

BEACHES COVERED.

MEDIA KIT



Seasonal Magazines & Travellers Map

- 15,000 Beaches COVERED. high-quality magazines printed per edition
- A detachable mini magazine on the cover of Beaches COVERED., shining a light on Avalon all summer long.
- 50,000 The Beaches Guide Map bi-annually (coming 2026)
- 200,000+ print media readers
- 1,000+ distribution points from Manly to Palm Beach, including Mosman and Balmoral
- Digital Flip-book at www.beachescovered.com.au
- 20 permanent display stands in high-traffic venues
- Distributed across cafés, bars, salons, surf shops, retail stores, shopping malls, and 500+ premium hotel rooms
- The Beaches' high-net worth audiences



The Beaches COVERED. World

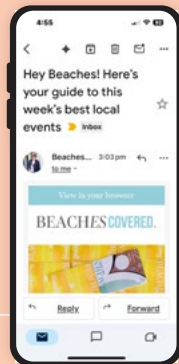
Website

- Latest news, deals, events, gigs and theatre
- Banner and strip advertising
- 50,000+ digital readers per season



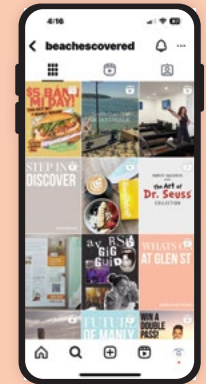
Weekly E-Newsletter

- 36% average open rate
- 20,000+ active subscribers



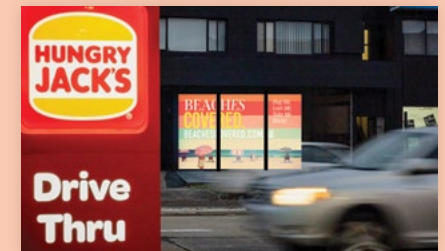
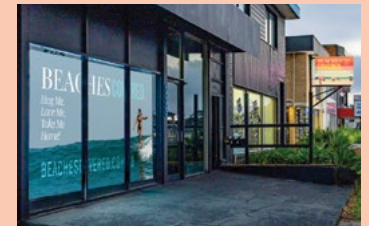
Social Media

- Strategic content + reels, stories and competitions
- Targeted social amplified campaigns



Landmark Digital Out of Home

- Two (2) screens located in a high-traffic intersection on Pittwater Road in Brookvale
- Great for high-impact, visual branding



Custom Design Services

- Logos, magazines, books, branding, design, websites — Beaches COVERED.'s Creative Services does it all, bringing your story and business to life in style.



The definitive voice of Beaches Coastal luxury.

Refined storytelling, sophisticated visuals, and high-impact placements reaching the region's most affluent, influential audience across print and digital.

Unmatched High-Net-Worth Audience

Reaching readers with an average household income of \$150,000–\$300,000, more than any other local publication.

Engaged Email Network

Over 20,000 and growing, active subscribers receiving curated lifestyle content and campaign opportunities direct to inboxes.

Targeted Social Amplified Campaigns

Strategic ad placements and amplified content through BCIQ+ ensure your message lands with the right coastal consumer.

Coastal Brand Alignment

Join a publication that aligns with luxury, design, and coastal living, where your brand naturally belongs.

Multi-Magazine Premium Print Presence

Quarterly, high-quality print editions designed to be displayed, collected, and re-read.

**Ready to place
your brand where
it belongs?**

Let's tailor a campaign that puts your message in the hands of Sydney's most desirable coastal audience.

Our DNA.

*Born from a simple idea 11 years ago:
To celebrate life on Sydney's Northern Beaches
in style. All the colour, energy, and community
spirit the Beaches breathe, a lifestyle, a rhythm,
and a connection that deserves to be shared.*

From the very beginning, in 2014, our mission has been to showcase the people, stories, and businesses that define this iconic stretch of coastline. We highlight the innovators, the creatives, the family-run businesses, and the community champions who shape the heartbeat of the Northern Beaches.



More Than a Magazine. Now a Digitally Enhanced Ecosystem.

Our print editions are more than magazines, they are trusted companions. Delivered to social hubs and businesses, each issue sparks conversation, inspires connection, and captures the seasons, trends, events, and everyday magic of coastal living.

