Beaches COVERED.



PREMIUM PRINT & DIGITAL MARKETING

2027 MEDIA GUIDE

one local audience...

Be Seen. Be Heard. Be Discovered.

beachescovered.com.au

OUR MARKETING ECOSYSTEM

A LOCAL AUDIENCE WITH REAL REACH.

Beaches COVERED. has spent more than 13 years building a trusted media brand around the people, businesses, places and lifestyle of the Beaches.

Today, that audience lives across Premium Print, Digital Footprint, Digital Reach and Digital Landmark Signage; one connected ecosystem that reaches the same local audience in different ways.

150,000+
MAGAZINE READERS

15,000
COPIES EVERY SEASON

1,000+
DISTRIBUTION LOCATIONS

25,000
LOCAL EMAIL DATABASE

15,000+
MONTHLY ONLINE VIEWS

200,000+
COMBINED REACH PER SEASON*

A CONNECTED MARKETING ECOSYSTEM.

From premium print to digital discovery, targeted social campaigns and landmark digital signage, Beaches COVERED. connects local brands with local audiences wherever they read, scroll, search and explore.



YOUR BRAND.

ONE LOCAL AUDIENCE. FOUR CONNECTED CHANNELS. ONE POWERFUL PLATFORM.



DISTRIBUTION

WE KNOW THE BEACHES.

Beaches COVERED. is born and bred on the Beaches. We live here, play here and grew up here.

Our magazine is placed where people actually spend time, from hospitality and retail to professional services, accommodation, medical and community environments.

1,000+ PREMIUM LOCATIONS

HOSPITALITY	Cafés, restaurants, bars and venues
RETAIL	Shopping centres, boutiques and specialist retailers
PROFESSIONAL	Medical, property, finance and professional services
ACCOMMODATION	Hotels and visitor environments
COMMUNITY	Clubs, community organisations and local hubs

15,000 COPIES EVERY SEASON.

SHOWCASED ONLINE, DRIVEN ON META.

Designed to be picked up, kept and revisited, then shared online and pushed further through targeted Meta campaigns.

FOUR WAYS TO BE SEEN.

01

PREMIUM PRINT | LIFESTYLE MAGAZINE

The credibility, authority and physical presence of a beautifully produced lifestyle magazine.

02

DIGITAL FOOTPRINT | BEACHESCOVERED.COM.AU

A permanent digital presence, so businesses are discovered online through Beaches COVERED.

03

DIGITAL REACH | SOCIAL MEDIA CAMPAIGNS

Targeted digital campaigns designed to move people from awareness to action.

04

DIGITAL LANDMARK SIGNAGE | TRAFFIC CORRIDOR

Put your brand into the local landscape with high-frequency digital outdoor exposure in Brookvale.

ONE BRAND. FOUR CHANNELS. ONE CONNECTED AUDIENCE.

The magazine brings the audience in. Digital products extend the audience. Landmark signage expands local visibility. Campaign intelligence makes the marketing smarter.

CHANNEL 01

PREMIUM PRINT MAGAZINE

THE POWER OF BEING PICKED UP



A Beaches COVERED. magazine is designed to be consumed, explored and retained.

Our premium editorial environment places Marketing Partners alongside inspiring homes, local businesses, people, food, travel, design and the lifestyle that makes the Beaches unique.

PRINT THAT HAS A LONGER LIFE

15,000	copies every season
150,000+	magazine readers
1,000+	distribution locations

2026/27 PRINT RATES

FORMAT	1 ISSUE	2 ISSUES	4 ISSUES
Double Page	$3,450	$2,950	$2,650
Full Page	$2,250	$1,950	$1,750
Half Page	$1,100	$1,000	$950
Third Page	$950	$850	$750
Quarter Page	$750	$650	$600

LOCAL TRADES & SERVICES

FORMAT	1 ISSUE	2 ISSUES	4 ISSUES
1/8 Page	$400	$350	$300
1/16 Page	$250	$225	$200
Classified	$100	$100	$100

Rates per issue. Prices exclude GST.

