Sweet talker

Samantha Jade's hopes and dreams for 2015
Published by Premium Publishers, PRIMOLife’s readers love the combination of exclusive entertainment stories from Hollywood and home, lifestyle features and high value competitions as well as car reviews, tips on making your home and garden more beautiful and travel stories to inspire their next trip away.

Available online, in smart phone/tablet friendly format as well as in print, we’ve devoted time in making sure our content is second to none, with stories and features you won’t find anywhere else in an Australia-produced magazine.

PRIMOLife stands out from the pack in other ways too. Each month we include Peard Real Estate’s latest properties – to buy or to rent, land sales and future developments.

Beautifully designed, with gorgeous full colour lifestyle features as well as property stories from Perth to Karratha to Margaret River, PRIMOLife will become a highly visible part of WA’s publishing scene.

Through social media (Facebook, Twitter and Instagram), the PRIMOLife community expands and grows each month thanks to our popular monthly competitions. Many businesses have shared in this social media ‘love’, through smart use of hashtags, ‘likes’ and sharing of stories.

Providing a bumper, one-stop shop for a reader’s lifestyle and entertainment magazine fix and the opportunity to scan for their future home, we’re confident that PRIMOLife will set a new benchmark in high quality publishing in WA and beyond.

WA’S BEST monthly read

PRIMOLife magazine is WA’s first choice for lifestyle, travel and property stories
Our editorial team is happy to work with your clients too, and will provide a future features list on request. We’re keen to access topical stories – local and beyond – so we welcome approaches from PR and brand agencies at any time.

PRIMOLife magazine can offer you extended time with potential customers. No other medium can offer advertisers nearly 40 minutes with your brand, product or service. Printed advertising works, statistics taken from McNair Ingenuity Research Pty in association with Publishers Australia, 2011, shows that:

- **75%** of readers notice advertising in magazines
- **87%** of readers believe their magazine’s content is relevant to them as a reader
- People who receive custom magazines spend an average of **39.7 minutes** reading each issue
- **75%** of readers read their copy immediately, and then leave it in a common area for others to read.

We believe the most effective advertising in today’s market is one with a successful mix of a print and online presence. **This is exactly what we can offer - direct to a captive audience.**
From a first time buyer choosing their home away from mum and dad, to a wealthy businessperson intent on consolidating their property portfolio, our readers traverse a range of ages and spending brackets.

Thanks to the excellent coverage PRIMOLife achieves via the network of Peard Real Estate offices (ten and counting, from Mindarie to Mandurah), affiliated offices from Karratha to Margaret River, an average 35 home opens per office, per week, and non-Peard related distribution points (including local businesses, cafes and letter box drops), it’s possible that the next reader of PRIMOLife will be you, your neighbour or your boss.

“[It is] a high quality mag that is even more awesome because it’s free. Really interesting articles written by talented people with amazing photos. Professional layout design and editing with up to date stories make it a winner. If you are thinking of buying or selling your property this is a must read.” — L. Smith, Perth, WA

“Love the magazine. Friendly, fast efficient team. Love the dedication to promoting and supporting all things local.” — D. Porter, WA

“Congratulations to you and your team – PRIMOLife looks fresh and contemporary, and with advertising also! I know how tough it is out there, well done!” — John Byrne, Director, Hogan Media

“I love it because it’s local – I can pick it up and know that I can access anything in it. As a Perth resident it is filled with great ideas of things to do amazes me most of all is its FREE.” — L. Shulman, WA

“Got a corporate event you’d like to see featured in our popular PRIMOParties gallery, online and in print? Get in touch with the editorial team before the 20th of each month and you could see your valued staff, customers and clients featured in one of the most viewed sections of the magazine.”
In addition each Peard office sees hundreds of copies leave the premises each day, in the hands of potential customers.

Each month, we hand-deliver hundreds of copies of PRIMOLife to local businesses – cafes, hotels, doctor’s surgeries and other hotspots, guaranteeing our advertisers reach an extra audience in their target locations.

The Fly In Fly Out worker (FIFO) is also targeted by our distribution program. We have stands at Skippers Airport – the hub which services regional WA’s busy resources sector. You’ll find PRIMOLife also in Perth Airport’s Domestic Qantas lounge.

For readers outside of WA, it’s now possible to subscribe via iSubscribe. This means magazines are being read well beyond the borders of our state.

