LookUpStrata



THE STRATA MAGAZINE

MEDIA KIT



OVERVIEW

The Strata Magazine is an online publication that provides state-specific information about strata living. The Strata Magazine is released Monthly in NSW and QLD and bimonthly (every two months) in WA and VIC.

The Strata Magazine was created to share state-specific strata information with our Australian audience. As strata legislation differs from state to state, our audience members value the opportunity to read publications including information relevant to their state. Also, our state-specific magazines allow strata industry organisations that service a particular state to effectively advertise to their target audience.

The Strata Magazine also features a printable directory including relevant LookUpStrata Directory Listings for each state.

Since launching The Strata Magazines in July 2020, we have gained significant interest from the strata community.

Collectively, The NSW, QLD, VIC and WA Strata Magazines receive a national audience engagement of approximately 25,000 views in the first month of their release.

CLICK HERE TO READ THE STRATA MAGAZINE

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AUDIENCE

LookUpStrata has a large national audience of proactive lot owners and committee members, strata managers, strata lawyers and other strata professionals. This audience can be challenging to reach through traditional means.

Our audience's age ranges from 18 to 65+, with approximately 85% aged over 45 years.

One of LookUpStrata's most well-known services is our Q&A service, where lot owners/committee members, strata managers, and other strata professionals submit questions about issues they are experiencing in strata living. We send these questions to a network of strata specialists across Australia who provide insightful responses. These exchanges are published as Q&As to the LookUpStrata blog, plus in our National Newsletters or relevant edition of The Strata Magazine. We receive around 200 questions a month.

By advertising in The Strata Magazine, your organisation can effectively connect with our highly engaged audience in a targeted manner.

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DISTRIBUTION

The Strata Magazines are an online only publication.

Editions are:

- Released via direct email. Advertiser's logos are included in the email. See an example **HERE**. Advertisers who contribute Q&A content have their logo included in the articles signature.
- Shared across our social media platforms. Advertisers and contributors are tagged in the social media post.
- A link and image of the most recent Magazine appears at the top of our National Newsletter.
- The Magazine is hosted on the LookUpStrata site. Advertiser's logos linking back to your website appear on the page under the newsletter. See an example **HERE**.

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PLACEMENTS

Each edition of The Strata Magazine contains approximately 40 pages and includes:

- Paid Double Page Spreads
- Full Page Adverts
- Half Page Adverts

We are mindful of advert placement and do not include competing businesses on the same double page of the magazine.

Adverts are place alongside relevant articles and Q&As.

As with all LookUpStrata advertising, we do our best to display your advert in a prominent position.

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ADVERTISING DIMENSIONS



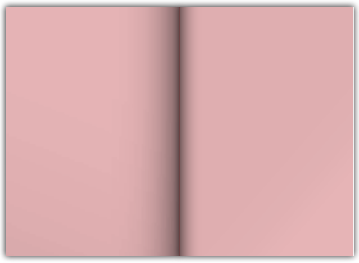
Half Page Advert

- **Dimensions:**
  148.5mm(H) x 210mm(W)
- Suggested Word Count: <200
- No crop marks or bleed required.
- Please submit with all URLs.



Full Page Advert

- **Dimensions:**
  A4 Page: 297mm(H) x 210mm(W)
- Suggested Word Count: <300
- No crop marks or bleed required.
- Please submit with all URLs.



Double Page Spread

- **Dimensions:**
  2x A4 pages: 297mm(H) x 210mm(W)
- Suggested Word Count: <600
- No crop marks or bleed required.
- Please submit with all URLs.

Files Supplied as

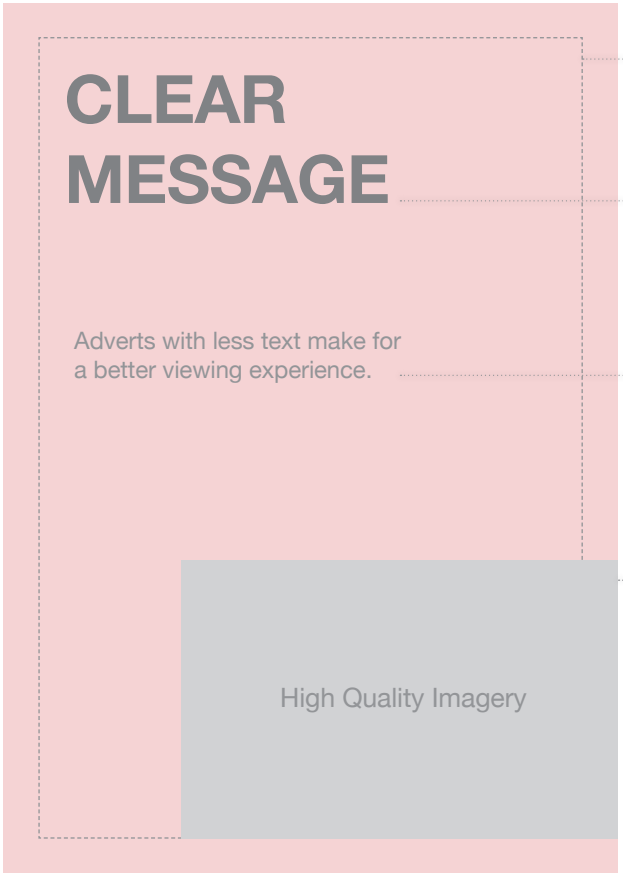
- High quality PDF or JPG
- 300dpi resolution

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DESIGN GUIDELINES

Please consider the below guidelines when creating your advertising material



Margins

Leave a minimum of 10mm around all edges and ensure text does not run into this space.

Design Layout

Use hierarchy to separate your content.
Have a clear message and call to action.
Ensure your branding is consistent.

Text

8pt should be the minimum text size used.
Ensure there is sufficient space around text.
It is better to cut content then to overcrowd a page.

Imagery

Ensure that images and logos are of a high resolution. Avoid overlaying text on an image unless there is enough contrast.

NEED ASSISTANCE IN CREATING YOUR ADVERTISING MATERIAL?

Provide the content of your advert or double page spread and we will create the design.
Please email **kiara.mcilroy@gmail.com** to receive a quote.

LookUpStrata



PRICES

AD SIZE	$ + GST per ad
Half Page	270
Full Page	450
Double Page Spread	580
DIRECTORY LISTING	
Directory Listing *12-month subscription*	250

CLICK HERE TO FIND OUT MORE ABOUT DIRECTORY LISTINGS

Please note, prices are subject to change

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