

easternsuburbsliving .  
**homesguide**  
www.homesguide.com.au



*Because where you live will  
always come up in conversation*

**easternsuburbsliving**  
is the magazine that becomes your conversation



# *Editorial* philosophy

often, the first topic of conversation is where you live.

this publication is specifically focusing on the unique lifestyle elements of the eastern suburbs. our portfolio of publications is also targeted to the transient real estate market.

the most sought after element of financial security is our ownership of property. where we choose to live is often determined by a large range of influences most particularly our choice of lifestyle, location to central business activity, shopping facilities and affordable real estate.

**easternsuburbsliving** is a combination of local lifestyle, the things we cherish, property market opportunities that stimulate our inspiration and information on new and exciting interests such as fashion, travel, current art exhibitions and of course whats available in the property market.

having **easternsuburbsliving** is a permanent part of the character of your home. there will always be a place for it in the lounge room, on the coffee table or prominently positioned in the study.

# Reader & Market

## profile

| Employed           |           |
|--------------------|-----------|
| Full Time          | PartTime  |
| 56%                | 23%       |
| Retired            |           |
|                    | 13%       |
| Sex                |           |
| M                  | W         |
| 49%                | 51%       |
| Home Ownership     |           |
| Owned              | Leased    |
| 63%                | 37%       |
| Income             |           |
| Personal           | Family    |
| \$55,000           | \$121,000 |
| Lifecycle          |           |
| Young Singles      | 28%       |
| Young Couples      | 11%       |
| Young Parents      | 09%       |
| Mid Life Families  | 14%       |
| MidLife Households | 23%       |
| Older HouseHolds   | 15%       |
| Age                |           |
| 14-25              | 12%       |
| 26-35              | 19%       |
| 36-50              | 28%       |
| 51-65              | 24%       |
| 65 plus            | 17%       |

**easternsuburbsliving** reaches a community with diversity unlike any other in australia.

our target market is property owners, a market that is transient, people buying or selling real estate for occupancy or investment and people leasing. home owner occupiers are approximately 55% of the **easternsuburbsliving** market.

the community is constructed of well educated working professionals, both male and female who vary in lifestyle habits however who coexist in a vibrant and active social lifestyle.

the social structure varies from established families to younger affluent single and dual income couples, hence the demand for housing and accommodation options are varied. over 57% of housing is units or flats which are located throughout the region however over the last decade they have propagated close to the city fringe.

the homes are outstanding in architectural excellence with varied design origin. they emulate the opulence of harbour side rose bay, double bay and watsons bay, and prominent heritage of belleveue hill, through to the modern beach side residences of bondi and tamarama.

eastern suburbs is home to some of australia's leading business people, fashion designers, artists, architects, politicians, sportsmen and more ... present and harvesting our future.

pillars of  
*Interest*

the pillars of interest are the foundations of a great magazine. our commitment to variety and topics of interest is alluring to our readers.



**whats on**

the range of current activities in sydney's best known playground attracts the energetic, playful, inquisitive, exploratory elements in our nature.



**fashion**

check out the latest trends, hottest fashion shifts and where that special item can be found, sometimes in the most obscure boutique location.



**travel**

we all love to travel and it's a must to keep up to date with special travel opportunities, exceptional experiences along with value for money.



**art gallery**

a gallery profile each week is a special note on who is exhibiting and where. sculpture, watercolour, aboriginal, contemporary or the abstract and absurd there is something on to stimulate your interest. after all art defines you and your home.



**shopping**

where to find that special item that becomes a pride and joy. household furnishings that are different, looking for that special cocktail party item, a piece of jewellery or that special pair of boots or business shirt that becomes the office talking point.

pillars of  
*Interest*



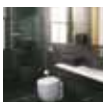
**cuisine**

frequenting restaurants is our most favoured past time and the scene is ever changing, we present the good, the very good and the fabulous. recipes are always a favourite as we present variety, easy to prepare cuisine options.



**soft furnishings**

looking for the special item that fits in that particular spot, turning your house into a home. the unusual chair, window furnishing, a bathroom accessory just something eccentric you didn't expect.



**home improvements**

special hints from simplicity to grandeur and some ideas in between. a little change every now and again can lift your senses.