Now, with a powerful digital ecosystem, we've expanded beyond print. Through real-time online insights, exclusive local experiences, amplified social reach, and engaging local deals, we offer smarter, measurable ways for brands to connect with a highly targeted, affluent audience.

We are the connection point. From a hidden café in Avalon to a boutique launch in Manly, our readers are the first to discover what's next across the ecosystem.

For our partners, it's always more than showcasing, it's a relationship built to grow, resonate, and endure.



What we offer in Print: Magazines & Maps

Designer Lifestyle Magazine & Beaches Guide Maps

Three premium printed marketing mediums:

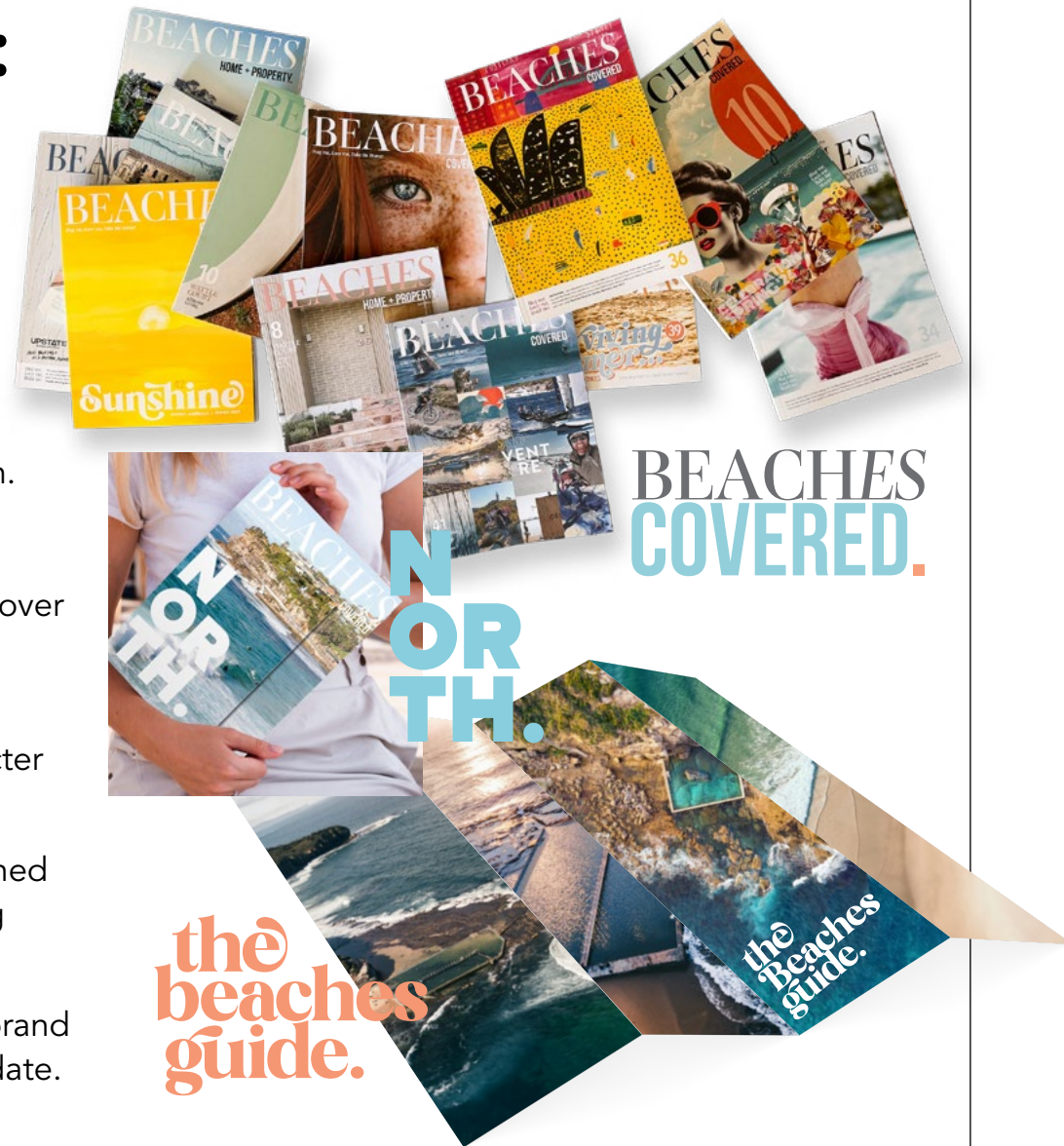
- Beaches COVERED. – The Original
- Beaches NORTH. – A Detactable Mini Mag for the North.
- The Beaches GUIDE. Map – The Traveller's Companion

Premium Print Production: Premium uncoated and luxe cover stocks present a high-end lifestyle product, printed using sustainable practices on PEFC-certified paper.

