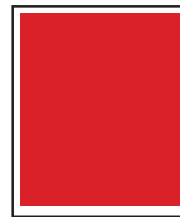
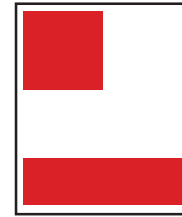


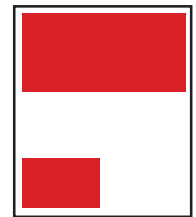
	Casual	6x	12x
FULL COLOUR			
Full page	\$1195	\$1095	\$995
1/2 page	\$995	\$895	\$795
1/4 page	\$795	\$695	\$595
1/8 page	\$495	\$395	\$295



**Full page**  
260 wide x 340 mm



**1/4 horizontal**  
260 wide x 80 mm



**1/2 horizontal**  
260 wide x 167 mm

**1/4 vertical**  
128 wide x 167 mm

**1/8 Block**  
128 wide x 80 mm

10% extra for preferred position loading (includes Back cover)

10% extra for agency commission

PAYMENT PRIOR TO PUBLICATION unless on credit is approved

## MATERIAL

- Ciao provides an complimentary design and copywriting service.
- All unfinished artwork will be made into a finished advertisement. This includes one set of amendments.
- Deadline for material is Monday prior to publication.
- **Tech stuff - SUPPLIED ARTWORK**
- Supplied ads should be high resolution print ready PDFs. We regret that we cannot accept files in any other format. Please refer to ad size specifications.
- There is no bleed.
- The material must be CMYK and press ready – it should not contain any TrueType fonts, RGB or spot colours, or any images less than 200dpi at the size being used.
- Dot gain 20%. Maximum ink density 240%. Shadow and midtones should be lightened.
- Ads may be supplied via email (10mb max) or other portable media.
- No responsibility can be accepted for RGB or low resolution material, or anything not meeting minimum requirements.

**Artwork enquiries:** info@ciaomagazine.com.au or 9518 3696

## DISTRIBUTION



Residential letterbox: Leichhardt\*, Annandale\*, Rozelle\*, Balmain\*, Haberfield\*, Drummoyne\* and Five Dock\*.

Cafes and retail: Balmain, Rozelle, Lilyfield, Leichhardt, Annandale, Ashfield, Petersham, Stanmore, Newtown, Enmore, Summer Hill, Drummoyne, Russell Lea, Wareemba, Abbotsford, Five Dock, Concord, Burwood, Marrickville, Erskineville, Dulwich Hill, Burwood and Glebe

\* Partial residential

### Advertising enquiries:

Sharon Garrad 0404 765 643 sharon@ciaomagazine.com.au  
 Sarah Shepherd 0414 174 441 sarah@ciaomagazine.com.au  
 Sonia Komaravalli 0405 509 805 sonia@ciaomagazine.com.au  
 Office: 9518 3696





## CAPTURE THE LOCAL MARKET

In our thriving Inner West community of over 50,000 people, there are lots of decisions being made. How much of the local market have you captured?

### ■ MORE SALES

Introduce your business to new patrons. Even if you only get a few locals to become regular clients that will make a big difference to your bottom line.

### ■ WORD OF MOUTH

Ciao is word of mouth. So often we hear “I saw it in Ciao”. The localised content, the people, the characters, the recommendations are credible and create business. People talk. They tell other people about successful encounters and they like to be positioned as the experts. They like to be in the know.

### ■ POSITIONING

Ciao is unique. It is independent, intelligent and savvy. The Inner West has shifted towards a creative class, a latte set that appreciate the Inner West lifestyle. Ciao reflects this. (We cover coffee, sustainable practice, local government, education, fashion and more)

### ■ LOCAL

Our readers respect the local community. They would rather support local business than bigger unknown brands. We are moving away from globalisation towards local, known businesses.

### ■ FREE EDITORIAL AND ON-LINE SUPPORT

Utilise our website to reach a larger audience. Free links. All measureable and trackable.

### ■ DEMOGRAPHIC

Our demographic is smart savvy, aged between 18 and 45 years, mortgaged and renting, has an appreciation of the European lifestyle, is politically aware, educated and professional, and always on the lookout for something new. They are AB, lovers of food, wine, coffee, leisure, community and travel.

Our emphasis on the positive aspects of our community have allowed us to flourish. We have a real sense of our local environment, our local people, our local businesses and our local governments. Food, fashion, coffee and of course people are all well represented in Ciao – our goal is to make you look your best.



**READERSHIP :  
50,000**

**PRINT: 20,000**

**WEBSITE UNIQUE  
VISITORS: 6000  
per month**

**E-NEWSLETTER  
SUBSCRIBERS:**

460A Parramatta Rd, Petersham 2049, [www.ciaomagazine.com.au](http://www.ciaomagazine.com.au)

[info@ciaomagazine.com.au](mailto:info@ciaomagazine.com.au)

Life in the Inner West

# RELEASE DATES AND DEADLINES

Issue #300	Friday February 17th	FEB - The Women's Issue
Issue # 301	Friday March 3rd	MARCH - The Culture Issue
Issue #302	Friday March 31st	APRIL - The Music Issue
Issue # 303	Friday April 28th	MAY - Family
Issue # 304	Friday May 26th	JUNE - Escape, Weekends Away
Issue # 305	Friday June 24th	JULY - Celebrating Local Business
Issue # 306	Friday July 21st	AUGUST - Sustainability
Issue # 307	Friday August 18th	SEPTEMBER - The Movie Issue
Issue # 308	Friday September 15th	OCTOBER - Gourmet/Street Food
Issue # 309	Friday October 13th	SPRING SPECIAL - Festival Season
Issue # 310	Friday November 10th	NOVEMBER - The Summer Issue
Issue # 311	Friday December 8th	DECEMBER - The Party Issue

# OTHER ADVERTISING OPTIONS

## BLOGGERS TABLE



From \$495 - \$995  
 Up to 12 food bloggers will visit your restaurant or cafe for combined reach of 300,000.  
 Great social media tool

Ciao is also happy to:

- sponsor local events,
- host local events,
- tailor make advertising proposals for product launch (includes sampling options, gift bag promotions)
- provide B2B support through its chamber and small business networks

“It’s such a pleasure advertising in Ciao. Not only have we noticed the impact of advertising in Ciao in terms of community awareness and traffic to our venue, the team behind the magazine are so friendly, accommodating. Ciao always manages to exceed expectations – they really have their finger on the pulse.” The Royal Hotel Leichhardt

## FASHION



From \$195  
 Includes model, styling, photography, shots for social media use, hair, make-up and retouching. We can also put together a fashion parade

## ADVERTORIAL



From \$195  
 Includes interview, copywriting, subediting and layout