



MAGAZINE

# MEDIAKIT 2011

## WHAT IS 3008DOCKLANDS MAGAZINE?

Published and distributed monthly, **3008docklands** magazine is a high-quality, stylish and glossy publication, targeting those that live and play at the cutting edge of Melbourne's new and exciting waterfront.

**3008docklands** magazine embodies a modern and contemporary design, with an original, slick editorial approach. Covering a wide spectrum of subjects: local news, interviews, healthy living, venue reviews, luxurious lifestyles, real estate, finance, travel, emerging fashions, culture and current trends.

**3008docklands** magazine is a reference guide which promotes and informs both residents and visitors alike. Dedicated to innovative design and influences, **3008docklands** magazine is sought after as a current and reliable source of information, cultivating the area to consolidate Docklands as one of Melbourne's premier entertainment destinations!

We showcase the best that Docklands has to offer, drawing visitors by promoting the businesses, events and people in the precinct, as well as supporting the community by giving locals a forum in which to interact.

Docklands is a distinctively vital, creative, urban and diverse community, right in the heart of Melbourne. With a keen eye, and an informative, eloquent voice, **3008docklands** magazine expresses the community's views and concerns and supports its active cultural scene.

**3008docklands** magazine is published with a unique initiative: to present a style that strongly reflects the influence of modern contemporary design and the luxury lifestyle enjoyed by those who experience Melbourne's newest waterside suburb.



## OUR READERS...

Aged between 18 and 60, the **3008docklands** magazine reader takes their cue from what's happening now! They have an individual edge and are a strong representation of Melbourne's modern and contemporary urban culture. While taking a carefree and relaxed view of life, they are serious when it comes to lifestyle choices and their image. Being image and fashion conscious, they shop selectively, with flair and are hungry for entertainment. They are globally aware, switched on to the latest technology, surrounded by culture and are socially alive.

The **3008docklands** magazine reader knows what is hot and where to find it!

## ADVERTISE BECAUSE...

Our mission is to design the highest quality lifestyle street publication in Melbourne, dedicating ourselves to creating a premium community magazine, informing inhabitants and visitors of all of the latest and best aspects of Docklands and its surrounds.

**3008docklands** magazine will add value by creating a chic and stylish image for your business. Comparative to a coffee-table book, **3008docklands** magazine will drive your advertising dollar further. Due to its popularity with readers it has attained high retention value.

Our excellent exposure and extracurricular activities make **3008docklands** magazine a prestigious magazine you will want your product or business to be identified with.

## DISTRIBUTION...

**3008docklands** is a monthly magazine distributed 11 times in the year. Published in the first week of each month, 10,000 copies are distributed directly into the letterboxes of Docklands residents and businesses within and around the precinct.

**3008docklands** is also circulated through retailers, bars, clubs, cafes, restaurants and Hotels. We reach our visitors and tourists to Docklands by distributing the magazine through the Tourist Information at Federation Square, the Tourist Booth in the Bourke Street Mall, Melbourne Town Hall and Southern Cross Station.

We are a niche-market publication, hence our advertising and editorial directly targets our readers' lifestyle and consumer purchasing decisions and interests.

## READERSHIP...

Average industry readership 2.7 per distributed copy x 10,000 copies = 27,000 (source ABS, 1999)