

CityWest

ipswich + defence

**PLUS FREE
ONLINE EXPOSURE**
at www.citywestnews.com
CityWest is online with live
links to advertiser websites



MEDIA KIT 2010
www.citywestnews.com



why citywest?

CityWest is the only magazine in South East Queensland that reaches two significant markets: Ipswich + Defence

CityWest is Ipswich's premier lifestyle magazine covering Defence activities, community news and views, food, fashion, arts and entertainment, travel, real estate and motoring. We support and promote 'shop locally', and local businesses through supporting editorial.

Each fortnight, CityWest directly targets high income demographics with select distribution to Defence families and prime market areas in the wider Ipswich and Springfield community.

CityWest is read by more than 50,000 people

citywest online

CityWest is also online with a page turning presentation

As an added bonus to our advertisers, we link your advertisement to your website! See www.citywestnews.com

did you know..

The Defence market is by far the most lucrative of any comparable demographic group - and when the Ipswich community is added, this represents a highly sought after combined market.

This demographic combines:

- stable, secure employment
- ultimate 18 to 40 age group
- high disposable income
- high spending group

Defence estimates that RAAF Amberley's presence injects more than \$1 billion every year into the Ipswich economy.

Defence personnel are highly paid:

Corporal:
\$62,000 - \$72,000 (trade/seniority)
Max. \$85,000

Senior NCO:
\$72,000 - \$90,000 (rank/seniority).
Max. \$105,000

Officers:
\$90,000 - \$130,000 (rank/seniority)
Max. \$150,000 (WGCDR)

Note: Similar pay rates apply to Defence contractors and civilians.

fast facts

Published	Fortnightly
Cost	Free
Format	Full colour gloss
Circulation	20,000
Readership	50,000+
Letterbox Delivery	10,000

contact us

Therese Jones
Chris Nelson

Strike Publications
PO Box 27
Amberley Qld 4306
P 07 3282 9019
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E info@strikepublications.com.au



While everyone else is doing the same things **CityWest** offers something just a little different.



market facts



Most of the RAAF Amberley workforce (defence force and civilian) live in the Ipswich region; their salary and benefits enable the highest disposable income of any comparable group in the community.

This is a great market but it is also a group that requires marketing from businesses that wants their business.

Defence personnel and families have choice, so direct marketing is essential to capturing and keeping their business.

Our most successful clients know that effective, ongoing advertising keeps their businesses front of mind as the Amberley workforce changes, with transfers, additions and changing family structure.

The Amberley Air Base has undergone huge changes in recent years.

More than 1000 personnel and families transfer to RAAF Amberley each year, so there are always new families coming into this market.

Ipswich is also home to a large population of ex-Defence personnel and families.

Defence contractors form a significant part of Amberley's workforce, accounting for half the base population of 4500 people.

regular sections

Community

What's happening in Ipswich, focused on people, places events and lifestyle.

Defence

Defence Force activities on Defence bases in southeast Queensland.

Social Events

Who's doing what on the social scene and who is in the news.

Entertainment

What to see, where to dine, what to read, what to cook - and competitions to enter.

Property

Where to buy a home or property, what it costs and what's available.

Motoring

Latest vehicle releases and road tests.

Sky Club

Colouring in and giveaways for the kids.

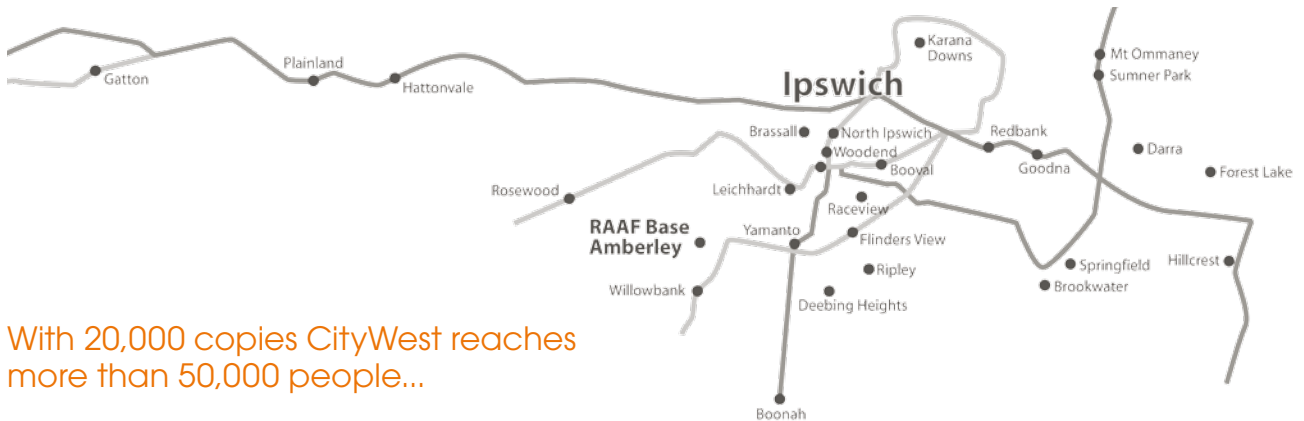


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distribution map



With 20,000 copies CityWest reaches more than 50,000 people...

through letterbox delivery and stands at shopping centres throughout Ipswich and the Western Corridor. CityWest is the only magazine delivered to Defence Bases in Southeast Queensland.