Creative Covers: Capturing the energy and unique character of the Northern Beaches.

Coffee-Table Worthy and Collector-Style Format: Designed to be displayed, cherished, and revisited, offering a lasting impression for both readers and brands.

Long Shelf Life: Ensures ongoing visibility, keeping your brand in front of an engaged audience well beyond the release date.



The Numbers.

Demographic Snapshot

Engaged male and female readers aged 30–75, representing the affluent, influential heart of Sydney's Northern Beaches.

Lifestyle-driven professionals, creatives, surfers, and health-conscious individuals who embrace the coastal way of life. Designers, artists, surfers, photographers, students, tradespeople, social influencers, teachers, entrepreneurs, hospitality professionals, and more.

Community-minded, curious, and always seeking new experiences, brands, and discoveries that align with their elevated lifestyle.

The travelling market with a desire to see what our lifestyle is all about.

200,000
Readership

20,000
Email
Network

High
Household
income
\$150k to
\$300K

100K
Instagram
views in
30 days



Distribution and Reach.

We deliver premium, high-impact visibility across Sydney's Northern Beaches through a carefully curated print distribution network that reaches both locals and travellers who live and breathe the coastal lifestyle.

15,000 printed copies per quarterly season, reaching Sydney's most engaged and affluent Northern Beaches audience.

50,000 Beaches Guide Maps distributed bi-annually (Summer/Autumn and Winter/Spring), providing extensive reach and lasting visibility.

Distributed across 1,000+ premium locations, including cafés, restaurants, surf shops, salons, bars, shopping hubs, hotel rooms and lobbies, and retail hotspots.

Coverage spans Manly to Palm Beach, extending inland to Belrose and Frenchs Forest, and across the harbour to Mosman and Balmoral.

Our magazines and maps are delivered directly to:

- Cafés and social hubs in villages up and down the Beaches.
- Retail stores, surf shops, hair and beauty salons, medical practices, and breweries.
- Over 700 premium hotel rooms across the Northern Beaches, including Manly Pacific, The Sebel, Q Station, Jonah's Boutique Hotel & Restaurant, Hotel Steyne, Newport Mirage, and select Palm Beach and Whale Beach Airbnbs.
- Transport hubs including Manly Wharf and Palm Beach Wharf.
- Permanent display stands in major shopping centres and key high-traffic precincts.
- **The Beaches GUIDE. Map** is also placed throughout hotels and the broader travellers' network, ensuring the brand connects not only with the local community but also with the high-value tourism market seeking authentic Beaches experiences.



What We Offer In Digital: Online & Social.

New Online Platform



BeachesCOVERED.com.au is the new digital rhythm of the Northern Beaches, bringing every element of the original magazine to life online.

Once your story goes digital, your brand expands beyond the local scene into the world of social media, digital marketing, and broader audiences eager to discover more.

Embedded Stories & Website Linking: Your content connects seamlessly to your site for greater engagement.

Local Deals & Activations: Exclusive offers and campaigns that capture attention and drive action.

Social Sharing Tools: Extend your reach across digital channels.

Event & Gig Guide: Share what's on across the Beaches to engage locals and visitors.

Property Listings: Feature premium homes to a targeted audience.

Digital Flipbook Magazine: Enjoy the premium magazine experience online.

Our growing digital presence ensures your brand is seen everywhere, creating a cohesive, multi-platform experience that maximises visibility, engagement, and impact.

Recent Campaign Statistics

86K
Social
Impressions

32K
Social
Reach

1.489
Competition
Entries

10.2% Northern Beaches LGA Residents reached

Why It Works.

Showcasing with Beaches COVERED. places your brand directly into the daily rhythm of the Beaches, where culture, creativity, and coastal living converge.

Every impression resonates with an audience that values authenticity, sophistication, and lifestyle experiences, ensuring your message lands with the right people, in the right moments.

The 9 Reasons Why...

