

LIFESTYLE **pools** +OUTDOOR DESIGN

Media Kit 2011





Our new look revealed

Get ready for an exciting change to *Lifestyle Pools + Outdoor Design* magazine - we've undergone a makeover for our upcoming May 2011 issue.

The new-look design encapsulates a contemporary and sophisticated feel to match our readers, who seek the very best in pool, spa and outdoor designs for their backyards.

Backed by News Limited's metropolitan mastheads, a marketing campaign primarily driven through the *Herald Sun* in Melbourne, *The Daily Telegraph* in Sydney and the *The Courier-Mail* in Brisbane will boost newsstand sales of *Lifestyle Pools + Outdoor Design* magazine among a new network of readers.

Additionally, we've increased the dimensions of the magazine to ensure it has a bigger and better impact on the newsstand, and a companion website www.lifestylepools.com.au will be launched for the May 2011 issue for added advertiser exposure.

Don't miss your chance to be a part of this exciting relaunch issue!



On outdoor rooms and BBQ areas 10 chic outdoor furniture settings spring must-haves and latest looks first advice & savings plans tips to create your own private garden oasis

What's in this issue?

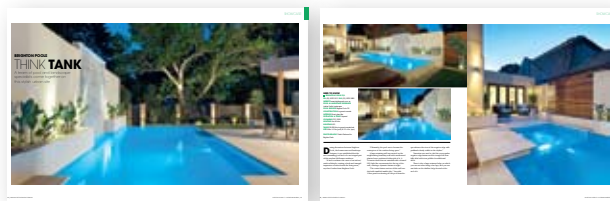
REGULAR SECTIONS

Showcase

Highlighting a host of stunning pools, our Showcase section is an invaluable reference tool where readers who intend to renovate or build a new pool turn to for inspiration and guidance. This is the ideal platform for those in the pool industry to shine the spotlight on their projects.



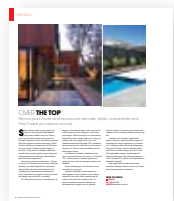
two page spread



four page spread

Essentials

Our newly packaged Essentials section will highlight products and services needed to help maintain or improve pools and pool areas – from pool equipment to outdoor design and landscaping products such as fencing, paving and decking.



single page



two page spread

FEATURES

Energy savers

With reducing our carbon footprint at the forefront of many homeowners' minds, this feature looks at a variety of products and systems designed to reduce energy and water bills – and add resale value to the property.

Twilight hour

This feature looks at lighting systems, tiling options and sculptures that can make the water and surrounding garden twinkle at night – making the pool the star attraction of outdoor entertaining.

Tropical haven

Pool buyers are putting a contemporary spin on the Bali-style resort look in their backyards, by adding some minimal yet key pieces to create their very own tropical oasis.

Seamless integration

We take a look at the design trend of pools now being built seamlessly connected to the home – placed flat against the external walls, often as a lap pool but sometimes wrapped around a corner of the building.

Winter tips

Preparing the pool for winter not only saves owners' time and money but also increases the life of the pool. This article looks at what is required to maintain essential pool equipment to function effectively, and how pool owners can extend the swimming season.

Demographics & website

READERS

Lifestyle Pools + Outdoor Design is an informative and authoritative pool magazine with up-to-date information and visual inspiration. *Lifestyle Pools + Outdoor Design* magazine provides a captive audience for any advertiser of those in the market for a new pool, or seeking ideas.

Readers of *Lifestyle Pools + Outdoor Design* are:

- 81% AB and C, aged 25-54
- Primarily medium to high income earners
- Professionals
- Homeowners
- 76% want to start work on their pool project as soon as possible or within the next six months
- 67% of readers plan to spend \$30,000+ on their project

WEBSITE

www.lifestylepools.com.au

Advertisers will enjoy extra exposure with the website that will be launched with the May 2011 issue.

When you book your advertising in *Lifestyle Pools + Outdoor Design* magazine you will receive a bonus advertising listing.

Listings will be within the following categories:

- Pools
- Spas
- Cleaning Equipment & Services
- Pool Accessories
- Fencing
- Paving
- Landscaping
- Outdoor Living
- Pool Safety

Advertising rates & deadlines

BOOK AN AD AND YOU WILL ALSO RECEIVE:

Pool Advertisers

Package One Buy a Full Page ad and receive a bonus two page Showcase

Package Two Buy a Double Page Spread and receive a bonus four page Showcase

Other Advertisers

Package One Buy a Full Page ad and receive a bonus one page Essentials editorial

Package Two Buy a Double Page Spread and receive a bonus two page Essentials editorial

All advertisers also receive a listing on our website including:

- Company name
- Phone details
- Address
- Logo
- Website
- Showcase/Essentials editorial content

ADVERTISING RATES

Rates 2011

Size	Casual	2x
DPS	\$4,800	\$4,560
Full Page	\$2,800	\$2,660

Premium Position Loading

Outside Back Cover	25%
Inside Front Cover	15%
Inside Back Cover	5%
First 20 pages	5%

2011 DEADLINES

Winter 2011

Summer 2011

Bookings

April 15

August 10

Material

April 29

August 31

On Sale

May 25

October 26

ADVERTISING DESIGN SERVICE

News Custom Publishing offers a comprehensive service to our clients by providing a complete, low-cost Advertising Design Service. Our price includes design, corrections, emailed proof for your approval and print-ready PDF.

Double Page Spread	\$500
Full Page	\$370
Half Page	\$300

(All costs GST applicable)

CONTACTS

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