**real estate property section**

a portfolio of the some of best real estate in australia up for sale or lease in the most sought after property market. profiles on the people that market property with integrity and professionalism, a reference directory with auctions, rentals and a suburb glossary to assist our readers in swift analysis.



**architectural inspirations**

be inspired and amazed by the wonders of local and international architecture. get ready to discover the latest in building design and innovative materials.



# *Real Estate*

focused



while the first topic of conversation is where you live, the subject takes on a complexity that tests our sensibility and the very fibre of our character.

we need to be constantly in touch with the market trends, conditions which influence our decisions and ultimately affect our lifestyle.

**easternsuburbsliving** delivers a message that is precious to our readers. who is selling, what they are selling for and who represents them in the desire to reach their goals.





# *Real Estate*

focused

the weekly display of houses for sale is a constant talking point. the movement of value is part of the essential criteria when prospecting.

fast referencing and evaluation allows us to make decisions and capture opportunities that are often too easily forgone.

the footprint of **easternsuburbsliving** will polarise an active market of sellers and buyers alike. no other publication has the ability to reach the market more effectively and hold reader interest for the length of time than **easternsuburbsliving**.



**door-to-door**

*Distribution*



**DISTRIBUTION**

- Home Delivery - saturated areas
- Home Delivery - satellite areas
- Delivery - retail areas

CAB Audit 2009 to be advised

**OTHER DISTRIBUTION OUTLETS**

All participating Real Estate Agents

- 50 - Newsagents

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- 13 - McDonald's® Restaurants

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- 4 - McDonald's® McCafe®

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- 8 - Gloria Jeans Coffee Shops

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- 61 - Art Galleries and Antique Dealers

**250 - PERSONALISED Direct Mailing**

Sydney CBD  
 Top 250 CEOs – BRW companies

**circulation: 55,000**  
**readership: 166,500**

easternsuburbsliving is distributed "free to market"

available across the region at:

- **selected letterbox distribution in satellite areas**
- newsagents
- shopping centres
- art galleries
- hair dressers
- mailed, personally to top 250 companies chief executive officers in the sydney CBD
- participating real estate agents
- boutique retail outlets
- coffee shops
- hotels
- antique centres

# Technical

## specifications

**finished page size:** 230mm x 300mm (w x h)

### 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 saved at 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 print ready 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

**complete material:**

- press quality PDF with crop and bleed marks

**email:** [esl@homesguide.com.au](mailto:esl@homesguide.com.au)

**note: when supplying pdf (complete material) please ensure that all text has been converted to curves to avoid printing problems**

**PLEASE SEND COMPLETE MATERIAL (PDF) TO  
[esl@homesguide.com.au](mailto:esl@homesguide.com.au)**

# Advertising (rates)

## REAL ESTATE ADVERTISING SECTION

|                   | Direct     |
|-------------------|------------|
| Half Page         | \$1,210.00 |
| FULL page         | \$2,240.00 |
| DPS               | \$3,990.00 |
| Back Cover        | \$2,860.00 |
| Inside Back Cover | \$2,440.00 |

## Real Estate Inserts - Limited To Four Sectional Breaks

|              |            |
|--------------|------------|
| Double Sided | \$3,990.00 |
|--------------|------------|

## Real Estate Leaflets - Runons

|                                       |                    |
|---------------------------------------|--------------------|
| A4 - 150 GSM - Single Sided           | \$99.00 (100 qty)  |
|                                       | \$187.00 (250 qty) |
| Folding costs an extra \$33 per 1,000 |                    |

## Auction, Open for Inspection, Leasing Section

|                               |             |
|-------------------------------|-------------|
| Subscription to advertisers   | \$110.00    |
| homesguide.com.au subscribers | <b>FREE</b> |

## INSERTS *Loose and fixed inserts on application*

### Conditions

Rates are all inclusive of GST.

1. All rates are subject to firm booking conditions and the terms of trade provided by RedHouse Media Group Limited.
2. The rates are subject to alteration without notice.
3. The Publisher reserves the right to reject material supplied post the advertised deadlines.
4. Any material considered to be offensive in nature will be rejected and the publisher reserves the right to publish alternative material.

