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media pack for salt magazine

salt magazine is every visitor's ultimate free guide to the Sunshine Coast whether it's in their hotel room deciding on where to dine and drink that night, in their car directing them to the next attraction or on the beach reading about some of the coast's everyday people and their individual stories.

salt entices visitors to explore the Sunshine Coast and Hinterland by providing a comprehensive map situated at the back of the magazine, stimulating and insightful editorial supported by strong photography, therefore giving reader's a snapshot into coastal life.

It also provides important information on medical centres, 24hr pharmacies, taxi services, tourist information and baby sitting services; whilst being complemented by a selected range of advertisers in the dining, entertainment, arts, adventure/attraction, property, health and beauty industries across the Coast and Hinterland.

why salt?

salt has no accommodation advertising in the publication therefore has the advantage to directly distribute to visitors staying in holiday rooms on the Sunshine Coast as there is no conflict of interest. Managers and owners of guest accommodation and holiday rental companies are happy to hand out salt magazine with the keys or place them in the rooms for their guest's convenience.

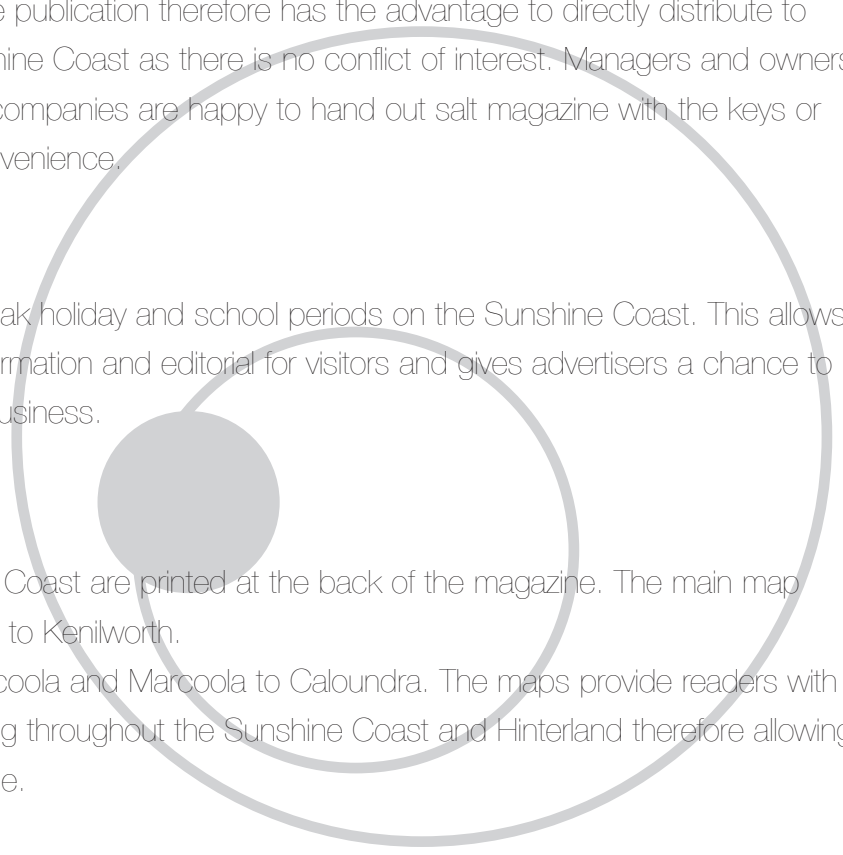
publishing

salt is a quarterly magazine based around peak holiday and school periods on the Sunshine Coast. This allows salt to provide new, fresh and up to date information and editorial for visitors and gives advertisers a chance to promote new and different aspects to their business.

map information

Three comprehensive maps of the Sunshine Coast are printed at the back of the magazine. The main map covers from Fraser to Bribie Island and inland to Kenilworth.

The specific maps cover from Noosa to Marcoola and Marcoola to Caloundra. The maps provide readers with an easy and comprehensive guide to travelling throughout the Sunshine Coast and Hinterland therefore allowing venues and advertisers to be more accessible.



salt

benefits to you as an advertiser

- salt is hand delivered to eateries, coffee shops and hair salons every week to ten days from Noosa through to Caloundra and the hinterland, therefore your advertisement will not only be reaching visitors that are staying with family and friends but locals as well
- full colour on every page
- each issue is hand delivered by a boutique distribution company on a regular basis to over 500 buildings on the Sunshine Coast
- insightful and thought provoking editorial about events and people happening in and around the Sunshine Coast and Hinterland placing your advertisement in a favourable environment
- three month shelf life
- salt magazine's covers are free of advertising and impactful, extending their longevity as a 'coffee table' product

salt's regular features

salt's regular features cover the very best in food and wine, fashion and style, homes and living, art and travel, events and festivals for visitors to the Sunshine Coast.

distribution of salt magazine

A boutique distribution company distributes salt magazine on a continual stock basis. This company has been distributing brochures on the Sunshine Coast for ten years and has a credible reputation amongst managers and owners of hotels across the Sunshine Coast for distributing quality products including salt magazine.

salt magazine is hand delivered to approximately 500 accommodation resorts, information centres and hire car companies on the Sunshine Coast and Hinterland.

The publication is also delivered to busy eateries, coffee shops and hair salons along the Sunshine Coast and Hinterland every week to ten days to reach visitors that are staying with family and friends and our local readership.

Our advertisers are welcome to an endless supply of salt magazines to ensure the advertiser can measure their advertisement effectively.

contacts
salt magazine

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