



*Bloom*  
INSPIRING WELLNESS

Magazine Advertising 2017

CAIRNS +  
TOWNSVILLE

# Vision

To educate, inspire and empower our community, whether readers are avid health nuts, at the beginning of their wellness journey or yet to be inspired, we aim to plant the seeds, share the goodness and make a difference to peoples' lives and the planet.

# Brand Summary

## Essence:

Heart centred

## Values:

Community, connection, compassion, creativity

## Personality:

Conscious leader, heart centred, grounded & genuine

## Beliefs:

Prevention is the cure, the body can heal given the right conditions, mind body spirit emotions are all connected, our health and the planet's health are inextricably linked.



# Target Audience

The event is aimed at women between the ages of 20 - 65 years.

We have identified two types of audience the **'in balance'** and the **'imbalance'**. The 'in balance' person is already a health advocate who wants to live the best life possible. Perhaps has already gone through a health crisis herself or family member has, and now values health as a priority. Loves learning.

The 'imbalanced' person wants/needs to make changes but doesn't know where to start and doesn't have the time or energy to research, so the event provides a good starting point and access to supporting services & information.

# Content Pillars

Beautifully designed and presented, Bloom Magazine will profile members of our community committed to positive change, as well as sharing inspiration for making better choices for our health and the health of the planet, as well as showcasing products/services that will be featured at Bloom.

With a balanced lifestyle approach, Bloom Magazine will feature information in the 5 key preventative areas which are **food ~ skincare ~ environment ~ wellbeing ~ exercise**.

# WHAT IS BLOOM MAGAZINE?

A North Queensland community publication empowering health, wellness and conscious living. Bloom Magazine will be free to all attendees of Bloom, as well as distributed regionally between Cairns & Townsville.

Bloom Magazine is a collectable publication that is often referred to throughout the year. With an extended shelf life, it is the perfect resource for those who are in search of wellness inspiration and support.

# DISTRIBUTION

Targeted distribution is key. In addition to the Bloom event, we will carefully select the best places where our target audience can find it such as cafes and stores with a health / eco-friendly or sustainability focus, clinic waiting rooms and yoga/fitness centres.

- 40 page
- A4,
- Burst Bound, 120gsm bond
- Distribution min. 2000 copies

"So much information and workshops in one place"

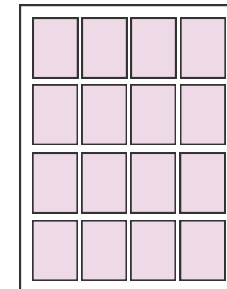
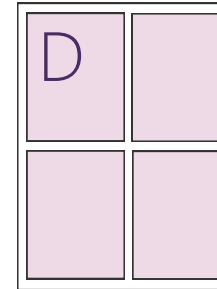
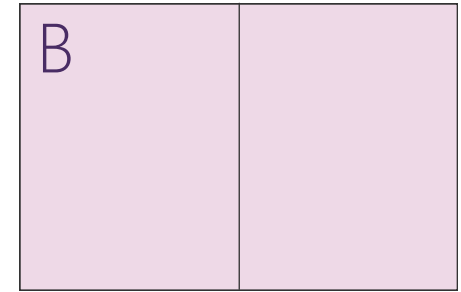
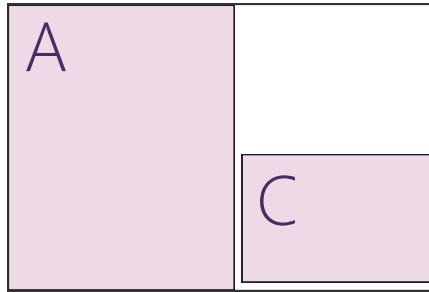


# Advertise

# PRINT ADVERTISING

## RATES

|                               |        |
|-------------------------------|--------|
| FULL PAGE                     | \$695  |
| INSIDE BACK COVER             | \$750  |
| OUTSIDE BACK COVER            | \$895  |
| INSIDE FRONT COVER (DPS ONLY) | \$1200 |
| HALF PAGE                     | \$350  |
| 1/4 PAGE                      | \$175  |
| DIRECTORY AD                  | \$75   |



**E**  
Directory ads  
(16 positions)

## SIZE & SPECS

- 40 page
- A4, Burst Bound, 120gsm bond
- Distribution 2000 copies - Cairns & Townsville
- Finished artwork to be supplied as PDF preferred
- High resolution TIF, JPG & EPS also accepted
- All files to be CMYK
- All images must be 300dpi at 100%
- Material Deadline 03/09/17

|          |                        |                               |
|----------|------------------------|-------------------------------|
| <b>A</b> | Full Page              | 210mm w x 297mm h + 3mm bleed |
| <b>A</b> | Outside Back Cover     | 210mm w x 297mm h + 3mm bleed |
| <b>B</b> | Double Page Spread     | 420mm w x 297mm h + 3mm bleed |
| <b>A</b> | Half Page (horizontal) | 186mm w x 134mm h (no bleed)  |
| <b>A</b> | Inside Back Cover      | 210mm w x 297mm h + 3mm bleed |
| <b>E</b> | 1/4 Page               | 91mm w x 134mm h (no bleed)   |
| <b>F</b> | Directory              | 43mm w x 59mm h (no bleed)    |

*"There was 20+ audience for the gazebo and I was so stoked to get to connect with lots of other foodie mums like myself"*

# Advertising Rates



If you would like to discuss these opportunities and find out more about Bloom Inspiring Wellness please contact:

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#mytimetobloom

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