



COAL *Coast* MAGAZINE

media kit
2024/2025

why advertise with us?

A quarterly lifestyle publication produced with love, Coal Coast magazine turns the spotlight on the region's many talents with diverse, carefully curated content and beautiful photography – including inspiring and informative editorials, and thought-provoking features – Coal Coast magazine is a true celebration of life in our little pocket of the world. Featuring history, art, music, food, culture and travel, the magazine appeals to a broad audience.

As a free, independent publication, we tell real stories with authenticity and passion. Coal Coast is designed to be read on the beach, displayed on a coffee table, lovingly stored on a bookshelf as part of a collection or passed onto a friend. In this fast-paced world we live in, we aim to feature timeless content that endures.



what our advertisers and stockists say

Coal Coast is a high-quality publication and the readership aligns perfectly with our target market in the Illawarra. We've been really happy with the response to our advertising as it's cost-effective and always a pleasure to read about local businesses within the Illawarra.

Adam Souter, Souter Built

Thank you! Your post and stories about us are going off on our Instagram – we got over 100 new followers since last night from your post – amazing uptake! We are so grateful.

Rhylka Hill, Saunaus

I wanted to express our gratitude for your outstanding efforts in promoting the Mental Health First Aid courses. Working with you has been a pleasure, and we are truly grateful for your hard work and generosity. We look forward to working with you again.

Anna Feggens, Recovery Camps

Thank you for the delivery – the new issues are already walking out the door!

Lo Stretto

Helensburgh

Stanwell Park

Coledale

Austinmer

Thirroul

Bulli

Woonona

Corrimal

Keiraville

Wollongong

Kembla Heights

Unanderra

Dapto

Port Kembla

Windang

Warilla

Albion Park

Shellharbour

Kiama

circulation

quarterly magazine –
summer, autumn, winter and spring

50,000+ readership
150+ stockists

We print over 10,000 copies and hand-deliver (with love!) between Helensburgh and Kiama.

Where can you find us? From your local corner cafe to Wollongong's Visitor Information Centre, we distribute to small businesses, news agencies, cafes, hotels, libraries and busy high-traffic areas all across the region.

We've quickly become the Illawarra's most-loved and in-demand magazine, with readers ready to get their hands on each new issue, and we're adding locations to our distribution list every week by request.

And the thing that we love? Each copy is read multiple times by friends, family and colleagues. They are read in cafes and surgery waiting rooms, left for others to read, as well as being shared across our community.

The magazine is also read online by 5000+ unique readers.

But that's just the beginning.

special issue – family

annual magazine

10,000+ readership

100+ stockists

We are proud to deliver our annual special issue – Family magazine (formerly Coal Coast Baby)– providing all of the trusted resources needed by families raising kids (aged 0-12 years) on the Coal Coast.

From first-time parents to seasoned pros, our mission is to provide readers with knowledge, inspiration, and connection. From pre-conception and pregnancy to the precious preschool and primary years, our extensive range of articles, expert advice, and heartwarming stories are designed with parents and kids in mind.

With nearly 4000 babies born in the Illawarra each year, plus many families moving to the region, now is the time to promote your service or product locally and join our Coal Coast Family community.

Audience:

82%
aged 25 to 44

94%
women

58%
live in Wollongong

Issue #5
Nov.
2024



Credit: Pete Balmer – Illawarra Times

special issue – wedding

annual magazine

10,000+ readership

100+ stockists

We are excited to announce our latest special issue – Coal Coast Wedding magazine, new in 2024.

Our special issue celebrates the best of bridal and weddings in the Illawarra, Coal Coast and surrounds – venues, accommodation, photographers, florists, jewellery, DJs, celebrants and more!

This is the go-to guide for all couples planning a wedding in our beautiful part of the world – plus proposals, engagements, hen's and buck's, kitchen teas...

To showcase your business or service – as an advertiser, contributor or photographer – we'd love to have you as part of our Coal Coast Wedding community.

Audience:

74%
aged 25 to 44

83%
women

58%
live in Wollongong

Issue #2
May
2025



Credit: Adrian Lammers – Better Together Photography

what our readers say

Coal Coast mag is a great read and offers a great deal of good information, sharing insights that even us locals have either failed to appreciate or have not had the opportunity to embrace. You should be very proud and your supporters, including those who advertise with you, would share in the benefits of a quality presentation of information and images.

– Paul Gibbs

I love your little mag! Such a good idea, I love print so I was happy when I saw the [latest] issue pop up.

– Kiri D

Just a quick note to congratulate you all on the latest spring edition of CC. Such a funky, informative and professional production. Well done keep up the great work.