CREATIVE SERVICES

Print Design & Production
$150

Editorial Copywriting
$300

Photography & Videography
from $1,000

Digital Creative Production
from $500

BUSINESS COMMUNITY 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
Double Page	$1,950
Full Page	$1,250
Half Page	$750
Third Page	$650
Quarter Page	$350

Available exclusively within approved community showcase features.

All prices exclude GST.

DISTRIBUTION

FIND US ACROSS THE BEACHES.

Never far from your next read.

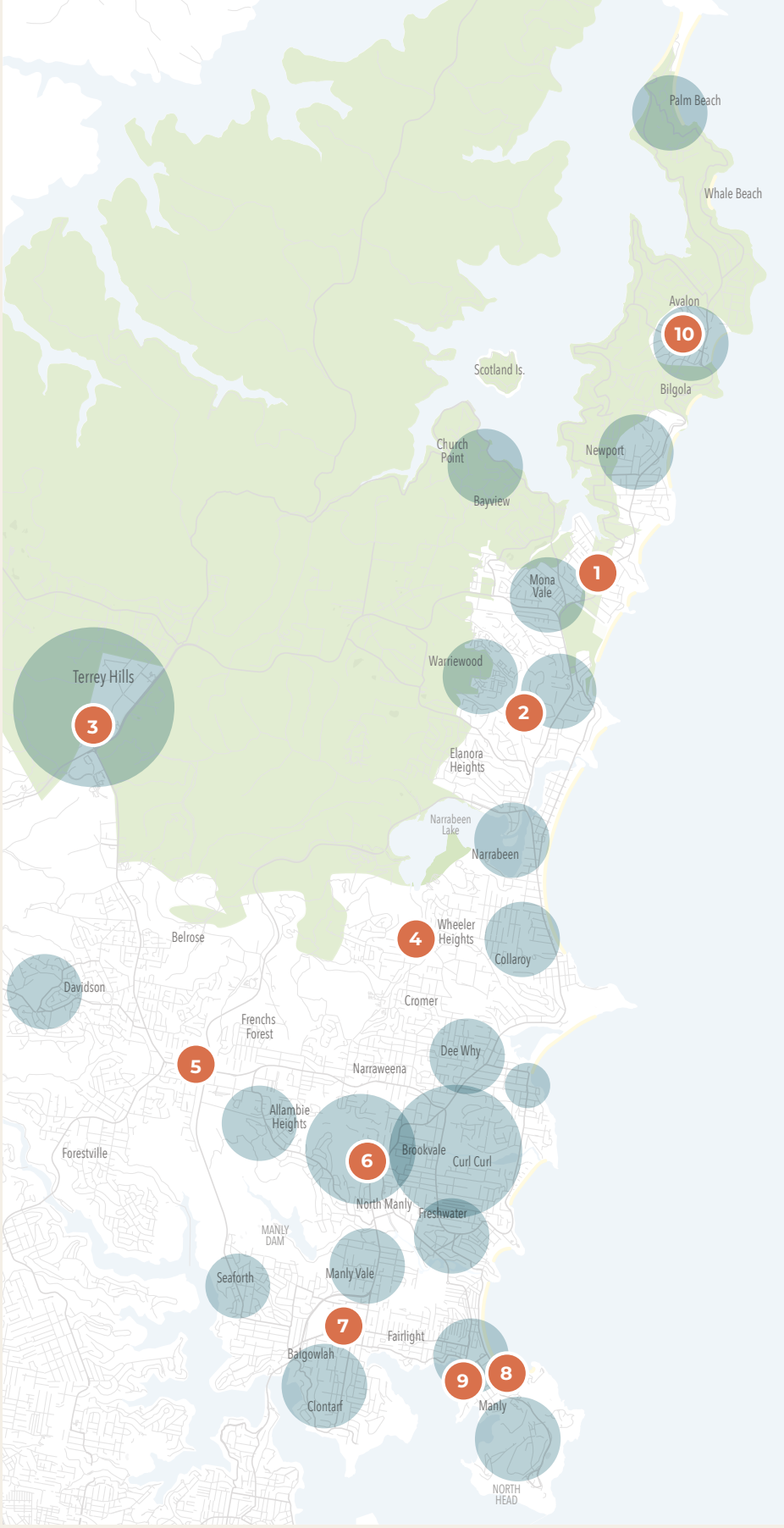
Dedicated stands sit across the Beaches, with copies in every village and your favourite cafes and social spots. You'll also find us at medical centres, shopping centres and local businesses in between.

