

inspiringnurturinginformingempowering

LivingNow

PREMIUM ADS

DISPLAY ADS These ads are placed in the front half of the magazine and appear on our more spacious story pages. Top prominence is yours when your ad is within the story pages. The articles are excellent and therefore well read, the pages are uncluttered and the ads are therefore very noticeable which appear in all four states of publication – NSW, QLD, VIC & WA. You may also pay an additional loading if you wish to request your page placement – eg inside front cover, editorial page, contents page, page 5, etc.

COURSES & WORKSHOPS ADVERTISING FEATURES

These are run three times a year Jan/Feb, June and November. They offer extra editorial and photo/logo with LivingNow display ads. Entry level is a 10x1 display ad, which allows you 100 free words of editorial. The bigger your display ad, the more free words for you, up to a maximum of 500 words.

BEAUTY, FASHION AND FOOD ADVERTISING FEATURES

OUR BEAUTY, FASHION AND FOOD EDITORS WILL FEATURE YOUR PRODUCTS WITH A REVIEW, including generous photo, either provided by you or taken by our photographer, and each product will be star rated by the experts in their field.

* FASHION * MAKEUP * SKINCARE * FOOD

RIPPLE NEWS – unique to your state Speak to your local clientele

DISPLAY ADS A display ad placed in the back half of LivingNow is an amazingly cost effective way to get a larger format ad on a limited budget – and bigger is better.

WRITE-UPS Write-ups are also placed in the back section and are a wonderful means to get your story before prospective clients. People love reading a story about you and your business. It's a proven promotional method. Plus, it's the cheapest per-square-centimetre way to advertise in the whole magazine.

DIRECTORY/CALENDAR If your work can be focussed under a date or a heading, then, with the right wording (or layout if you have a display ad) your success is almost assured. Plus, it's cheaper to place display ads in these sections.

Please
enquire about
our advertising
packages

Consumers are most motivated to begin an online search after viewing advertisements in magazines, indicate results from the BIGresearch Simultaneous Media Survey, which was commissioned by the Retail Advertising and Marketing Association (RAMA, USA). Editorial articles came in second position, followed by ads on television then newspapers. 'Whilst search engine marketing continues to be a popular strategy, retailers should not lose sight of traditional advertising channels to promote products and services,' said Mike Gatti, Executive Director of RAMA.

• Magazine advertisements 47.2% • Editorial articles 43.7% • Television advertisements 42.8% • Newspapers 42.3% Source: Centre for Media Research Publish. September 2007

03 9899 5852 (VIC) • 1300 730 326 • advertising@livingnow.com.au

Visit our website and check out all of our additional online features: www.LivingNow.com.au



LivingNow

...serving Cultural Creatives

LivingNow's readership can broadly be described as comprising Australia's Cultural Creatives* and our articles are targeted towards them, aiding their growth, and supporting their needs. Our articles sustain their values of authenticity, learning, seeing the world as connected, ecology, self-actualisation and spirituality.

Agreement with 10 or more of the following qualities indicates status as a Cultural Creative, according to Ray and Anderson*:

- love of nature and deep caring about its preservation, and its natural balance
- strong awareness of the planet-wide issues (i.e. climate change, poverty, etc.) and a desire to see more action on them
- being active themselves
- willingness to pay higher taxes or spend more money for goods if that money went to improving the environment
- heavy emphasis on the importance of developing and maintaining relationships
- heavy emphasis on the importance of helping others and developing their unique gifts
- volunteer with one or more good causes
- intense interest in spiritual and psychological development
- see spirituality as an important aspect of life, but worry about religious fundamentalism
- desire equality for women/men in business, life and politics
- concern and support of the wellbeing of all women and children
- want politics and government to spend more money on education, community programs and the support of a more ecologically sustainable future
- are unhappy with the left and right in politics
- optimism towards the future
- want to be involved in creating a new and better way of life
- are concerned with big business and the means they use to generate profits, including destroying the environment and exploiting poorer countries

- unlikely to overspend or be in heavy debt
- dislike the emphasis of modern cultures on 'making it' and 'success', on consuming and making money
- like people, places and things that are different or exotic

*Cultural Creatives is a term coined by sociologist Paul H. Ray and psychologist Sherry Ruth Anderson to describe a large segment in Western society that has recently developed beyond the standard paradigm of Modernists or Progressives versus Traditionalists or Conservatives. *The Cultural Creatives: How 50 Million People Are Changing the World (2000).*

[Above information adapted from Wikipedia]

"Each of us believes that consciousness should be present in all aspects of our lives ... our business activities invariably end up appealing to clients of a similar mindset. We are all marketing to people just like us, to Cultural Creatives. We have created a new type of business, conscious commerce. Businesses created by Cultural Creatives for Cultural Creatives."

