



One Platform.
Four Marketing Channels.

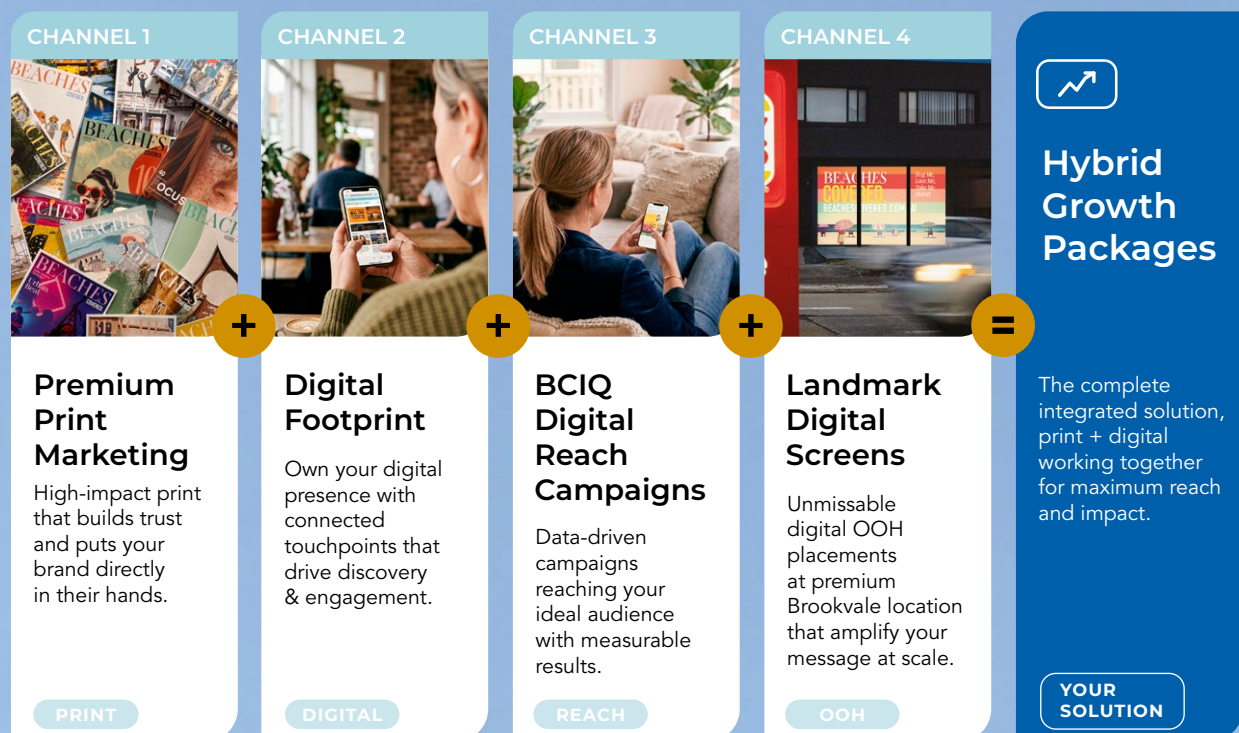
Intelligent Marketing Starts Here

Every successful marketing campaign begins with the right strategy.

At Beaches COVERED., every service is designed to work independently or as part of our Hybrid Marketing Platform.

Choose a single marketing channel or combine multiple channels into a Hybrid Growth Package to create **Intelligent Marketing Space** and maximise your marketing investment.

Our Hybrid Marketing Platform



Every channel has a purpose.
Every campaign works together.

Why Beaches COVERED.

We Know The Beaches.

For years, Beaches COVERED. has been telling the stories of the people, places and businesses that define our coastline.

We don't just reach the Beaches community.

We are part of it.

Our audience is built through trusted storytelling, premium distribution and genuine local connection.

Every season, we connect businesses with an engaged audience through:

Premium Local Reach

15,000 magazines distributed across more than 1,000 premium locations including:

- Hotels and accommodation
- Cafés and hospitality venues
- Retail destinations
- Medical and professional businesses
- Local community locations

Digital Audience

- BeachesCOVERED.com.au
- EDM database
- Social channels
- Digital content ecosystem

Local Marketing Intelligence

Through BCIQ, campaigns are designed around:

- Audience understanding
- Storytelling
- Distribution
- Digital amplification
- Campaign performance

CHANNEL 1

Premium Print Marketing

Build Trust. Build Credibility. Build Brand.



Our premium lifestyle magazine is designed to remain in homes, cafés, hotels and businesses long after publication, creating lasting brand recognition and credibility.



