

# CAPTURE THE LOCAL MARKET

## CIAO MAGAZINE TAKEOVER

### \$195

In our thriving Inner West community of over 75,000 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

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.

**WEBSITE  
VISITORS: 175,000  
per month**

**E-NEWSLETTER  
SUBSCRIBERS:  
12,645**

#### *What do you get in a Ciao Magazine Digital takeover?*

- Ciao Magazine Website Front Page Leaderboard advertisement 728 points wide x 90 points high (24 hours)
- Website post 350 words with image (written by you or us)
- E-letter banner advertisement 428 points wide x 60 points high (released weekly)
- Social Media post/activation