19/12/2016 | 20/12/2016 | 21/12/2016 | Total Spend | Reach   | Engagement | Ad Recall Lift | Link Click |       |
| Inner West Courier                |           |           |            |            |            |            |            |            |            |            |            |            |            |            |             | 58,270  | 10,837     | 4,320          | 61         |       |
| 15 second Prepromote teaser video | \$1,000   |           |            |            |            |            |            |            |            |            |            |            |            |            | \$1,000     | 4,636   | 1,226      | 350            | 3          |       |
| 5 second page flip video          |           |           |            |            |            |            |            |            |            |            |            |            |            |            |             | 53,634  | 9,611      | 3,970          | 58         |       |
| Wentworth Courier                 |           |           |            |            |            |            |            |            |            |            |            |            |            |            |             | 67,335  | 14,364     | 4,620          | 132        |       |
| 15 second Prepromote teaser video |           | \$1,000   |            |            |            |            |            |            |            |            |            |            |            |            | \$1,000     | 18,932  | 7,383      | 1,470          | 96         |       |
| 5 second page flip video          |           |           |            |            |            |            |            |            |            |            |            |            |            |            |             | 48,403  | 6,981      | 3,150          | 36         |       |
| Mosman Daily                      |           |           |            |            |            |            |            |            |            |            |            |            |            |            |             | 52,914  | 14,808     | 4,310          | 90         |       |
| 15 second Prepromote teaser video |           |           | \$1,000    |            |            |            |            |            |            |            |            |            |            |            | \$1,000     | 1,922   | 866        | 150            | 1          |       |
| 5 second page flip video          |           |           |            |            |            |            |            |            |            |            |            |            |            |            |             | 50,992  | 13,942     | 4,160          | 89         |       |
| Manly Daily                       |           |           |            |            |            |            |            |            |            |            |            |            |            |            |             | 66,194  | 23,629     | 5,750          | 176        |       |
| 15 second Prepromote teaser video |           |           |            |            |            | \$1,000    |            |            |            |            |            |            |            |            | \$1,000     | 11,564  | 5,281      | 950            | 61         |       |
| 5 second page flip video          |           |           |            |            |            |            |            |            |            |            |            |            |            |            |             | 54,630  | 18,348     | 4,800          | 115        |       |
| Central Mag                       |           |           |            |            |            |            |            |            |            |            |            |            |            |            |             | 74,178  | 9,149      | 3,660          | 1,089      |       |
| 15 second Prepromote teaser video |           |           |            |            |            | \$500      |            |            |            |            |            |            |            |            | \$500       | 3,933   | 1,265      | 290            | 8          |       |
| 5 second page flip video          |           |           |            |            |            |            |            |            | \$500      |            |            |            |            | \$500      | 47,988      | 6,106   | 3,370      | 25             |            |       |
| Link to hub/digital edition       |           |           |            |            |            |            |            |            |            |            |            |            |            |            |             | 22,257  | 1,778      | n/a            | 1,056      |       |
|                                   |           |           |            |            |            |            |            |            |            |            |            |            |            |            | Total       | \$5,000 | 318,891    | 72,787         | 22,660     | 1,548 |

Due to the different distribution for Central Sydney, half the budget was allocated to drive website clicks from the paid social media strategy to deliver digital content to our audience. This took place after the magazine distribution has commenced.

