

THE GOLD COAST

MAGAZINE

WIN
EXCLUSIVE
GIVEAWAYS: GOLD
CLASS PASSES,
LUXURIOUS SPA
TREATMENTS,
HIGH TEA &
MORE!

*KENDALL
GILDING*

*Effortless Glamour, Timeless Style
and Unapologetic Confidence*

MEDIA KIT 2026

WHO WE ARE

The Gold Coast Magazine is a proudly local lifestyle publication celebrating the people, places and experiences that make the Gold Coast such an extraordinary place to live. Our team lives and breathes the Coast, with a deep understanding of its lifestyle, businesses, dining scene, events, personalities and ever-evolving culture.

We are passionate about creating a publication that feels stylish, relevant and genuinely connected to the community. Each issue is designed to inform, entertain and inspire, while showcasing the businesses, people and stories that help shape the Gold Coast.

From the Tweed to Coomera, we celebrate the very best of the region through beautiful editorial, engaging features and a strong local voice.

WHAT WE DO

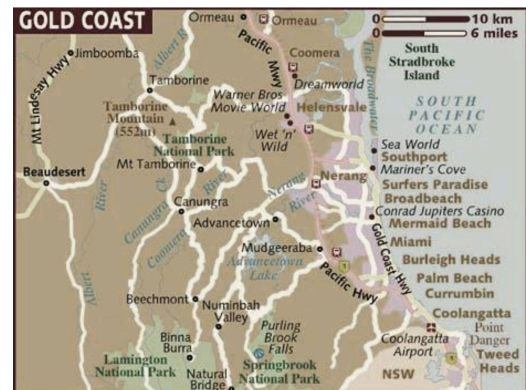
The Gold Coast Magazine reflects the lifestyle of the people who live, work and play on the Coast. Our editorial covers a broad mix of content including:

Fashion • Beauty • Dining • Travel • Motoring •
Health & Wellbeing • Property • Business • Social
Events • Local Personalities • Community

We are constantly out and about discovering what is new, what is happening and what is worth sharing.

Our team meets inspiring locals, visits leading restaurants and hidden gems, supports local retailers and designers, attends major events and profiles the people and businesses making an impact across the region. Our contributors include respected professionals and industry experts, bringing specialised knowledge and trusted insight to every issue.

For our advertising partners, we offer the opportunity to connect with a highly engaged Gold Coast audience through print, digital and social platforms.



OUR PRESENCE

The Gold Coast Magazine extends well beyond the printed page.

Our print publication is supported by a growing digital presence, allowing us to stay connected with readers between issues and provide additional exposure for our advertising partners.

PRINT

15,000 copies per issue

Distributed throughout the Gold Coast across a range of high-traffic locations, businesses, events and selected residential areas.

The magazine is published quarterly and is available FREE to readers.

DIGITAL

Our digital edition allows readers to enjoy The Gold Coast Magazine online and provides advertisers with extended visibility beyond the printed issue.

WEBSITE

Our website features local stories, events, lifestyle content, interviews and selected magazine features.

It also provides additional opportunities for advertisers through online features, sponsored content and digital campaigns.

www.thegoldcoastmagazine.com

SOCIAL MEDIA

Our Facebook and Instagram platforms allow us to connect with our audience in real time. We share events, dining, fashion, businesses, local personalities, behind-the-scenes content and highlights from across the Gold Coast.

This creates further opportunities for clients to extend their campaigns across multiple platforms in a way that feels natural and relevant.

[@thegoldcoastmagazine](https://www.facebook.com/thegoldcoastmagazine)



OUR AUDIENCE

Our readers are engaged, lifestyle-focused Gold Coast locals who are interested in discovering what is happening across the region.

They value quality experiences, trusted recommendations and local businesses.

CORE AUDIENCE

35–64 years

EXTENDED REACH

25–75+ years

AUDIENCE PROFILE

Our audience includes:

- Professionals
- Business owners
- Families
- Established households
- Lifestyle-focused consumers
- Affluent and aspirational Gold Coast residents

They are interested in dining, fashion, beauty, health, travel, property, motoring, events and premium local experiences.

THE MAGAZINE

FACTS

PUBLISHER
SLIM Magazine Pty. Ltd.

PUBLICATION
The Gold Coast Magazine

FREQUENCY
Quarterly (4 issues per year)

FORMAT
A4 Premium Lifestyle Magazine

COST
Free

PRINT DISTRIBUTION
15,000 copies per issue

COVERAGE
Tweed to Coomera

DIGITAL PRESENCE
Website, digital edition and social media

REGULAR FEATURES
Fashion, beauty, dining, lifestyle, travel, motor-
ing, health & wellbeing, property, business, social
events, local personalities and community.

THE GOLD COAST MAGAZINE

WHY PARTNER WITH US

Advertising with The Gold Coast Magazine gives businesses the opportunity to connect with an engaged local audience across multiple platforms.

Our strength lies in our ability to combine beautiful print advertising with trusted editorial, digital exposure and social media reach.

We work closely with our clients to create campaigns that feel integrated, relevant and aligned with the lifestyle of our readers.

Whether the goal is brand awareness, launching a new business, promoting an event, showcasing a product or reaching new customers, we offer flexible opportunities across print, digital and social.

OUR PROMISE

We are committed to producing a magazine that reflects the energy, sophistication and personality of the Gold Coast.

We support local.

We celebrate success.

We tell great stories.

And we connect our readers with the people, places and businesses worth knowing.

The Gold Coast Magazine
Your Coast. Your lifestyle. Your story.