Investment

Advertising Space	Single Season	Four Seasons (per season)
Quarter Page	\$750	\$550
Third Page	\$1,000	\$750
Half Page	\$1,250	\$1,000
Full Page	\$2,250	\$1,750
Double Page Spread	\$3,450	\$2,650

A season runs for three months. Four-season bookings are billed per season.

Premium Placement

Options	Investment
Guaranteed Preferred Position	+25%
Premium Positions (First 10 Pages / Inside Covers)	+10%–25%

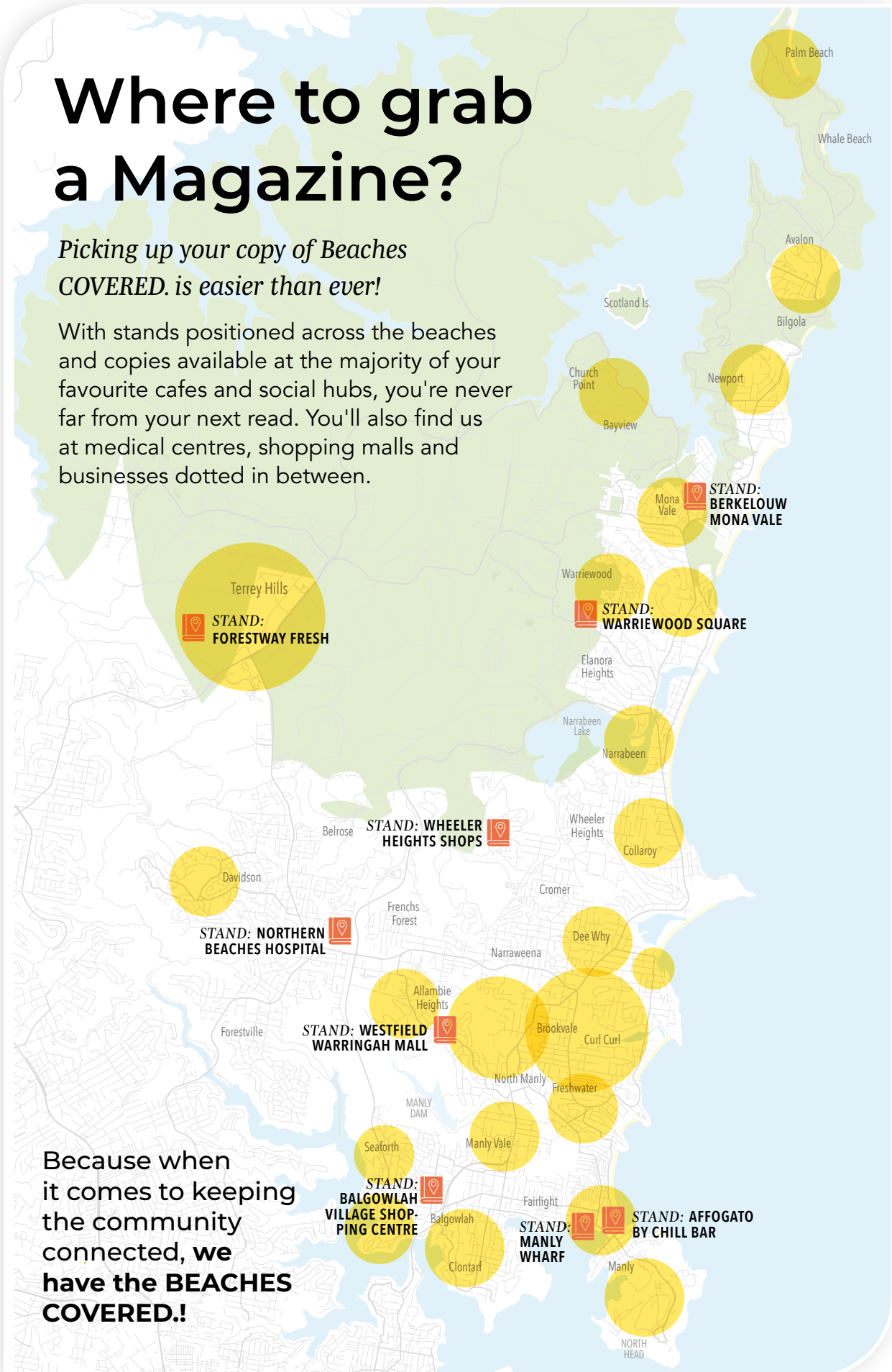
Creative Services

Service	Investment
Print Design & Production	\$150
Journalist Written Editorial	\$250
Photography & Videography	from \$1000
Digital Creative Production	from \$350

Where to grab a Magazine?