– Grahame Webber

I love the richness of this issue of Coal Coast – the stories are great!

– Joanne Ubilla

Warmest congratulations on a terrific issue! I was out with my highlighter, marking up the music, coffee spots, and travels recommended. There was a real sense of community personalities and colour, with deeper issues also not avoided. There seemed to be something for everyone... including my special interests of frogs! Amazing work, and good job all round.

– Ruth Hough

The magazine is FECKIN deadly! Well done y'all.

– Susie Fagan

We trialled your magazines on our bus tours and everyone loved them. We had one in each pocket behind the seat so each passenger had one, most of them were taken home!

– David Turnbull

partnerships

local radio



i98 promotes every issue on the radio and distributes copies via their Street Fleet!

tourism



We have a wonderful relationship with our tourism partner Destination Wollongong and work together to promote our beautiful region.

Magazines are available at the flagship Bulli Tops Visitor Centre and are free for all visitors.

advertising costs and specifications

we offer various advertising options to suit your business.

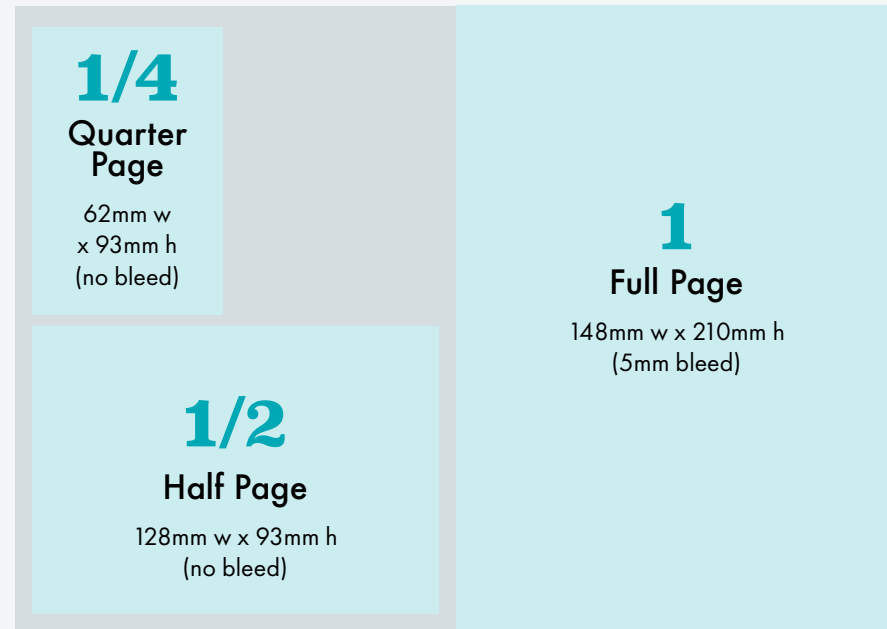
Advertorials can be a great way to promote your business allowing you to tell your story and place you firmly in the hearts and minds of your target audience.

If you opt for an advertorial, we can assist with writing, proofing and editing your article to ensure your message is conveyed in the most effective way.

free

all print adverts receive a 12 month business directory listing.

**Not available in Wedding special issue



Full Page	148mm w x 210mm h (5mm bleed)	\$2225
Half Page	128mm w x 93mm h (no bleed)	\$1115
Quarter Page**	62mm w x 93mm h (no bleed)	\$695
Back Cover	148mm w x 210mm h (5mm bleed)	\$3015
Finds For You profile	image & copy to be supplied (max 30 words)	\$350
Local Biz Love profile	image & Q&A responses to be supplied	\$1085
Advertorial	{ Double Page	\$3045
	{ Single Page	\$2495
Graphic Design	images & copy to be supplied (one round of revisions)	\$250
Photography	available on request	from \$350

Rates inclusive of GST

advertising examples

FINDS FOR YOU

finds for you

Look no further... your one-stop shop for local experiences & buys!



MUMMA'S BEANS COFFEE AND SINCARE

We want for every mum in the Illawarra and beyond to start her day feeling energised and nurtured with our deliciously gentle coffee and natural skincare. All our skincare products are handmade in Bulli using our award-winning Australian green coffee. Fill your cup first, mamma every single day!

Shop online: mummasbeans.com.au/
 @mummas_beans



SHARNA LEE CLASSICAL COACHING

The home to Baby Ballet and preschool dance classes offering the correct foundation in a professional, positive learning environment. Run by an industry professional with worldly dance experience and qualifications. Miss Sharnee runs classes four mornings per week here in fully equipped studios.

