

LAKE MACQUARIE, NEWCASTLE, PORT STEPHENS

centralcoast&hunter .

homesguide

www.homesguide.com.au



centralcoast&hunter

media kit

editorial philosophy



homesguide is more than just about buying and selling property.

It shapes the way we live, the things we cherish, and those that inspire us.

homesguide is dedicated to bringing together all of these elements and delivering the ultimate guide to living.

Whether someone is actively looking to buy, rent, or sell their home, or perhaps searching for ways to improve their property and protect their investment – here is the best solution.

homesguide brings the Real Estate industry directly into the hands of the consumer – opening up a whole new world to Sydney's growing market of active property investors.

homesguide is a marketing stream that leads directly to the real estate industry then reaches out and captures the active consumer market group of vendors, buyers, investors and tenants.

Our successful strategy is to stimulate the active markets by co-branding our successful magazine, **homesguide** with our established web site **homesguide.com.au**.

The co-branded package provides a cost effective method and delivery of quality information to consumers on behalf of the real estate industry.

advertising your vendors' property
and your agency brand in
homesguide is the best investment

Our policy is to be a truly collaborative business, developing our product range to serve the real estate industry and their clients. The friendly content in both print and electronic form delivers specific features that are, and will continue to be, consumer focused with editorial and other unique components delivering value to each market group.

homesguide is already a household brand name in colour magazine form and is recognised as an innovative leader in our market. Our distribution policy is unique as we deliver our product "free to market" into our region.

homesguide is fast becoming Australia's best real estate web site.

distribution areas

central coast region *



*Participating Real Estate Agents, selected Bunnings outlets, selected McDonalds® Restaurants and major Shopping Centres.

hunter region **



newcastle region **



**Participating Real Estate Agents



magazine specifications

GENERAL SPECIFICATIONS

- Finished page size:** 230mm x 300mm (w x h)
Bleed: 3mm on all sides
Image area: Full Page - 210mm x 290mm (w x h)
(Margins: Top-5mm / Bottom-5mm / Left-10mm / Right-10mm)
Bottom margin allows for folio placement (5mm), the folio is black and stretches across the bottom of the page (230mm x 5mm)

ACCEPTABLE FILE FORMATS

- Images:** JPG, TIF, EPS (jpg preferred)
Files must be CMYK
Scanned images must be 300dpi at the size required
Digital Camera images should be at 300dpi or the highest resolution
- Text:** Microsoft Word, TXT (no formatting or extra tabbing preferred)
Please supply typed via email or on disk. Ensure that spellcheck has been applied. All text to be typed in upper and lower case except in cases where uppercase is required
- Electronic Artwork:** QuarkXPress, Adobe Illustrator, EPS, Print Ready PDF and InDesign
Please ensure you supply all fonts and images
Please ensure fonts are embedded or outlined (preferred) in PDFs
File must be CMYK
Please supply a colour proof of the file
Please Note: We do not accept Microsoft Publisher files
- Logos and Line Art:** Please supply as Adobe Illustrator EPS or Greyscale TIF

banner specifications

- Finished banner size:** 190mm x 44mm (w x h) - no bleed is required.

Note: When supplying PDF (complete material) please ensure that all text has been converted to curves to avoid printing problems

email: centralcoast@homesguide.com.au

magazine advertising rates



Lifestyle Advertising

- Food and Wine
- Entertainment

Full Page	\$660
Back Cover	\$1,650
Inside Front Cover	\$990
Inside Back Cover	\$990



Associated Businesses to Real Estate

- Licensed Builders & Developers
- Home Loan Lenders
- Solicitors & Conveyancers

Full Page	\$660
Back Cover	\$990
Inside Front Cover	\$770
Inside Back Cover	\$770



Real Estate Classified Advertising

Included in **homesguide.com.au** subscriptions

Banner Advertisements

- Trade Services
- Retailers

Banner Advertising	\$330
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Real Estate Display Advertising

- Licensed Real Estate Agents

Full Page	\$495
<i>Multiple page rates on application</i>	
Feature Property DPS.....	\$770
Liftover Rate into homesguide GreaterWesternSydney magazine	\$297
Additional A4 Leaflets	\$254 per 1,000
Folded to DL	\$33 per 1,000

All advertising rates are inclusive of GST, and do not include agency commissions (10%). Subject to alteration without notice.