1. The Pulse

The definitive, stylish voice of Sydney's Northern Beaches, authentic, aspirational, and naturally cool.

2. Extended Visibility

Collector-worthy magazines and map guides designed to be displayed, shared, and revisited long after release.

3. Strategic Distribution

21,000 magazines distributed quarterly and 50,000 Beaches Guide Maps bi-annually, spanning 1,000+ premium locations from Manly to Palm Beach and beyond.

4. Multi-Platform Reach

An integrated print and digital ecosystem featuring online stories, digital flipbooks, exclusive deals, and event guides that keep audiences connected and engaged.

5. Audience Impact

Reach over 200,000 magazine and map readers per season, complemented by 50,000+ seasonal online readers, the most powerful lifestyle audience on the Beaches.

6. Seasonal Marketing Rhythm

Four editions a year, Summer, Autumn, Winter and Spring, strategically timed to align your brand with key consumer moments and seasonal trends.

7. Authentic Storytelling

Premium editorial and curated digital content that position your brand within the lifestyle, luxury, and coastal spirit of the Northern Beaches.

8. Digital Amplification

Targeted campaigns, social media integration, and EDM outreach that connect your message directly with a loyal, engaged audience.

9. Collaborative Network

A powerful community of like-minded business owners who celebrate success together through events, partnerships, and joint ventures designed to elevate local business growth.

Beaches COVERED. Magazine

Distribution: 13,500 copies per quarterly issue

(Summer / Autumn / Winter / Spring)

All magazine space now includes equivalent digital exposure, including Beaches Deal options on BeachesCOVERED.com.au.

Beaches COVERED. Ad Space	Single Issue (Ex GST)	Full Year 4 Issues (Ex GST)	Yearly Discount %	Best of The Beaches Series (BOTB)	BOTB Discount %
1/12 Instagram Tile	\$350	\$300	-14.30%	\$250	-28.60%
1/6 Snippet Page	\$550	\$450	-18.20%	\$350	-36.40%
Quarter Page	\$850	\$700	-17.60%	\$600	-29.40%
Third Page	\$1,050	\$850	-19.10%	\$725	-31.00%
Half Page	\$1,250	\$1,000	-20.00%	\$850	-32.00%
Full Page / Editorial	\$2,250	\$1,750	-22.20%	\$1,350	-40.00%
Double Page / Editorial	\$3,450	\$2,650	-23.20%	\$2,000	-42.00%

Creative Additions

Graphic Design and Production Fee – Designed Space: \$175 +GST

Journalist-Written Editorial (Design & Production Combined): \$350 +GST

Guaranteed Preferred Page Placement Loading: 25%

Premium Position (First 10 Pages, Inside Front or Back Covers) – Loading: On Request



DOUBLE PAGE SPREAD



EDITORIAL



EDITORIAL & AD SPACE



BEST OF THE BEACHES FEATURE

Beaches NORTH.

*Distribution: A detachable mini magazine on the cover of Beaches COVERED.
(Summer / Autumn / Winter / Spring)*

All magazine space now includes equivalent digital exposure, including Beaches Deal options on BeachesCOVERED.com.au.

Beaches NORTH. Ad Space

Single Issue (Ex GST)

1/8 Business Card Space	\$350
Quarter Page	\$550
Half Page	\$1,050
Full Page / Editorial	\$1,250
Double Page / Editorial	\$1,950

Additional Fees

Graphic Design and Production Fee – Designed Space:	\$ 175 +GST
Journalist-Written Editorial (Design & Production Combined)	\$ 350 +GST
Guaranteed Page Position – Loading:	25%
Premium Position (First 10 Pages, Inside Front or Back Covers) – Loading:	On Request



N O R T H.

Beaches Guide Printed Map and Digital Website

*Distribution: 50,000 copies bi-annually
(Summer/Autumn & Winter/Spring)*

Every map advertisement also includes online exposure via BeachesCOVERED.com.au, ensuring your brand reaches both local and travelling audiences.