EVERY SEASON

15,000	copies printed
1,000+	distribution locations
10	dedicated stands

OUR STANDS

1. Berkelouw Mona Vale
2. Warriewood Square
3. Forestway Fresh, Terrey Hills
4. Wheeler Heights Shops
5. Northern Beaches Hospital
6. Westfield Warringah Mall
7. Balgowlah Village Shopping Centre
8. Affogato by Chill Bar, Manly
9. Manly Wharf
10. TerryWhite Chemist Avalon Beach



Keeping the community connected, from Manly to Palm Beach.

EXPLORE THE INTERACTIVE MAP

beachescovered.com.au

Find every pick-up spot near you

CHANNEL 02
DIGITAL FOOTPRINT

BE DISCOVERED BEYOND THE PAGE.

Your place in the Beaches COVERED. digital world.



Stay connected with readers long after they turn the last page.

Digital Footprint gives your business a home on the Beaches COVERED. website, with a dedicated business listing and a search-optimised editorial story linked to your website. It's where our audience can find you, learn what you do and connect with your brand.

It's more than an online listing. It's a place within an established local media platform, built to keep you visible 24/7 and help customers find you through Google and AI-powered search.

PRINT BUILDS AWARENESS.
DIGITAL BUILDS DISCOVERABILITY.

Your magazine placement introduces your business to our readers. Your Digital Footprint gives that interest somewhere to go, an ongoing digital asset that keeps working long after the issue leaves the coffee table.

15,000+ MONTHLY ONLINE VIEWS

DIGITAL FOOTPRINT

Editorial story + listing, SEO & AEO linked to your website

1 Season | 3 months	$300
Half Year | 6 months	$400
Full Year | 12 months	$500

PREMIUM FOOTPRINT

Everything in Digital Footprint, plus ad blocks

1 Season | 3 months	$750
Half Year | 6 months	$1,250
Full Year | 12 months	$2,000

PLATINUM FOOTPRINT

Everything in Premium, plus scrolling banner ads

1 Season | 3 months	$1,000
Half Year | 6 months	$2,000
Full Year | 12 months	$3,000

Prices exclude GST.

CHANNEL 03
DIGITAL REACH



WE BUILD THE CAMPAIGN. DRIVE THE AUDIENCE. MEASURE THE RESULT.

We use the Beaches COVERED. brand to introduce and amplify selected businesses to our local audience through targeted digital campaigns.

01
BRAND TRUST →

02
AUDIENCE ENGAGEMENT →

03
AUDIENCE ACTION →

04
MEASURED RESULT DATA CAPTURED

CAMPAIGN OBJECTIVES CAN INCLUDE

· CONTENT VIEWS · WEBSITE TRAFFIC
· LEADS · COMPETITION ENTRIES
· ENQUIRIES · OFFERS · BOOKINGS

This isn't simply putting an ad into someone's feed. It's using the Beaches COVERED. brand and audience to create a reason for people to engage with a Marketing Partner.

KICKSTART — 15 DAYS

Campaign Management	$750
Meta Media	$500

Your investment
$1,250

SHOWCASE — 30 DAYS

Campaign Management	$1,000
Meta Media	$1,000

Your investment
$2,000

CONNECTION — 45 DAYS

Campaign Management	$1,250
Meta Media	$1,500

Your investment
$2,750

Campaign totals include management and Meta media spend. Prices exclude GST.

REAL CAMPAIGNS. MEASURABLE RESULTS.

Beaches COVERED. Digital Reach extends the power of our local media platform through targeted Meta advertising, connecting Marketing Partners with relevant audiences and measurable campaign outcomes.

Every campaign is built around a clear objective, with performance data demonstrating the reach, engagement and traffic delivered.