Defence areas Brisbane

Boeing, Brisbane
Bulimba Barracks, Bulimba
Defence Recruiting, Brisbane
Gallipoli Barracks, Enoggera
Kokoda Barracks, Canungra
Victoria Barracks, Paddington
Wacol Army Barracks

Defence areas Toowoomba

Army Aviation Centre, Oakey
Army Aviation Museum
Borneo Barracks, Cabarlah

Defence area Amberley/Ipswich

Boeing, Amberley
RAAF Base, Amberley
All civilian contractors

General community Brisbane

Goodna RSL Services Club
Indooroopilly Shopping Centre
Mt Ommaney Information Centre

General community Lockyer Valley

California Farms
Hattonvale feen n seed
Plainland Hardware
Plainland Woolworths
Sprengers Produce

General community Ipswich

Birch Carroll & Coyle Ipswich
Booval Fair Shopping Centre
Brassall Shopping Centre
Brothers Leagues Club
Camperland of Ipswich
Carpet Choice
Forest Lake Shopping Centre
IGA Supermarket, Rosewood
Ipswich City Council offices
Ipswich City Library
Ipswich Civic Hall
Ipswich Golf Club
Ipswich Health Plaza
Ipswich Jets
Ipswich Mall
Ipswich RSL Services Club
Lloyd George Hotel, Rosewood
Mobil Amberley
Mi-Hi Hotel Brassall
North Ipswich IGA
Orion Shopping Centre
Pancake Manor
Quest Apartments
Raceview Tavern
Redbank Plaza Shop/Centre
Riverlink Shopping Centre
Rosewood Golf Club
RT Edwards Booval
Springfield Shopping Centre
Spring Lake Hotel
The Workshops Rail Museum
Walloon Hotel
Walloon Newsagency

General community Ipswich continued...

Willowbank Newsagency
Winston Glades Shop Centre
Woolworths Yamanto
Yamanto Tavern

General community Scenic Rim

Art & Soul Gallery Boonah
Art Cafe Du Kalbar
Boonah Real Estate
Harrisville Newsagent
IGA Supermarket Boonah
Kalbar News
Kalbar Real Estate
Spar Boonah

Hand delivered to all businesses in Ipswich CBD area, Riverlink and Orion Shopping Centres

Letterbox Deliveries

Brookwater
Denmark Hill
Flinders View
Ipswich City
Raceview
Springfield
Springfield Lakes

What our clients say...

“We’ve been advertising with the team at CityWest for the past three months and have achieved some fantastic results from our increased exposure in the Ipswich region.”



As an Ipswich owned and operated business, we believe having strong relationships is vital to the success of our business in getting our message out to the market place. The team at CityWest is an integral part of that process. They continually work with us to ensure we achieve the results we are looking for. We advertise in CityWest magazine because it works. It is a quality magazine that has the right balance of advertising features and news articles. We advertise in CityWest because we know people read it.

Martyn Worsfold - Ipswich Home Loans Advertising in CityWest works!

We’ve been advertising with the team at CityWestWhy? Because it works.

Our customers enjoy reading CityWest and our business is growing because of it. We always find the level of service and the way our CityWest Representative Carol communicates with us is above our expectations. The CityWest team are easy to deal with via email, phone or personally. They make sure we get the results we want. We will continue to advertise with this top class magazine.



Brad Kearton - Brad Kearton Jewellers

“ Our Brentwood Rise neighbourhood at Augustine Heights continues to benefit from regular advertising in CityWest News.”

As developers of land which appeals to first home owners through to growing families, it is important that we are able to reach the broadest possible market for minimal expenditure. CityWest News helps us achieve this objective with strong enquiry and sales throughout the year.

In fact, many buyers actually bring their copy of CityWest News into the Brentwood Rise sales office so we know it is working for us. There’s no doubt it is a quality publication which is widely read throughout the local community. Advertising in CityWest News is an integral part of our marketing strategy and one which reaps us excellent exposure and sales.

Damian Long – Brentwood Rise Augustine Heights

As an owner-operator of a franchised travel agency in Springfield I am constantly on the lookout for the best way to promote my business and advertise my products.

