



# why advertise in salt?

Three-month shelf life; four editions printed per year.

20,000 copies printed per edition.

**salt** is distributed to the entire Sunshine Coast from Fraser to Bribie Island and inland to Kenilworth and selected areas throughout Brisbane.

**salt** is an established (nearly five years in business), independent magazine with a reputation amongst visitors and locals for featuring tales that capture people in real, truthful moments.

Our articles are written by professional, experienced journalists and enhanced with natural, emotive photography.

**salt** is hand delivered by a well-known and reputable distribution company to more than 550 accommodation houses and hire car companies on the Sunshine Coast and hinterland on a continual supply basis. For a comprehensive distribution list please contact us.

The magazine is drip fed into reputable coffee shops, eateries, hair salons, medical centres, fashion boutiques, day spas every week to ten days from Noosa through to Caloundra and into the hinterland. For visitors who are staying with family and friends and locals, **salt** is easily pocketed through these venues. **salt** is also hand delivered into popular suburbs throughout Brisbane for day trippers and weekenders who regularly visit the Sunshine Coast.

**salt** has a mushrooming subscription list with an assortment of subscribers based locally, interstate and abroad.

**salt** covers are renowned for giving exposure to the best panoramic, landscape images of our Sunshine Coast region.

**salt** has boycotted the traditional magazine practice of placing advertising on the back cover and famous faces on the front cover and replaced it with a poignant, landscape image.

The three comprehensive maps positioned at the back of the magazine are of fundamental importance to **salt**'s popularity. The maps give **salt** the legs to travel. The maps provide readers with an easy and comprehensive guide to discover the Sunshine Coast allowing venues and advertisers to become more accessible.

**salt** is proud to say that we don't accept accommodation advertising within the magazine. This gives us the competitive advantage to directly distribute into holiday rooms on the coast as there is no conflict of interest. Managers of the accommodation houses will often hand **salt** out with the keys or place them in the rooms for guests' convenience.

**salt** magazine is shared with the world over through Realview Technology. Each edition is made readily available online and each and every advertisement is hyperlinked to their perspective websites.

Contact **salt** magazine

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