In Brief

PRIMOLife – WA’s only monthly lifestyle & property publication
Page count – on average 132pp+
Circulation – Currently between 15 to 20,000
Medium – print, online and smart phone/tablet friendly versions
Readership – 20 to 55 age group, a mix of male and female readers

DISTRIBUTION

Every Peard Real Estate sales associate distributes copies of the magazine at every home open they hold (over 300 per month), as well as leaving copies during mail-drops.

We print c.20,000 per issue, 10 issues a year, and distribute those copies like this:
• To every Peard Real Estate office and every Peard home open - 10,000 copies,
• Throughout Stocker Preston Real Estate offices and home opens in the South West -2,000 copies,
• A variety of local businesses, cafes and hotels - 6,000 copies,
• Digitally through our website, www.primolife.com.au, and
• Skippers and Perth Domestic Airport receive 2,000 copies per month.
• An app available to download from the Apple Store reaches an additional readership of 75,000.
## ADVERTISING RATES

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<tr>
<th>Positions</th>
<th>1 ISSUE</th>
<th>2 ISSUES</th>
<th>3 ISSUES</th>
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Smaller sized ads can also be included at a lower rate. Call us to discuss how we can make this work for you.

### primolife.com.au

#### Web only

**HOME PAGE**

**PAGE SPONSORSHIP**

$1,500

per page - includes Leaderboard, 2 x Skyscraper, MPU and bottom banner

**LEADERBOARD**

$700

**SKYSCRAPER**

$600 per ad

**MPU/MREC**

$600

**BOTTOM BANNER**

$500

**BUTTON**

$200 per ad

### PACKAGE WITH PRINTED MAGAZINE

(Rates for printed magazine apply)

**HOME PAGE**

$1,000

**PAGE SPONSORSHIP**

$1,000

**LEADERBOARD**

$400

**SKYSCRAPER**

$400 per ad

**MPU/MREC**

$400

**BOTTOM BANNER**

$300

**BUTTON**

$100 per ad

All other pages on Primo Life website based on Rates Per 1000 impressions*

**LEADERBOARD**

$30

**SKYSCRAPER**

$25

**MPU/MREC**

$25

**BOTTOM BANNER**

$15

**BUTTON**

$10

We also offer exclusive sponsorship deals for a mix of editorial and advertising. Call us now to discuss how we can make this work for you.

- Payment must be made in full 14 days within date of invoice
- All prices are exclusive of GST.
- Supplied artwork is subject to Editor's approval.

* All rates are for digital ads displayed for 1 month along side the printed issue of Primo Life. Primo Life has 10 issues per year.
ADVERTISING SIZES

FULL PAGE
TRIM: 210 mm x 297 mm
BLEED: 216mm x 303mm
TEXT AREA: 175mm x 260mm

DOUBLE PAGE
TRIM: 420 mm x 297 mm
BLEED: 426mm x 303mm
TEXT AREA: 390mm x 260mm

HALF PAGE VERTICAL
TRIM: 100.5 mm x 297 mm
BLEED: 103.5mm x 303mm
TEXT AREA: 85.5mm x 259.7mm

1/2 PAGE HORIZONTAL
TRIM: 210 mm X 144mm
BLEED: 216mm x 147mm
TEXT AREA: 175mm x 129mm

1/3 PAGE
TRIM: 210 mm x 101 mm
BLEED: 216mm x 104mm
TEXT AREA: 175mm x 86mm

PRINT
DEADLINES: copy must be received by the 20th of each month preceding publication.
All advertisements must be supplied in high resolution PDF or TIFF format, in CMYK, 300dpi with CROP MARKS and 3mm bleed.
Advertisements containing RGB or LAB colour or images below 300dpi are NOT acceptable.
Logos should be supplied as eps or .ai (vector) format

ONLINE
All advertisements must be supplied web-ready (72dpi, RGB, jpeg, gif or png with transparency).
“Joining forces with PRIMOLife magazine and the Peard Real Estate Group is a win-win. The WA market is important to us and what Peard have been doing with their business and the magazine is outstanding.” - Tony Blamey, Chief Operating Officer, Domain Group.

“PRIMOLife offers us a great opportunity to reach potential customers in particular suburbs and buying phases which are key to our business.” - Amanda Goerke, Auto Classic BMW, Marketing Manager.