whoweare

redhouse media group pty limited
ABN 35 115 871 675

general manager	vanessa adaimy
publications manager	samantha wenaden
sales & marketing consultant	maria de lapp
food & wine editor	greg bondar
creative director	chris jardine
production manager	toni bernal centralcoast@homesguide.com.au
design team	garth canty colleen greig-canty
creative, online	neil jarvis
programmer, online	halil cet
information	info@homesguide.com.au

TEL 02 9836 5999
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advertising booking form

Company Name: _____ ABN/ACN: _____
 Trading As: _____ Client ID: _____
 Principal: _____ Production Contact: _____
 Street Address: _____ Postcode: _____
 Mailing Address: _____ Postcode: _____
 Telephone: _____ Mobile: _____ Fax: _____
 Email Address (for proofing): _____ Web: _____

Issue Date	# of Pages	Page Rate \$	Total Value \$	AREA:
				<input type="checkbox"/> central coast <input type="checkbox"/> newcastle <input type="checkbox"/> hunter region <input type="checkbox"/> other <input type="checkbox"/> lake macquarie _____ Special Instructions: _____ _____ _____ _____ _____ _____ _____ _____ _____ _____
Leaflets (Run-ons) - \$254 per 1,000		Folding is an extra \$33 per 1,000		

Please note: booking and copy deadlines are Monday & Tuesday of the previous week respectively.

Authorised Purchaser (print name): _____ Date: _____

Signature: _____ HG Sales Rep: _____

Payment with Copy <input type="checkbox"/> Credit Card <input type="checkbox"/> <i>Charges apply</i> Cheque <input type="checkbox"/> Credit Account <input type="checkbox"/>	Visa Card <input type="checkbox"/> Master Card <input type="checkbox"/> Diners <input type="checkbox"/> Amex <input type="checkbox"/> Expiry date: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Card Number: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Print Name: _____ Signature: _____
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fax: 02 9836 5988 ph: 02 9836 5999 email: centralcoast@homesguide.com.au

RedHouse Media Group Pty Limited ABN 35 115 871 675
and its subsidiaries (hereinafter "RedHouse")
PO Box 7542 Baulkham Hills BC
Baulkham Hills NSW 2153

CREDIT ACCOUNT APPLICATION

PLEASE COMPLETE ALL DETAILS

COMPANY DETAILS

Company Name Ph Fax.....
Address..... Postcode
Trading Name Ph Fax.....
Postal Address Postcode
DIRECTORS/SOLE TRADERS - (Delete whichever is not appropriate) ABN.....
Full Name
Home Address
Home Phone
Driv. Lic NoD.O.B.
APPLICANT'S BANKERBRANCH

REFERENCES

Please provide names, telephone numbers and addresses of main suppliers to whom reference can be made.

1.....
2.....
3.....

Please tick which payment terms you would like to apply for:

On Invoice 7 Days 14 Days 30 Days

Please tick which payment method you will be using:

EFT Cheque Credit Card

*Credit Card details
(if applicable)
NB: Charges apply*

Visa Card Master Card Diners Amex Expiry Date:

Card Number:

Name on Card

TERMS

- All new advertisers must "pay with copy" until a credit facility is approved
- Payment of accounts is to be made in agreement with the approved trading terms from "Date of Invoice".
- Credit facilities may be withdrawn on overdue and/or accounts exceeding credit facilities without notice.
- Personal guarantee of one or each director may be required in the case of a registered company.
- I/We, in consideration of credit facilities, accept and agree to be bound by RedHouse Media Group Limited Terms and Conditions of Trade which I/We acknowledge having read and also agree to indemnify RedHouse Media Group Limited and any of its subsidiaries for all costs including collection of commissions that may be incurred should it be necessary to employ a Mercantile Agent or legal representative to recover outstanding debts.
- RedHouse Media Group Limited has informed me/us, in accordance with s.18E(8)(c) of the Privacy Act 1988, that certain items of personal information about me/us contained in this application and permitted to be kept on a credit information file might be disclosed to a credit reporting agency.
- The company reserves the right to use the services of a credit reporting service and a mercantile agent.

I/We undertake to adhere to the credit terms herein

Applicant's SignatureDate

OFFICE USE ONLYAccount Ref No.

Approved Trading Terms: On Invoice 7 Days 14 Days 30 Days

Approved byDate of Approval.....