CASE STUDY 01 | ACCOMMODATION FEATURE

01 THE BARN SCONE

Compelling creative and targeted delivery transformed awareness into measurable website traffic, connecting audiences with a dedicated booking destination.

THE BRIEF

Showcase a luxury accommodation experience to an affluent Beaches COVERED. audience with the aim of driving discovery and bookings.

THE DELIVERY

We targeted travel-minded local audiences with an interest in premium experiences, using engaging imagery and Reels to bring the property to life. Targeted Meta advertising directed audiences to a dedicated Beaches COVERED. landing page, creating a clear pathway from discovery to booking offers.

160,270	54,201	4,992	3,885	$0.46	3.11%
Impressions	People reached	Link clicks	Landing page views	Cost per landing page view	Link click-through rate

CASE STUDY 02 | LOCAL BRAND ACTIVATION

02 PICANHA MEAT HOUSE & DELI

Digital Reach turns local attention into measurable participation, creating opportunities to retarget engaged audiences and drive second-round offers.

THE BRIEF

Build brand awareness and establish a new retail offering across the local audience, both online and offline.

THE DELIVERY

Using the Beaches COVERED. four-channel marketing ecosystem, we promoted Picanha's wholesale pricing for retail customers, tapping into cost-of-living concerns. Targeted Meta advertising drove traffic to a dedicated landing page, supported by a competition designed to capture audience participation and build a valuable retargeting database.

66,618	37,634	2,210	$0.23	178
Impressions	People reached	Landing page views	Cost per landing page view	Competition entries

03

CASE STUDY 03
EDUCATION SHOWCASE

JOHN COLET SCHOOL

THE BRIEF

Introduce an alternative education offering to relevant families, encouraging further investigation, enquiries and school tour bookings.

THE DELIVERY

We used testimonial Reels featuring parents alongside messaging that highlighted the school's distinctive educational approach. Targeted Meta advertising connected the school's story with relevant audiences, encouraging further discovery.

147,547
Impressions

5,332
Link clicks

$0.40
Cost per click

3.61%
Click-through rate

The right creative, delivered to the right audience, turns digital exposure into measurable traffic and meaningful opportunities for enquiry.

04

CASE STUDY 04
STAY & PLAY GIVEAWAY

MANLY PACIFIC

THE BRIEF

Promote a Stay & Play accommodation offer and generate engagement across the local Beaches COVERED. audience.

THE DELIVERY

Promotional Reels and static creative supported a targeted Meta competition, amplified by landmark digital signage to extend campaign visibility beyond the screen.

86,000
Social impressions

32,000
Social reach

3,064
Engagements

1,489
Competition entries

Competition campaigns create more than awareness. They build engagement, capture audience participation and provide opportunities to retarget prospects with future offers.

05

CASE STUDY 05
REAL ESTATE AMPLIFICATION

JARDIN FRENCHS FOREST

THE BRIEF

Showcase an off-the-plan residential development and expand its exposure to generate interest and potential enquiries.

THE DELIVERY

We developed a campaign using rendered Reels and static creative, targeting relevant audience segments across the Beaches and greater Sydney. Advertising directed audiences to a dedicated Beaches COVERED. article, extending the project's exposure beyond the printed magazine.

6,422
Article views

$0.08
Cost per article view

Targeted Meta advertising delivered cost-efficient exposure for a residential development, extending its reach beyond the traditional print audience.

DIFFERENT OBJECTIVES. ONE PRINCIPLE.

ENGAGE THE BEACHES COVERED. DIGITAL AUDIENCE.

Every Marketing Partner has a different objective. Our campaigns are built around the outcome that matters to their business.

Drive website traffic and booking opportunities	**The Barn Scone**
Build brand awareness and capture audience participation	**Picanha Meat House & Deli**
Generate targeted traffic and education enquiries	**John Colet School**
Amplify promotional offers and build engagement	**Manly Pacific**
Extend property exposure beyond print	**Jardin Frenchs Forest**

THE POINT OF DIGITAL REACH.

Different businesses need different outcomes.