[Tara Joyce, Cultural Creativity blog]

We do not look to buy most of the 'stuff' that interests the general populace. We want an experience or a service, or a product to support our requirements – something to make our lives work better – to inspire, nurture, inform and empower us.

If you can meet any of those needs, you'd be wise to consider advertising with **LivingNow – the foremost vehicle for Cultural Creatives in Australia.**



MAGAZINE-CONDUCTED SURVEY RESULTS

- LivingNow began in 1989, and during the last 22 years has grown into Australia's most popular holistic publication.
- Today, we distribute between 80 and 85,000 magazines each issue and almost all the copies are taken up – which can be a problem because, if you're not quick, you may miss out.
- We are proud to have an estimated monthly print readership getting on to a quarter million people (based on an average surveyed readership of 2.8 readers per magazine).
- The magazine can be found at over 850 locations across Victoria (307), New South Wales (231), Queensland (223) and Western Australia (99).
- This growth is assured, as, notwithstanding the internet, research shows that niche publications have the biggest stronghold among readers the world over, not just Australia.
- LivingNow speaks to the largest group of holistic/alternative thinkers in Australia.
- Our readership fits the profile of Cultural Creatives (25% to 30% of US citizens – but not researched in Australia) in that they (a) are aware of and concerned about environmental, social and economic issues, (b) pursue psychological and spiritual development, (c) seek to maintain and grow relationships, (d) are optimistic about the future, and (e) seek new experiences and learning about alternative ways of living.
- Cultural Creatives present a marketing opportunity, being "Educated and well read, their highly informed levels of social and global concern play key roles in their purchasing decision."
- Our magazine is also available in virtual format on our website.

READERSHIP figures by education	
Post-tertiary	31%
Tertiary	33%
Undergraduate	11%
Secondary	15%
Some secondary	9%

READERSHIP figures by age	
18-22	6%
23-30	22%
31-38	23%
39-45	17%
46-53	18%
54-60	7%
61+	6%

READING PATTERNS Do you tend to read the ads as well?	
Most	45%
Some	45%
A few	9%
None	1%

READING HABITS In reading our stories, do you tend to:	
read more than three	41%
read them all	33%
flick through for interesting articles	22%
flick through for interesting photographs	5%

Do you always read product labels before purchasing?	
Always	65%
Often	27%
Sometimes	6%
Never	1%

FEEDBACK FROM HAPPY ADVERTISERS

LivingNow has consistently given us a great return. It delivers results, every time. The people there are terrific to work with, too, which helps!

Dr Steve Carey,
www.AcademyHypnoticScience.net

In just 6 months, LivingNow has to-date provided us with more than a 1600 percent return on our advertising investment. This great magazine is well read by our market and is by far our best source of clients – we'd have to be fools not to advertise in LivingNow.

Rik Schnabel
www.lifebeyondlimits.com.au

As an advertiser we look at the biggest bang for the dollar. LivingNow do deliver a big bang.

Leo Angart
www.vision-training.com

The Tad James Company have been advertising our NLP, Time Line Therapy® and Hypnosis Trainings consecutively in LivingNow for almost 10 years – we only advertise in papers that get us results and we have certainly received what we have wanted from our ads in LN.

This is the place to get it directly to the target consumer.

Conor Healy, Sales Manager,
The Tad James Company Aust.
www.NLPCoaching.com

Have already seen our website hits go up since your October issue hit the streets – which is great to see :) [6/10/11]

Anna Gatsios, Healing Hertz

We've had great results from LivingNow – more than anything else we've tried. They are everywhere here on the Gold Coast. Everyone has seen them. I had no idea LivingNow was so popular.

Shanti Yoga, Gold Coast
www.shantiyoga.com.au

Obviously what you're doing works, because LivingNow is the only external marketing vehicle we're using.

Marlyse Carroll
www.innerpeace.com.au

Just wanted to give you a great big thx for the write-up in Ripple – the phone hasn't stopped ringing for days!

Susannah
www.beevibrant.com

When you google me, the first thing that comes up is LivingNow's article and advertisement followed by my website. Of course it would be great to have my contact details at the end of the article, but I think it's a good idea that you don't have it there, because there's nothing worse than a magazine full of people advertising their business under the guise of articles. As a reader you end up feeling like you are being sold to from every angle.

Melanie Young
www.heartmindandsoul.com.au

It's always good value advertising with LivingNow.

Kate Ellis
www.gentlewave.org

As a practising Psychologist, I find LivingNow beneficial, and I believe it is beneficial to others.