Please fill in this application and return to our office as soon as possible

conditions of trade

RedHouse Media Group

TERMS AND CONDITIONS OF TRADE

1. In these terms and conditions, "Publisher" means Red House Media Group, and includes its subsidiaries officers, employees and agents. "Advertiser" means the person or organisation placing the advertisement.

2. These terms and conditions shall apply to and form part of each order for advertising placed with the publisher.

3. The advertiser shall pay the publisher the total invoice amount for all advertising which shall comprise.

(a) The amount shown in the Schedule to the order for advertising space used (as varied in accordance with these terms and conditions.)

(b) All other costs or expenses which may be incurred by the Publisher at the instance of the advertiser in respect of design layouts, art work, special design, author correction, electronic images, photographic material, download files and otherwise in respect of the order, approved by the Advertiser, and

(c) All state and federal government taxes and/or charges, including GST.

Credit Card & Direct Debit Payment Terms

(a) The advertiser, where required by the Publisher, shall provide a completed Credit Application form and where applicable also provide Directors and/or Personal Guarantees or alternative forms of security.

(b) The publisher reserves the right to use the services of a credit-reporting agency should credit facilities be required by the Advertisers.

(c) The Publisher will tender a combined monthly Tax Invoice/Statement that details all current and overdue transactions. The advertiser shall pay in full the total monthly Tax Invoice/Statement amount on or before the Payment Due Date Indicated on the Tax Invoice/Statement and where there is a written contract in place, payment to be made in accordance with that contract.

(d) Interest may be charged on overdue accounts from the first day of the second month after the month in which the ad was first invoiced at the rate of twelve (12) percent per annum or a two (2) percent more than the prime lending rate of Westpac Banking Corporation as published in the Australian financial Review on that day, whichever is greater.

(e) The advertiser agrees to pay the Publisher for any additional expenses incurred in collecting outstanding debts.

(f) An administration fee will be charged to the Advertiser's account every time a cheque is dishonoured.

(g) Credit facilities may be withdrawn on overdue accounts at the company's discretion without notice.

4. The Publisher warrants the advertiser against late delivery. Publication delivery to Consumers is guaranteed within the 24 hours prior to the advertised publishing date, subject to extreme weather conditions.

5. Any dispute arising from any advertisement placed for the publication with the Publisher must be lodged with the Publisher with seven (7) days of the publication issue date.

6. The Publisher reserves the right to refuse, withdraw, amend or otherwise deal with all the advertisements where the advertisement is considered offensive.

7. Any forward bookings are subject to rate adjustments which may be introduced by the Publisher other than "Rate Protected Contracts".

8. The provision of editorial does not form part of this agreement and shall be provided at the absolute discretion of the Publisher. The total Invoice/Statement amount is for the publishing of the advertisements only or as otherwise agreed in accordance with this agreement.

9. The Publisher reserves the right to charge a late alteration fee for material altered after the booking deadline.

10. The cost applied to alterations will be dependent upon the changes that are required and will be advised to the Advertiser for approval prior to any work being carried out.

11. In the event of contra, if the Advertiser fails to provide all or part of the service that it has offered in return for the Publisher's placement of the advertisements in the publication as agreed, the advertiser shall be liable to pay for all the advertisements at the Publisher's usual standard rate plus any damages incurred.

12. The Publisher will not accept a cancellation of the order whether in whole or in part after 5.00pm on the Thursday prior to publication date.

13. Any views expressed in articles and advertisements appearing in the publication are not endorsed by the Publisher.

14. No responsibility is accepted by the publisher for the accuracy of any information contained in any articles or advertisements.

15. The Publisher shall not be required to accept any advertising material, the publication of which may, in its option contravene any provision of the Trade Practices Act, 1974 or the Privacy Act 1988.

16. The advertiser hereby indemnifies and agrees to hold indemnified the Publisher, its servants and agents and each of them against all liability, claims or proceedings whatsoever which may arise from the publication of any material pursuant to any breach of any provision of the Trade Practices Act, 1974 or the Privacy Act 1988.

17. Requested positions within the Publications are subject to the Publisher's approval.

18. The Advertiser hereby agrees that all or any litigation that arises from this agreement shall be subject to the jurisdiction of the appropriate courts in the state of New South Wales.

19. In any instance where there is a written or verbal contract in place between the Advertiser and the Publisher, then the terms and conditions herein applicable to this contract will apply.



redhouse media group pty limited
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