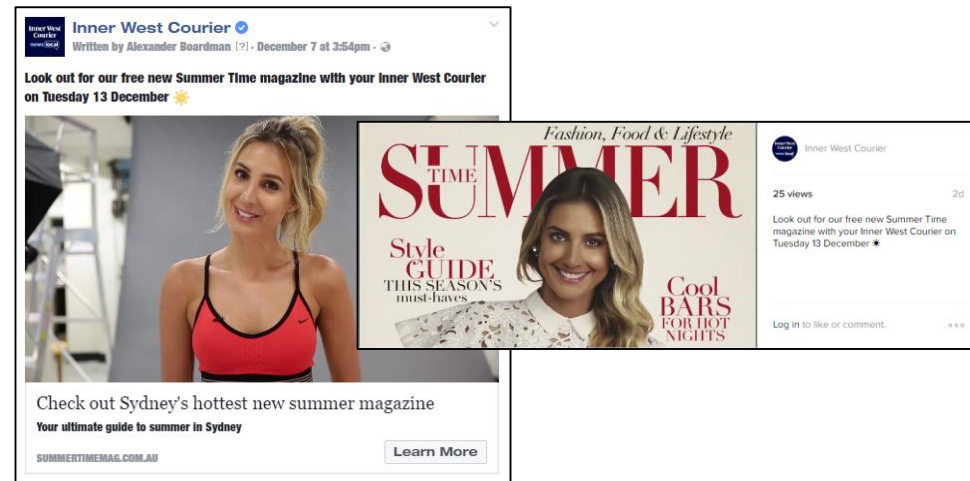
# Paid Social Media Creative

Two styles of video were developed to promote the launch on social media; a short 5 second page flip revealing the first two content pages, and a longer form video introducing the respective cover girl as well as a taste of the content inside the magazine

## Front Cover Animation – Inner West Example



## Teaser Video – Inner West Example



Click here to view video

<https://business.facebook.com/297339405616/posts/10154503838750617>

Click here to view video

<https://business.facebook.com/297339405616/posts/10154503838525617>

# House Ads – Post Promote

Half page house ads appeared w/c 19 December 2016 in papers that carried the Summer Time magazine to encourage engagement with the website and read the digital edition if they missed their copy



The magazine cover for 'SUMMER TIME' features Laura Dondovic on the cover. The text on the cover includes 'Fashion, Food & Lifestyle', 'Style GUIDE THIS SEASON'S must-haves', 'Cool BARS FOR HOT NIGHTS', 'Laura Dondovic FEEL SO BLESSED', and 'Palm Beach the ultimate celebrity destination'.

*Don't Miss Your Guide To*  
**SUMMER TIME**  
*In Sydney*

- 📍 Where to go and what to see
- 🍹 Cool bars for hot nights
- 👨‍🍳 Leading chefs alfresco recipes
- 📖 Style guide: this season's must haves

Missed your copy last week?  
Visit [summertimemag.com.au](http://summertimemag.com.au) to view our guide to Summer in Sydney online

news local  
**Wentworth Courier**

# Trade Marketing – Client Gifts

- Client gift packs were delivered to advertisers that purchased an ad in the publication (Cosh Living, Ecodownunder, Victoria's Basement to name a few) & potential advertisers for future prestige publications (Taronga Zoo, Westfield, City of Sydney, Vision PT to name a few).
- The pack comprised of a Sunnylife cooler tote and round towel with a bottle of Piper-Heidsieck (value \$200). The pack included a Summer Time magazine and flyer of the NewsLocal custom publishing calendar for 2017



# Trade Marketing – Media i

- Campaign active for 5 days from 19<sup>th</sup> December
- Reach across 31 Sydney agencies (Carat, OMD, MEC) & 18 media owners.
- Objective of the campaign:
  1. Raise awareness of magazine launch & affluent audience
  2. Encourage advertising in future prestige magazine publications
- Cost approx. \$3150 (ex GST)



Go to <http://bit.ly/2hMu9nL> to view

# Publicity Support/Coverage

NewsMediaWorks – NewsLocal to publish custom mags – 8/12/2016

<http://www.newsmediaworks.com.au/newslocal-to-publish-custom-mags/>

B&T – News Corp Launches First Lifestyle Magazine for NewsLocal – 9/12/2016

<http://www.bandt.com.au/media/news-corp-launches-first-lifestyle-magazine-newslocal/>