David Pollak
Australian Psychology Solutions
psychologysolutions@gmail.com

FEEDBACK FROM OUR READERS

On behalf of the male readers, may I congratulate you on a stunning magazine with articles that hook you in. In a very one-sided media biased world it is great to get to the real heart of what is really happening and how to regain control in this confused society. Keep up the good work it is great for our sanity.

Doug Stuart – Gold Coast
www.orangeinsight.com.au

I'd like to take this opportunity to say how much I've enjoyed the LivingNow magazine over the past 10 or so years. I love the four words that represent the mission of the magazine that would have made a difference in so many people's lives. It brings a good feeling just to hear the mention of the magazine without reading a single word. That's how it's represented in my mind.

Jennifer Jianjun Wang (PhD)
www.jw38FulfillYourPotential.com

I absolutely love LivingNow magazine and grab a copy whenever I can get my hands on one, and keep it until I've read it cover to cover.

Yasmin Boland
www.yasminboland.com

LivingNow is my absolute favourite magazine.

Warm wishes, Chelsea, PR agent

I love reading your magazine. The articles are great. They are informative and interesting and always include topics which I think are important. Even the ads are good. Keep up the excellent work.

All the best, Lydia McN

I picked up your magazine at my favourite hippy shop months ago. Since then, every month that I read it, I find a story that I instantly connect with. Being 21, the current media is telling me I'm a selfish brat who lives off my parents and couldn't give a toss about my fellow man. I know that's not who I am. I've felt lately, more than ever, that I don't really fit in modern society. But when I pick up your magazine, I feel I am in the company of like souls. People who are travelling the same path I am, and I learn from them. I thank you and your magazine for giving me so much comfort and honesty at times when I'm not sure which way to go and I've forgotten who I am.

With love, Sam Taylor

I love your mag! it is a down-to-earth wholistic information gem! Your articles are intelligent, informative and poignant and I always find something to feed me or teach me or support my journey. I can also sift through the 'feel-good-pick-my-workshop' advertising and decide what to spend on! Thank you. I feel connected to the world through your mag.

Love and hugs, Sara Gylany

Thanks too, for all the hard work you put in on our behalf, and for the natural and holistic movement as a whole. We really value the quality and commitment you manage to keep putting out there, month after month, to provide a forum / meeting place for a growing number of like-minded souls.

D. Moore

Your ad will also appear in the LivingNow virtual copy – with a clickable URL or email address.

PREMIUM ADS

DISPLAY ADS

These ads are placed in the front half of the magazine and appear on our more spacious story pages. These pages are published in all four states' editions on the magazine. Top prominence is yours when your ad is within the story pages. The articles are excellent and therefore well read, the pages are uncluttered and the ads are therefore very noticeable. You may also pay an additional loading if you wish to request your page placement – eg inside front cover, editorial page, page 5, etc.

Any ad cancelled after booking deadline will incur 50% cancellation fee. NOTE: If your ad is not paid for before printing we reserve the right to withdraw it.

PLACEMENT LOADINGS	
Back cover	30.0%
IFC (p.2) & p.3	30.0%
p.5	27.5%
p.7	25.0%
p.9	25.0%
p.11	20.0%
p.13	20.0%
p.15	17.5%
p.17	15.0%
p.19	12.5%
p.21	10.0%
p.23	10.0%
Astrology	15.0%

*PRICE WHEN PREPAID WITH CREDIT CARD		SIZE	width x height	PAY FOR 3 UPFRONT 17.5% + 10%	PAY FOR 6 UPFRONT 25% + 10%	PAY FOR 12 UPFRONT 30% + 10%
FULL PRICE	10% OFF*					
\$293	\$263.93	5x1	58mm x 50mm	\$217.74	\$197.94	\$184.75
\$349	\$313.65	6x1	58mm x 60mm	\$258.76	\$235.24	\$219.56
\$561	\$504.90	10x1	58mm x 100mm	\$416.54	\$378.68	\$353.43
\$561	\$504.90	5x2	122mm x 50mm	\$416.54	\$378.68	\$353.43
\$765	\$688.50	7.5x2	122mm x 75mm	\$568.01	\$516.38	\$481.95
\$914	\$822.38	9x2	122mm x 90mm	\$678.46	\$616.78	\$575.66
\$1,016	\$914.18	5x4	250mm x 50mm	\$754.19	\$685.63	\$639.92
\$1,398	\$1,258.43	7.5x4	250mm x 75mm	\$1,038.20	\$943.82	\$880.90
\$1,488	\$1,338.75	1/4 Port	122mm x 162mm	\$1,104.47	\$1,004.06	\$937.13
\$1,811	\$1,629.45	10X4	250mm x 100mm	\$1,344.30	\$1,222.09	\$1,140.62
\$2,601	\$2,340.90	Half Page	250mm x 162mm	\$1,931.24	\$1,755.68	\$1,638.63
\$4,208	\$3,786.75	Full Page	250mm x 330mm Trim 270mm x 380mm Bleed 5mm	\$3,124.07	\$2,840.06	\$2,650.73
\$6,528		DPS	540x380			

You can also pay one by one. Please ask us for those discounts.