We build campaigns around a clear objective, connect with relevant audiences and measure the results.

More than digital exposure. A measurable extension of your marketing.

CHANNEL 04

DIGITAL LANDMARK SIGNAGE



PUT YOUR BRAND INTO THE LOCAL LANDSCAPE.

Your brand doesn't always need to be on a screen someone is holding. Sometimes it needs to be impossible to miss.

50,000	10,000+	720	21,600	64,800
Vehicles passing each day	Estimated daily eyes on the sign	9-second ads per day	Ads per 30 days	Ads over 3 months

$650 Per Month

$1950 / 3-month season

Signage Hours of Operation
Brookvale 5am to 11pm
Maximum 10 advertising positions

Traffic and audience figures are estimates based on supplied operating and location data. Scheduled plays represent programmed rotations. Prices exclude GST.

ONE SEASON. MULTIPLE WAYS TO BE SEEN.

GROWTH

PREMIUM PRINT Half Page | ad or editorial	**$950**
DIGITAL FOOTPRINT Digital Footprint	**$300**
DIGITAL REACH Kick Start | 15 Days	**$750**
META MEDIA BUDGET	**$500**
Total value	**$2,500**

MARKETING PARTNER INVESTMENT

$2,250

Add in
Digital Landmark Signage $1,500

GROWTH HYBRID $3,750

ACCELERATE

PREMIUM PRINT Full Page | ad or editorial	**$1750**
DIGITAL FOOTPRINT Premium	**$750**
DIGITAL REACH Showcase | 30 Days	**$1000**
META MEDIA BUDGET	**$1000**
Total value	**$4,500**

MARKETING PARTNER INVESTMENT

$3,750

Add in
Digital Landmark Signage $1,500

ACCELERATE HYBRID $5,250

DOMINATE

PREMIUM PRINT Double Page | ad or editorial	**$2650**
DIGITAL FOOTPRINT Platinum	**$1000**
DIGITAL REACH Connection | 45 Days	**$1250**
META MEDIA BUDGET	**$1,500**
Total value	**$6,400**

MARKETING PARTNER INVESTMENT

$5,500

Add in
Digital Landmark Signage $1,500

DOMINATE HYBRID $7,000

All prices exclude GST and are per season.

SEEN IN PRINT. FOUND ONLINE.

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.

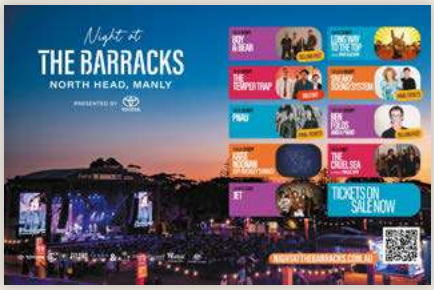
GO HYBRID. ONE STRATEGY, MORE IMPACT.

Every Hybrid package adds Digital Landmark Signage, bringing every channel into one connected campaign for greater visibility, stronger engagement and better long-term results.













A MEDIA PARTNERSHIP BUILT AROUND YOUR BRAND.

We help Marketing Partners create the story, build the assets, distribute the message and measure the response.

WRITTEN EDITORIAL
Tell your story in a way people actually want to read.

CONTENT CREATIVE
Photography, videography, design and production that look the part.

DIGITAL SHOWCASE
Deploy your message across social media.

CAMPAIGN STRATEGIES
Targeted digital activity built around a clear, measurable objective.

VISUAL SIGNAGE
Put your brand on the local landscape.

INTELLIGENCE | BCIQ
Real data on a real local audience, used to optimise every campaign.

ONE PARTNER. MULTIPLE TOUCHPOINTS.

PREMIUM PRINT · DIGITAL FOOTPRINT · DIGITAL REACH · DIGITAL LANDMARK SIGNAGE

WHY MARKETING PARTNERS STAY

IT'S ABOUT UNDERSTANDING THE BRAND.

The strongest relationships we've built aren't based on buying space. They're built on understanding.

Marketing Partners have their say.