NewsMediaWorks – Local Ideas National Execution – 15/12/2016

<http://www.newsmediaworks.com.au/local-ideas-national-execution/>

# Custom Distribution

# Avant Card Distribution CBD/City Fringe

- Delivery commenced Tuesday 13 December (in line with the first Inner West Courier hosting the product)
- 3000 copies were distributed in bench top boxes (30 per box, 100 boxes in total)
- Remaining 4000 copies were distributed freestanding on counters/benches of cafes
- Chosen venues are cafes, bars, boutique hotels, health food shops, bottle shops, leisure centres. Venues to avoid are schools, tafe, unis and backpacker venues.
- The suburbs for distribution were focussed on Inner City suburbs
- All copies of the magazine were picked up with feedback from venues saying they were a great product of ideal size and quality to supplement the Summer season



# Walking Board Distribution at Manly

- Sampling of 4000 copies of the magazine with human billboards was conducted at Manly Beach Corso and Wharf for four days from Monday 19 December to Thursday 22 December
  - 4.30pm – 6.30pm around Fairlight Walk, Belgrave Street, Raglan Street and Manly Beach
  - 6.00pm – 8.30pm around Manly Wharf area.
- All copies of the magazines were distributed over the four days, with interaction and feedback from the public received as positive





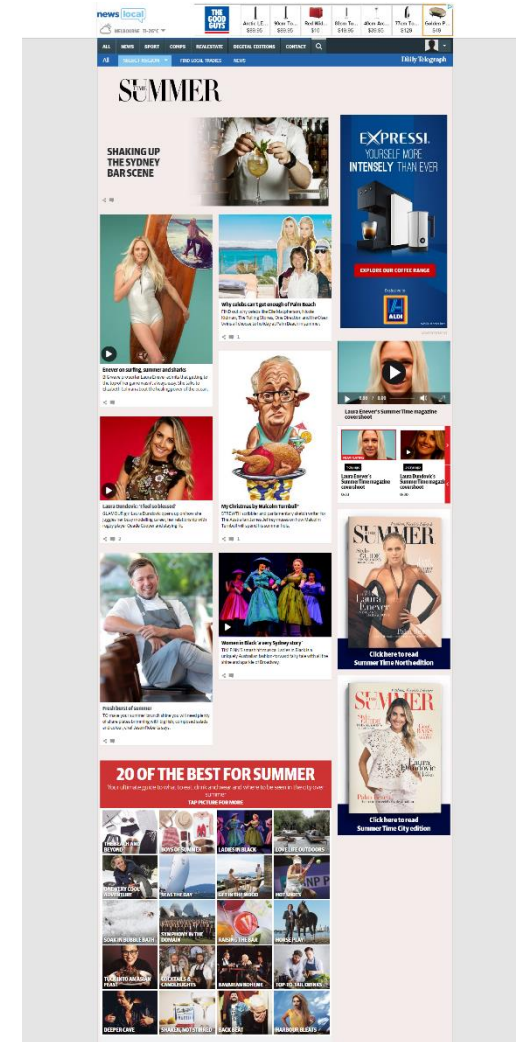
# Digital Amplification

# Website and Digital Environment

- A website at [www.summertime.com.au](http://www.summertime.com.au) was launched on 13 December
- All content from the magazine was progressively published natively on our site to ensure we can capitalise on our social audiences
- Videos and galleries of the two photo shoots were published on the website to further engage our audience
- An interactive grid highlighted the 20 best for summer, including some paid native content lift over from the printed magazine
- Links to the two digital replicas of the magazines are available through issuu.com to enable wider reach

## Digital results:

- 10,979 page views
- 9,013 unique visitors
- 4.32 mins average time spent on page



# issuu.com digital distribution

- The two editions of the Summer Time magazine are hosted on issuu.com, a digital publishing platform
- These were embedded onto our pages to ensure we receive the traffic and page views
- The full publications were uploaded, including advertisement pages, giving another environment for our advertisers to be exposed to

## Results

| Title            | Reads | Impressions | Avg. Time Spent |
|------------------|-------|-------------|-----------------|
| CBD/East Edition | 186   | 1,692       | 3:16            |
| North Edition    | 169   | 1,427       | 5:16            |