COURSES & WORKSHOPS ADVERTISING FEATURES

These are run three times a year Jan/Feb, June and November. They offer extra editorial and photo/logo with LivingNow display ads see the prices above. Entry level is a 10x1 display ad, which allows you 100 free words of editorial. The bigger your display ad, the more free words for you, up to a maximum of 500 words. Please ask for a flyer.

BEAUTY, FASHION AND FOOD ADVERTISING FEATURES

Your ad will also appear in the LivingNow virtual copy – with a clickable URL or email address.

Our Beauty, Fashion and Food Editors will feature your products with a review, including generous photo, either provided by you or taken by our photographer, and each product will be star rated by the experts in their field.

*PRICE WHEN PREPAID WITH CREDIT CARD		SIZE	PAY FOR 3 UPFRONT 17.5% + 10%	PAY FOR 6 UPFRONT 25% + 10%	PAY FOR 12 UPFRONT 30% + 10%
FULL PRICE	10% OFF*				
\$765	\$688.50	80 words + large individual product photo	\$568.01	\$516.38	\$481.95
\$213	\$191.25	45 words + product included in group photo	\$157.78	\$143.44	\$133.88

ONLINE ADVERTISING Various online options starting at \$50p.m., and subject to generous discounts for upfront purchases, up to 60%. Please ask for details.

Our site has great traffic, averaging around 12,000 unique visitors monthly (as at March, 2012).

AD BOOKING DATE: 10TH-15TH OF THE PRIOR MONTH

SUPPLYING YOUR AD?

Please email your ad to advertising@livingnow.com.au as a high quality print PDF or print quality PDF.

Create your ad in a design program, like InDesign or Illustrator so the type is not rasterised, ensuring the best quality print and also allowing your web and email links to work correctly in the online publication.

NOTE: Ads created in PhotoShop automatically rasterise the type when creating the PDF, flattening the whole file into one image, which affects the print quality and means the type is no longer 'live'.

Any ads or logos supplied as RGB will be converted to CMYK and we will not be held responsible for any colour variance.

NEED YOUR AD TYPESET?

We provide typesetting of display ads. It ranges from \$39 to \$199 depending on your size and needs.

If you have any questions regarding your artwork or copy, please contact the graphics co-ordinator.

Email your artwork or copy to: advertising@livingnow.com.au

RIPPLE NEWS People, Places & Products

DISPLAY ADS

A display ad placed toward the back of LivingNow, in the Ripple News pages, is an amazingly cost effective way to get a larger format ad on a limited budget – and bigger is better.

Note that these ads are published in either NSW, QLD, VIC or WA editions – with the exception of the astrology pages, which are published in all editions, and bear a loading of 15%.

If you prefer your ad to be seen in more than one state, there are three alternatives to consider:

- advertise in LivingNow story pages (premium ad)
- advertise in the astrology article (+15%)
- book your Ripple News ad into extra states at 36% more for each additional state required.

Your ad will also appear in the LivingNow virtual copy – with a clickable URL or email address.

*Any ad cancelled after booking deadline will incur 50% cancellation fee.
NOTE: If your ad is not paid for before printing we reserve the right to withdraw it.*