Over the years I have tried a number of different local media and have had some successful results. However, since advertising with City West News the results have been outstanding. The professional approach of the team at City West News has certainly contributed to this success. Always prepared to assist me with my advertising copy and layout and constantly coming up with different ideas, the team at City West News takes away the stress of trying to develop something new each time. This glossy, quality magazine is obviously read by a wide range of people in the Ipswich area. I started advertising with City West News in January this year on a monthly basis. It was the best decision I have ever made in regards to marketing.

Toni Pickering – Harvey World Travel Springfield

Contact *CityWest* NEWS today 3282 9019
***W* www.citywestnews.com**

dates & deadlines booking confirmation

Published	Book	Copy
<input type="checkbox"/> Jan 13	4/1	4/1
<input type="checkbox"/> Jan 27	15/1	18/1
<input type="checkbox"/> Feb 10	29/1	1/2
<input type="checkbox"/> Feb 24	12/2	15/2
<input type="checkbox"/> Mar 10	26/2	1/3
<input type="checkbox"/> Mar 24	12/3	15/3
<input type="checkbox"/> Apr 7	26/3	29/3
<input type="checkbox"/> Apr 21	9/4	12/4
<input type="checkbox"/> May 5	23/4	23/4
<input type="checkbox"/> May 19	7/5	10/5
<input type="checkbox"/> Jun 2	21/5	24/5
<input type="checkbox"/> Jun 16	4/6	7/6
<input type="checkbox"/> Jun 30	18/6	21/6
<input type="checkbox"/> Jul 14	2/7	5/7
<input type="checkbox"/> Jul 28	16/7	19/7
<input type="checkbox"/> Aug 11	30/7	2/8
<input type="checkbox"/> Aug 25	13/8	16/8
<input type="checkbox"/> Sep 8	27/8	30/8
<input type="checkbox"/> Sep 22	10/9	13/9
<input type="checkbox"/> Oct 6	24/9	27/9
<input type="checkbox"/> Oct 20	8/10	11/10
<input type="checkbox"/> Nov 3	22/10	25/10
<input type="checkbox"/> Nov 17	5/11	8/11
<input type="checkbox"/> Dec 1	19/11	22/11
<input type="checkbox"/> Dec 15	3/12	6/12

Company Details

Company Name:	ABN:
Phone:	Fax:
Email:	
Address:	
	Postcode:
Billing Address:	
	Postcode:
Booking authorised by:	Position in company:
Signature:	Date:

ad prices

Size	Cost
<input type="checkbox"/> Front Cover Package	\$2500
<input type="checkbox"/> Full Page	\$2500
<input type="checkbox"/> Half Page Horizontal	\$1450
<input type="checkbox"/> Half Page Vertical	\$1450
<input type="checkbox"/> Third Page	\$980
<input type="checkbox"/> Quarter Page	\$775
<input type="checkbox"/> Quarter Page Strip	\$775
<input type="checkbox"/> Eighth Page	\$390
<input type="checkbox"/> Sixteenth Page	\$195
<input type="checkbox"/> Business Directory Sml	\$59
<input type="checkbox"/> Business Directory Med	\$99
<input type="checkbox"/> Business Directory Lge	\$195

(A) Cost per insertion

(B) Loading +

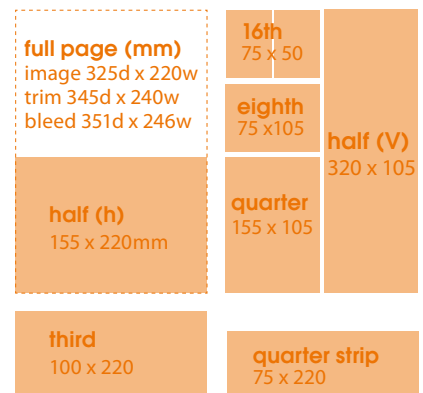
15% for specific page

NETT COST PER INSERTION (A+B)

*All ads are full colour, prices exclude GST. Business Directory Ads minimum booking of 6 issues.

advert sizes

Shown below are standard advert sizes expressed in millimetres depth x width.



Page size: 345mm deep x 240mm wide •
Print area: 320mm deep x 220mm wide
Bleed advert: 355mm deep x 250mm wide.
Colour: 4 colour process CMYK Artwork:
Advertising material supplied by client on CD is to be accompanied by a colour proof. Press-quality PDF files: PDF files may be electronically transmitted via info@strikepublications.com.au or ftp upload to [ftp.defencenews.com.au](ftp://defencenews.com.au). Compatibility: Acrobat 4-6 •All fonts embedded •All colour images/background tints CMYK. Emailed copy must be supplied as follows: •Text should be contained within the email •Images to be attached as JPG files at 300dpi, resolution 100% at placement size (N.B. Most digital cameras are 72dpi). We are unable to process images/graphics in MS Publisher or PowerPoint format.

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