Picking up your copy of Beaches COVERED. is easier than ever!

With stands positioned across the beaches and copies available at the majority of your favourite cafes and social hubs, you're never far from your next read. You'll also find us at medical centres, shopping malls and businesses dotted in between.



Because when it comes to keeping the community connected, we have the **BEACHES COVERED.!**

CHANNEL 2

Digital Footprint



*Stay Visible
Long After
Publication*

A Digital Footprint extends your marketing well beyond the printed page.

Includes

- Premium website placement
- Weekly EDM promotion
- Searchable online presence
- Long-term discoverability
- Ongoing customer engagement

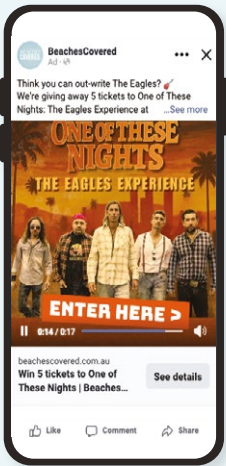
Investment

**Digital Footprint
\$150 per season**

Minimum Four Season (1 year): \$600

CHANNEL 3

BCIQ



*Digital
Reach
Campaigns*

Powered by BCIQ, our Digital Reach Campaigns combine audience intelligence, campaign strategy and Meta advertising to deliver measurable results.

Includes

- Campaign Strategy
- Audience Targeting
- Campaign Optimisation
- Performance Reporting

Investment

Campaign	Campaign Strategy	Meta Media Budget	TOTAL INVESTMENT
30 Days	\$750	\$750	\$1,500
60 Days	\$1,000	\$1,500	\$2,500

CHANNEL 4

Landmark Digital Screens



Own the Streets

High-frequency roadside digital screens keep your business visible where thousands of locals travel every day.

Investment

\$650 per month

Minimum 3-month Season

Hybrid Growth Packages

One Strategy. Greater Impact.

Every Hybrid Growth Package combines multiple marketing channels into one connected campaign, delivering greater visibility, stronger engagement and better long-term marketing outcomes.



OUR MOST POPULAR
IMPACT PACKAGE

PACKAGE	FOUNDATION	GROWTH	ACCELERATE	DOMINATE
Ideal Outcome	Establish Your Presence	Expand Your Audience	Generate Momentum	Become the Market Leader
Premium Print Marketing	Quarter Page	Half Page	Full Page	Double Page
Digital Footprint	3-months	3-months	3-months	3-months
BCIQ Digital Meta Reach Campaign	30-days	30-days	45-days	60-days
Meta Media Budget	\$750	\$750	\$1,000	\$1,500
Landmark Digital Screens	3 Months	3 Months	3 Months	3 Months
Package Value	\$4,500	\$5,000	\$6,500	\$8,050
Your Investment	\$3,500	\$3,850	\$4,550	\$5,950
Added Value	\$1,000	\$1,150	\$1,950	\$2,100

Print & Digital Packages

Seen in Print. Found Online. Digital Reach.

Combine the credibility of premium print with the reach of digital marketing — one connected strategy that keeps your brand visible, relevant and top of mind.



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IMPACT PACKAGE

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Premium Print Marketing	Quarter Page	Half Page	Full Page	Double Page
Digital Footprint	3-months	3-months	3-months	3-months
BCIQ Digital Meta Reach Campaign	30-days	30-days	45-days	60-days
Meta Media Budget	\$750	\$750	\$1,000	\$1,500
Package Value	\$2,400	\$2,900	\$4,400	\$6,100
Your Investment	\$1,850	\$2,250	\$3,500	\$4,950
Added Value	\$550	\$650	\$900	\$1,150

Community Partnership Features

Stronger Together.

Throughout the year, Beaches COVERED. develops destination features showcasing villages, precincts, industries and community groups.

By participating together, businesses benefit from greater editorial impact and significantly reduced investment.



Investment

Advertising Space	Investment
Quarter Page	\$350
Third Page	\$650
Half Page	\$750
Full Page	\$1,250

Available exclusively within approved community showcase features.



John Vickery
Co-Founder | Beaches COVERED.

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Why Beaches COVERED.?

We build Marketing Partnerships.

We create Digital Footprints.

We deliver BCIQ Digital Reach Campaigns.

We create Intelligent Marketing Space.

Be Seen.
Be Heard.
Be Discovered.

Every great campaign starts with a conversation.



John Vickery

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Building Intelligent Marketing Space