MANLY 16FT SKIFF SAILING CLUB

Matt | General Manager

10+ years

"Our relationship with Beaches COVERED. has evolved well beyond simply advertising. John and the team have become an extension of our marketing team. Over the years they have helped us with social media, photography, content creation, design and the communication around the Club. They understand our brand, our community and the way we want to present ourselves. That level of understanding is incredibly valuable."

PICANHA MEAT HOUSE & DELI

Andre | Owner

"We were looking for more than just a magazine advertisement. We wanted to put our brand in front of the right local audience and actually create some action around it. Beaches COVERED. showed us how Premium Print, Digital Footprint and Digital Reach could work together as one campaign."

COLLAROY KITCHEN CENTRE

Helle & John | Owners

10+ years

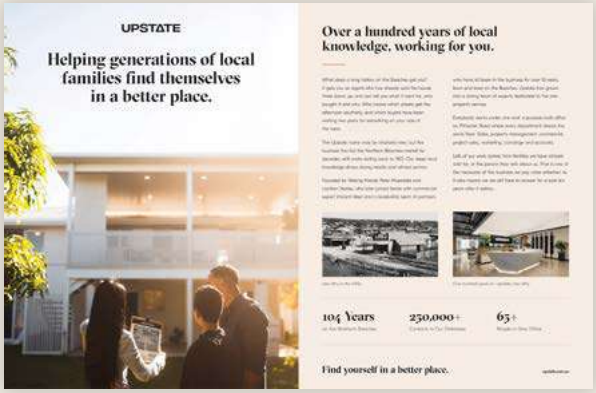
"We have worked with Beaches COVERED. for more than a decade because they understand the importance of putting our brand in the right environment. Collaroy Kitchen Centre is about quality, design and craftsmanship, and our marketing needs to reflect that."

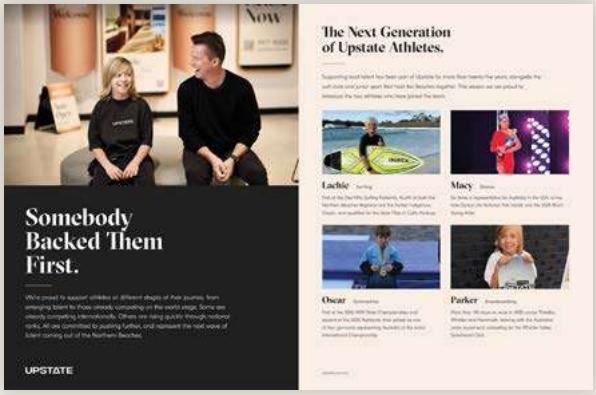
UPSTATE REAL ESTATE × BEACHES COVERED.

"People don't necessarily want to pick up a real estate magazine. They do want to pick up a beautiful lifestyle magazine that reflects the community they live in."

MESCHELL | GENERAL MANAGER, UPSTATE REAL ESTATE

UPSTATE





BRAND MATTERS.

Upstate understands something fundamental about marketing. As a real estate business, communicating in the right environment is critical.

People don't necessarily want to pick up a real estate magazine. They do want to pick up a beautiful lifestyle magazine that reflects their community. That is where Beaches COVERED. creates a different kind of opportunity.

Upstate's brand becomes part of the lifestyle environment rather than simply appearing beside another advertisement.

The magazine lives in homes, offices, cafés, hospitality venues and premium local spaces. It is designed to be retained, so a brand stays visible long after the first moment of exposure.

8+ YEARS OF PARTNERSHIP

LET'S BUILD SOMETHING

YOUR BRAND.
OUR AUDIENCE.
ONE LOCAL MARKET.

Whether the objective is

BRAND AWARENESS · LOCAL DISCOVERY · CONTENT · LEADS

TRAFFIC · ENQUIRIES · BOOKINGS · SALES

WE CAN BUILD THE MARKETING ENVIRONMENT AROUND IT.

BE SEEN.
BE HEARD.
BE DISCOVERED.

PREMIUM PRINT · DIGITAL FOOTPRINT · DIGITAL REACH
DIGITAL LANDMARK SIGNAGE



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Scan to book a chat