## whoweare

redhouse media group pty limited  
ABN 35 115 871 675

|                              |                                      |
|------------------------------|--------------------------------------|
| general manager              | vanessa adaimy                       |
| publications manager         | samantha wenaden                     |
| sales & marketing consultant | cecily hughes<br>maria de lapp       |
| food & wine editor           | greg bondar                          |
| creative director            | chris jardine                        |
| production manager           | toni bernal<br>esl@homesguide.com.au |
| design team                  | garth canty<br>colleen greig-canty   |
| creative, online             | neil jarvis                          |
| programmer, online           | halil cet                            |
| logistics                    | adam canty                           |
| accounts                     | michele jones                        |
| information                  | info@homesguide.com.au               |
|                              | <b>TEL 02 9836 5999</b>              |
|                              | <b>FAX 02 9836 5988</b>              |
|                              | www.homesguide.com.au                |

## 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 \$ | SPECIAL INSTRUCTIONS: |
|---|------------|--------------|----------------|-----------------------|
|   |            |              |                |                       |
|   |            |              |                |                       |
|   |            |              |                |                       |
|   |            |              |                |                       |
|   |            |              |                |                       |
|   |            |              |                |                       |
|   |            |              |                |                       |
|   |            |              |                |                       |
|   |            |              |                |                       |
|   |            |              |                |                       |
| <b>Leaflets (Run-ons) - \$99 per 100      Folding is an extra \$33 per 1,000</b>  |            |              |                |                       |
| <b>Magazines</b>  |            |              |                |                       |
| <input type="checkbox"/> Yes <input type="checkbox"/> No      Number of Copies Required <input style="width: 50px;" type="text"/> |            |              |                |                       |

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"/><br>Credit Card <input type="checkbox"/><br><small>Charges apply</small><br>Cheque <input type="checkbox"/><br>Credit Account <input type="checkbox"/>  | <table style="width: 100%;"> <tr> <td>           Visa Card <input type="checkbox"/>              Master Card <input type="checkbox"/>              Diners <input type="checkbox"/>              Amex <input type="checkbox"/>              Expiry date: <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> </td> </tr> <tr> <td>           Card Number:<br/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/>              <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/>              <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/>              <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> </td> </tr> <tr> <td>           Print Name: _____<br/>           Signature: _____         </td> </tr> </table> | Visa Card <input type="checkbox"/> Master Card <input type="checkbox"/> Diners <input type="checkbox"/> Amex <input type="checkbox"/> Expiry date: <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> | Card Number:<br><input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> | Print Name: _____<br>Signature: _____ |
| Visa Card <input type="checkbox"/> Master Card <input type="checkbox"/> Diners <input type="checkbox"/> Amex <input type="checkbox"/> Expiry date: <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/>  |   |  |   |                                       |
| Card Number:<br><input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> <input style="width: 25px;" type="text"/> |   |  |   |                                       |
| Print Name: _____<br>Signature: _____   |   |  |   |                                       |

**fax: 02 9836 5988 ph: 02 9836 5999 email: esl@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

## 30 DAY CREDIT ACCOUNT APPLICATION

PLEASE COMPLETE ALL DETAILS

**COMPANY DETAILS**

Company/Bus.Name .....Tel: No ..... Fax: .....

Address ..... Postcode .....

Trading as .....Tel: No ..... Fax: .....

Postal Address ..... Postcode .....

DIRECTORS/SOLE TRADERS - (Delete whichever is not appropriate) ACN; ABN Number .....

Full Name .....

Home Address .....

Home Phone .....

Driv. Lic No .....D.O.B. ....

APPLICANT'S BANKER .....BRANCH .....

**REFERENCES**

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

1.....

2.....

3.....

**TERMS**

1. All new advertisers must "pay with copy" until a credit facility is approved
2. Payment of accounts is to made by 30 days from "date of Invoice".
3. Credit facilities may be withdrawn on overdue and/or accounts exceeding credit facilities without notice.
4. Personal guarantee of one or each director may be required in the case of a registered company.
5. I/We in consideration of credit facilities accept and agree to be bound by the 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 commissions that may be incurred should it be necessary to employ a Mercantile Agent or legal representative to recover outstanding debts.
6. 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.
7. 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

Applicant's Signature .....Date .....

**OFFICE USE ONLY** .....Account Ref No. ....

Approved by .....Date 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  
ACN 115 871 675  
level 2, 206 solent centre  
1 burbank place  
norwest business park  
bella vista nsw 2153

[www.redhousegroup.com.au](http://www.redhousegroup.com.au)  
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