ADVERTISING RATES

	1 Issue	3 Issues	6 Issues
Inside Front Cover DPS (420mm W x 297mm H)	\$5000 + GST	\$4000 + GST	\$3000 + GST
Front DPS p2/3, p4/5, p6/7 (420mm W x 297mm H)	\$4000 + GST	\$3800 + GST	\$2800 + GST
Outside Back Cover (210mm W x 297mm H)	\$4500 + GST	\$4200 + GST	\$4000 + GST
Inside Back Cover (210mm W x 297mm H)	\$3000 + GST	\$2750 + GST	\$2000 + GST
Full Page (210mm W x 297mm H)	\$2200 + GST	\$2000 + GST	\$1800 + GST
Half Page (Horizontal) (180mm W x 131mm H)	\$1500 + GST	\$1300 + GST	\$1100 + GST
1/3 Page (Horizontal) (180mm W x 64mm H)	\$1200 + GST	\$1100 + GST	\$1000 + GST

Please refer to terms and conditions. All rates will incur a 10% agency fee. 10% loading for right hand page. 10% loading for consecutive right hand pages.

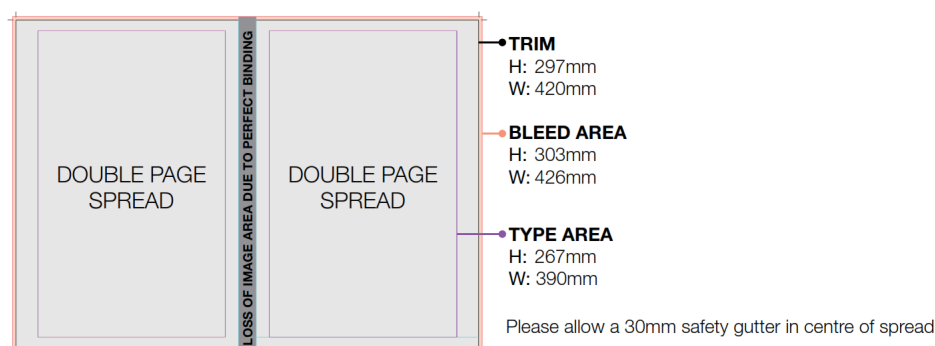
DEADLINES

Issue	Creative Needed	Publication Distribution
December 2026	09/11/2026	07/12/2026
March 2027	08/02/2027	08/03/2027
June 2027	10/05/2027	07/06/2027
September 2027	09/08/2026	06/09/2026

SPECIFICATIONS

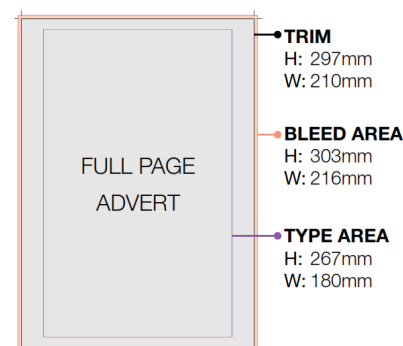
Finished artwork is to be supplied as a high resolution/press ready PDF (300 dpi CMYK - NO RGB or SPOT colours) via e-mail to kate@thegoldcoastmagazine.com. Full pages and double page spreads require 5mm of bleed and crop marks offset outside the bleed area. Please keep all type 15mm in from each trim edge. Double page spreads are to be supplied as one PDF spread with bleed and crops, with a 16mm type free gutter in the middle of the spread. Half page, quarter page, strip ads and classifieds are to be supplied to size with no crops or bleed.

Advertisers using The Gold Coast Magazine's graphic design service need to supply a detailed brief, images (300dpi digital format), logos (EPS format), and text (finalised and proofed). This can be supplied via e-mail to your sales rep. The advertiser is responsible for checking the proof and ensuring all the information on the advertisement is correct. For ads designed in-house, the creative fee charged is \$150 + GST.



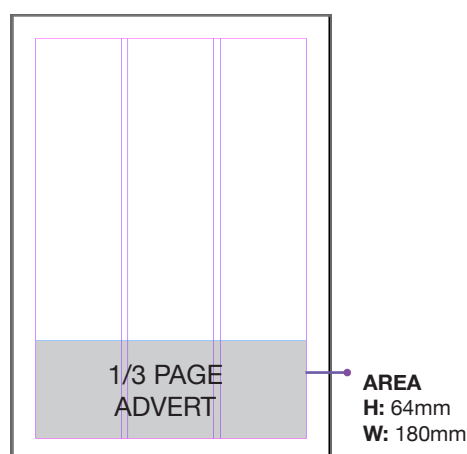
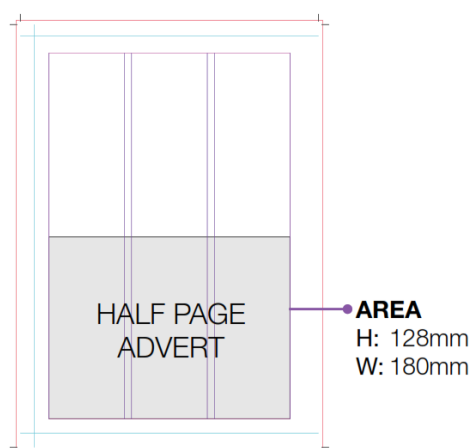
Artboard size:

297mm x 420mm + 5mm bleed on each side.
Please export pdf with trim and crop marks.
Please ensure artwork is CMYK.



Artboard size:

297mm x 210mm + 5mm bleed on each side. Please export pdf with trim and crop marks. Please ensure artwork is CMYK.



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