*PRICE WHEN PREPAID WITH CREDIT CARD		SIZE	width x height	PAY FOR 3 UPFRONT 17.5% + 10%	PAY FOR 6 UPFRONT 25% + 10%	PAY FOR 12 UPFRONT 30% + 10%
FULL PRICE	10% OFF*					
\$94	\$84.15	3x1	58mm x 30mm	\$69.42	\$63.11	\$58.91
\$119	\$107.10	4x1	58mm x 40mm	\$88.36	\$80.33	\$74.97
\$149	\$134.10	5x1	58mm x 50mm	\$110.63	\$100.58	\$93.87
\$170	\$153.00	6x1	58mm x 60mm	\$126.23	\$114.75	\$107.10
\$221	\$198.90	8x1	58mm x 80mm	\$164.09	\$149.18	\$139.23
\$255	\$229.50	10x1	58mm x 100mm	\$189.34	\$172.13	\$160.65
\$255	\$229.50	5x2	122mm x 50mm	\$189.34	\$172.13	\$160.65
\$332	\$298.35	13x1	58mm x 130mm	\$246.14	\$223.76	\$208.85
\$357	\$321.30	7.5x2	122mm x 75mm	\$265.07	\$240.98	\$224.91
\$425	\$382.50	9x2	122mm x 90mm	\$315.56	\$286.88	\$267.75
\$468	\$420.75	5x4	250mm x 50mm	\$347.12	\$315.56	\$294.53
\$638	\$573.75	7.5x4	250mm x 75mm	\$473.34	\$430.31	\$401.63
\$680	\$612.00	1/4 Port	122mm x 162mm	\$504.90	\$459.00	\$428.40
\$680	\$612.00	1/4V	58mm x 330mm	\$504.90	\$459.00	\$428.40
\$808	\$726.75	10x4	250mm x 100mm	\$599.57	\$545.06	\$508.73
\$1,211	\$1,090.13	Half Page	H 250mm x 162mm V 122mm x 330mm	\$899.35	\$817.59	\$763.09
\$2,197	\$1,977.53	Full Page	250mmx330mm Trim 270mmx380mm Bleed 5mm	\$1,631.46	\$1,483.14	\$1,384.27
\$3,511	\$3,159.45	DPS	540mm x 380mm	\$2,606.55	\$2,369.59	\$2,211.62

WRITE-UPS

Write-ups are also placed in the Ripple section and are a wonderful means to get your story before prospective clients. People love reading a story about you and your business. It's a proven promotional method. Plus, it's the cheapest per-square-centimetre way to advertise in the whole magazine. These pages are published in your required state. If you require more than one state, add 36% for each extra state.

10% OFF*		SIZE	PAY FOR 3 UPFRONT 17.5% + 10%	PAY FOR 6 UPFRONT 25% + 10%	PAY FOR 12 UPFRONT 30% + 10%
\$281	\$252.45				
\$506	\$455.18	375 words + pic or logo	\$375.52	\$341.38	\$318.62
\$1,012	\$910.35	950 words + pic or logo	\$751.04	\$682.76	\$637.25
\$1,233	\$1,109.25	1100 words + pic or logo	\$915.13	\$831.94	\$776.48
\$1,649	\$1,484.10	1800 words + pic or logo	\$1,224.38	\$1,113.08	\$1,038.87
\$2,635	\$2,371.50	3000 words + pic or logo	\$1,956.49	\$1,778.63	\$1,660.05

DIRECTORY/CALENDAR: LINE ADS

These pages are divided by State: NSW, QLD, VIC, WA. If your work can be focussed under a date or heading, you can target your local audience specifically.

FULL PRICE	10% OFF*	SIZE	PAY FOR 3 UPFRONT 30%+10%	PAY FOR 6 UPFRONT 35%+10%	PAY FOR 12 UPFRONT 40% + 10%
\$34	\$30.60	first 15 words	\$21.42	\$19.89	\$18.36
\$15	\$13.50	per subsequent lot of 10 words	\$9.45	\$8.78	\$8.10
\$34	\$30.60	colour photo/logo (minimum purchase of 35 words required with pic)	\$21.42	\$19.89	\$18.36

DIRECTORY/CALENDAR: DISPLAY ADS

These pages are divided by State: NSW, QLD, VIC, WA. With the right wording and layout, your success is almost assured. Plus, contracts are so much more generous in these pages.

FULL PRICE	10% OFF*	SIZE	width x height	PAY FOR 3 UPFRONT 30% + 10%	PAY FOR 6 UPFRONT 35%+10%	PAY FOR 12 UPFRONT 40% + 10%
\$94	\$84.15	3x1	58mm x 30mm	\$58.91	\$54.70	\$50.49
\$119	\$107.10	4x1	58mm x 40mm	\$74.97	\$69.62	\$64.26
\$149	\$134.10	5x1	58mm x 50mm	\$93.87	\$87.17	\$80.46
\$170	\$153.00	6x1	58mm x 60mm	\$107.10	\$99.45	\$91.80
\$221	\$198.90	8x1	58mm x 80mm	\$139.23	\$129.29	\$119.34
\$255	\$229.50	10x1	58mm x 100mm	\$160.65	\$149.18	\$137.70
*PRICE WHEN PREPAID WITH CREDIT CARD		We can typeset your ad for an additional fee - ask us		You can also pay one by one. Please ask us for those discounts.		

Your ad will also appear in the LivingNow virtual copy – with a clickable URL or email address.