Located in Ulladulla. Free trials available.
sharneel@sharnalee.classicalcoaching.com

#Sharnalee.classicalcoaching
 @sharnalee_classicalcoaching



MILLY MAY COLLECTIONS

Located in the heart of Thirralba in your local gift store for stunning, affordable, and high-quality jewellery. Milly May offers an extensive collection of silver and gold jewellery that caters to every style and occasion.

Located at 280th St • on
 272 Lawrence Highway Dr, Thirralba

@millymaycollections
millymaycollections.com.au

If you would like to have a product featured here again, please email advertising@coalcoastmagazine.com or book in coalcoastmagazine.com @coalcoastmag #coalcoastmag

FINDS FOR YOU

BUSINESS SPOTLIGHT

local biz love

NO MORE THAN EVER, BUSINESSES NEED OUR SUPPORT HERE. YOU CAN CHECK OUT SOME GREAT LOCAL TRADERS TO GET BEHIND

If you would love to have your business featured in our next edition, reach out to Keri, advertising@coalcoastmagazine.com, to secure your spot.



Mumma's Village COAST TO COAST

COAST TO COAST
 MEG GIBSON
 @mummasvillagecoasttocoast
 Specialty Assistant to Keri

How do you establish your business? An on-site pop-up on the beautiful South Coast and with little family support allowed had to create my own village. The way I take a village to raise a family because even more apparent when I had my second baby. With Covid, multiple lockdowns and that down border, I was STRUGGLING. Even though I have an incredibly supportive partner I was mentally and physically drained trying to keep on top of everything is tough.

This is where the idea for Mumma's Village came from. I wondered how many other mums were in our position? I thought I should try and create something that could help others.

What does your business pride itself on? We support mammal systems with the household. We're here for anyone who asks for help. We've done but our services go well beyond that. A regular cleaner we help with laundry, bed linen, changing nappies, engineering and so much more when your Home Rest. We're here to help lighten your load.

Tell us about your biggest successes and challenges. Mum's Village's biggest success so far was being able to help not only families who need it, but also mums who need flexible work and to get back to work after being primary carers being able to empower them back into the workforce has been rewarding.

Anyone who runs their own small business will know how challenging it can be to keep on top of it all. We have been blessed with so much interest, but it has been our constant challenge to keep enough staff to support everyone who needs our help.

What do you enjoy most about running your business in the Illawarra? How being able to run my business in such a connected and supportive network of communities. As a beach soul, it's also pretty amazing to be able to take a lunch time walk to the sea with my dog.



Kari Bags KYLIE WILSON AND ROZA ROJANO

kari.bags@kyliewilson.com
 Kari.Bags@kyliewilson.com myshopify.com
 Kylie: 0401338050
 Roza: 0434 27 389

How do you establish your business? During Covid

What does your business pride itself on? Our pride is that our bags are made from EVA foam which is eco-friendly because it's 100% free and does not contain chemicals, heavy metals, phthalates, latex and other toxic substances. It is a safer alternative to products that use PVC foams which often carry BPA.

Tell us about your biggest successes and challenges. Our biggest success would be precisely supporting our business by purchasing our bags to replace plastic shopping bags.

Our biggest challenge is trying to grow our business outside of our normal jobs and trying to manage our way through covid times. Luckily we have children in their early 20s that support and help with us... and of course!

What do you enjoy most about running your business in the Illawarra? How supportive and so well received our friends and the Illawarra community have been.

BUSINESS SPOTLIGHT

ADVERTORIAL



ELEVATE YOUR INTERIOR

Specialising in bespoke fabrics from curtains, blinds, cushions, lampshades, bedding and homewares, the store offers a variety of designs to enhance your home and complement your unique style. Whether you want to decorate a cosy beach war or require assistance with curtains or blinds for a new home, the Chints team work to your budget and aesthetic to create the perfect match.

No Chints collaborates with skilled artisans in a small community in Kerita, South India to produce exclusive fabrics, crafted from renewable fibres such as cotton and linen to create timeless, one-of-a-kind collections.

With a commitment to timeless design and quality craftsmanship, No Chints are considered the leading destination for classic and contemporary textile products.

Visit No Chints in person at 245 Lawrence Highway Drive, Thirralba or explore online at www.no-chints.com



38

39

58

59

ADVERTORIAL



INSTANT GLOW WITH NO DOWNTIME!

TURN HEADS AFTER ACHIEVING AN INSTANT GLOW WITH OUR CARBON LASER TREATMENT

A two-in-one approach to gently, yet effectively, provide collagen stimulation by a unique process called Thermal Micro Pulse Technology and an instant epidermal peel that lifts dead skin build-up, even in the pores.