**Beaches COVERED.
Ad Space**

**Single Map Issue
(Ex GST)**

Premium Back Page Map	\$5,995
Large Square Block	\$1,495
Small Rectangle Block	\$895
Digital Only	\$595

the
beaches
guide.



beachescovered.com.au Online Advertising Packages

Subscription: Rates are per month, exclusive of GST

Ad Space Blocks

Monthly Rate
(Ex GST)

Rolling Top Banner	\$1,000
Header Display Ad	\$750
Mid Page Display	\$500
Footer Display Ad	\$250

Deals and Online Editorial

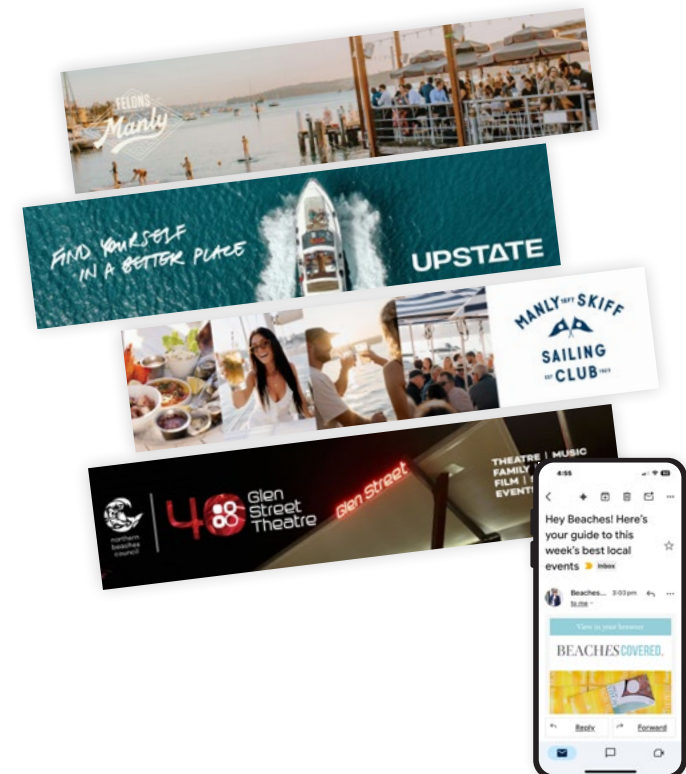
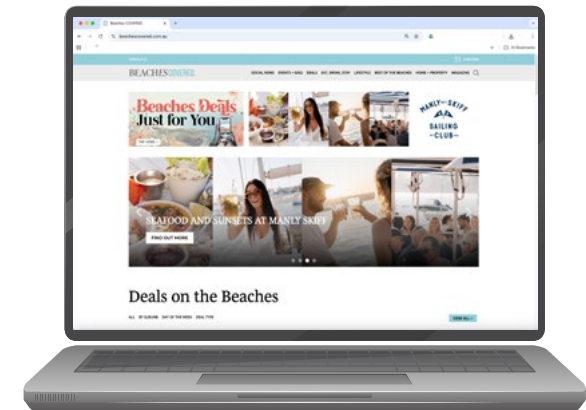
Monthly Rate
(Ex GST)

Deals Online	\$150
Editorial + Deal Online	\$400
EDM – Beaches COVERED. Database 1x Posting	\$350

E-Newsletter

Monthly Rate
(Ex GST)

Beaches COVERED. Weekly EDM Listing	\$350 per EDM
-------------------------------------	---------------



beachescovered.com.au

Premium Advertisements Packages

Rates are per month, exclusive of GST

Premium Display Advertising Package Share of Voice (SOV) (1 in 5)

Monthly
Rate
(Ex GST)

\$1,000

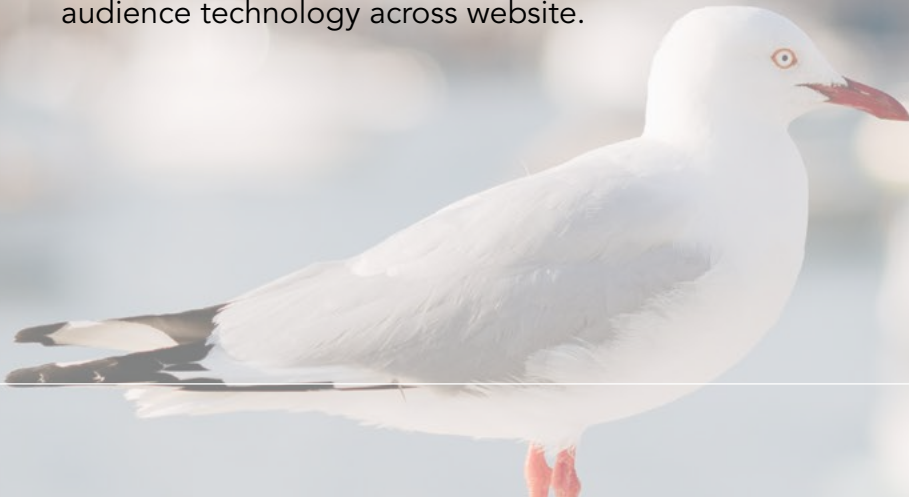
- PREMIUM BANNER PLACEMENT:
Header Ad, News Display Ad and Footer Ad
- GUARANTEED REACH:
25,000 impressions with BCIQ targeted audience technology across website.