When the laser energy passes through the skin, it attacks the melanin present in the cells, breaking it down for it to be removed by the natural process of the body. Simultaneously, as it penetrates deep in the dermis, the heat contracts the skin and the collagen production process is elevated, enhancing the suppleness of the skin. With this

much action going on, you may feel a slight warming experience and some light pricking from the carbon molecules getting exposed.

The best part about the treatment is that there is no downtime! You can go back to your regular activities as soon as you wish. For continuous collagen stimulation, even skin tone, texture and youthful skin, it is best to receive the treatment once a month. If you want to be glowing for a special event, it's best to have it done a day or two prior to the event.

To help achieve radiant, glowing skin visit Skin Revival www.skinrevival.com.au and @skinrevival_sydney. Open Monday-Saturday, 9am - 6:44 Highgate Street, Wollongong.



ADVERTORIAL

Welcome to BLUE ON BATH

A 1920's style cottage located in the heart of Thirralba Village – the gem of the coastal towns along the Cool Coast.

Perfectly appointed with everything you may need for a winter weekend or a weekend stay. Sit on the lawn in your home away from home.

With luxurious items, light-filled living spaces and a private outdoor dining area, you are set to enjoy an exceptional and tranquil stay. We would love to host you.

Your host, Natscha

Whether you're an art enthusiast, photography aficionado, or in search of that perfect piece to illuminate and enhance your home or office, look no further than Karl Strand Photography.

Karl Strand is a local professional photographer who works in an absolute must-see. He's played one of the art collections spanning various locations around Australia offers a compelling blend of aerial and landscape art photography. As a local he's been capturing both stunning hotspots and hidden treasures across our spectacular Illawarra region.

[karlstrandphotography.com.au](http://www.karlstrandphotography.com.au)
karlstrandphotography.com.au
thegallerypodcast.au

beyond the printed magazine

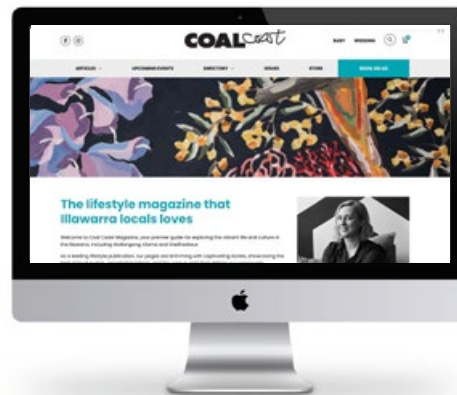
digital magazine



25K+ impressions
4.3K+ reads

All past issues are available online through our website and Issuu.
Advertising seen in print and online.

website

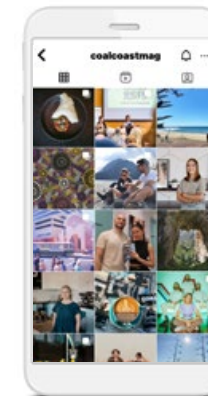


59K+ page views
(growth **+23%** on previous year)

Features unique, up-to-date, timely content, which can also support banner advertising.

Articles are also uploaded from the printed magazine to promote events and businesses.

social media



Instagram:
12K+ followers
(100% organic, across 3 accounts)

Facebook:
2K+ followers
(100% organic, over 2 accounts)

Features regular posts advertising upcoming events, places to visit and delish food we sample across the Illawarra, along with amazing images of our coast.

61% of our social media audience are aged 25 to 45. **29%** are aged 45 to 64.

69% women and **31%** men.

53% live in Wollongong.

Annual statistics as at 1 June 2024

digital advertising costs

please note: all print adverts are offered a free 12 month business directory listing.

We have a unique style on social media, that is true to our brand. When signing up for social media advertising, this gives us permission to have a staff member visit your business to take photos for use to ensure your ad speaks to our target audience and is in alignment with the Coal Coast market.

Sponsored Blog Package

1. Professionally written, SEO optimised copy (up to 600 words)
2. 4 week campaign, from 1st of the month
3. Spotlight Package included
4. Hosted on website for 12 months

\$1050 incl gst

Premium Event Listing

1. Website event listing on Upcoming Events page
2. 4 week campaign, from 1st of the month
3. Spotlight Package included

\$385 incl gst

Spotlight Package

1. Website Vertical Ad – blog placement with link to your website
2. Instagram Post + Story x2
3. Facebook Post x2
4. 4 week campaign, from 1st of the month

\$385 incl gst

Directory Listing

1. Website business listing (12 months) with links to your website and social media
2. Instagram/Facebook Post + Story

\$275 incl gst

thank you.

*we look forward to helping you
take your business to the next level!*

www.coalcoastmagazine.com/advertise



COAL
coast
MAGAZINE