Ultimate Feature Display Advertising Package Share of Voice (SOV) (1 in 5)

Monthly
Rate
(Ex GST)

\$1,500

- PREMIUM BANNER PLACEMENT:
Header Ad, News Display Ad, and Footer Ad
- MONTHLY FEATURED ARTICLE:
Appears on Homepage and Relevant Section Header
- EDM INCLUSIONS:
4 x Featured Ad Blocks to 20,000+ database
- GUARANTEED REACH:
50,000 impressions using BCIQ targeted audience technology across website and EDM.



beachescovered.com.au

Social Media Amplified Packages



Campaigns are exclusive of GST

Amplified Digital Campaign, 1 month cycle

Campaign
Fee
(Ex GST)

\$3,500

- News Display Ad and Banner on www.BeachesCOVERED.com.au
- Featured Article on homepage and relevant section header
- 1 x Featured Article placement in EDM
- 4 x Featured EDM Ad Blocks to 20,000+ database
- BCIQ* Co-Branded Social Media Amplification
- Branded Content Development†
- Campaign Insights & Reporting
- Website Share of Voice (1 in 5)
- Amplification Package – Media Spend \$1,000

Amplified Competition Campaign, 1 month Cycle

Campaign
Fee
(Ex GST)

\$4,500

- News Display Ad and Banner on www.BeachesCOVERED.com.au
- Featured Article on homepage and relevant section header
- 1 x Featured Article placement in EDM
- 4 x Featured EDM Ad Blocks to 20,000+ database
- BCIQ* Co-Branded Social Media Amplification
- Branded Content Development†
- Database Capturing Collaboration
- Campaign Insights & Reporting
- Website Share of Voice (1 in 5)
- Amplification Package – Media Spend \$1,500

*BCIQ - Beaches COVERED. Data Technology

† Video/Reel development upgrade upon request

Digital Out-Of-Home (DOOH) Billboard Signage

Subscription: Rates are per month, exclusive of GST

Billboard Signage

Monthly Rate
(Ex GST)

Brookvale Main Exit Sign

1 x Digital Billboard Media Sign (10m²)

\$595

Brookvale Traffic Flow Sign

1 x Digital Billboard Media Sign
(Facing two directions, 6m² each side)

\$695

Combo Package

Includes both Digital Billboard Signs

\$1195

Note: The Brookvale digital signage network offers high-visibility exposure to peak traffic flows, delivering your brand message to a large, engaged audience every day.



BROOKVALE MAIN EXIT AND TRAFFIC FLOW SIGNS



BROOKVALE MAIN EXIT SIGN



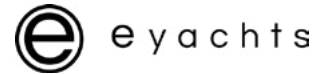
BROOKVALE TRAFFIC FLOW SIGN, FACING PITTWATER ROAD, IN TWO DIRECTIONS BROOKVALE

You'll Be in Good Company

UPSTATE



FELONS
BREWING CO.



WATTLE COURT
HOMES BUILT FOR LIFE



Night at
THE BARRACKS
NORTH HEAD, MANLY

**MANLY
PACIFIC**
MGALLERY SYDNEY

formed gardens



Q STATION
A NEW PLACE TO DISCOVER

MILEHAM
ARCHITECTS + BUILDERS



buck&simple.
Architecture + Interior Design



WMW
LAWYERS

**HARVEY
GALLERIES**

**FOCUS
POOLS**



HEDONIST



FAT POMELO



and many more...

www.beachescovered.com.au

BEACHES COVERED.

MEDIA KIT

John Vickery

0412 415 657

Discover how to partner with us >

john@beachescovered.com.au