

PRESENTING

VELAMOUR

MAGAZINE

MEDIA KIT

BUSINESS ADVERTISING EDITION

CELEBRATING WEST
AUSTRALIAN CREATIVE
COMMUNITY

VELAMOUR
PRODUCTION & TALENT AGENCY

VELAMOUR

ABOUT

Velamour Magazine is the ultimate marketing tool for businesses aiming to build a lucrative client base of affluent readers with a keen interest in quality and lifestyle.

Our publication combines international production quality with WA-focused content, guiding readers towards the very best in fashion, food, wine, events, and more in Western Australia.

We offer businesses an exclusive opportunity to showcase their products, services, and events to a sophisticated, well-travelled audience eager to engage with the finest local and global brands.

REASONS TO ADVERTISE IN VELAMOUR MAGAZINE

1. To position your business as a market leader
 - Be recognized as a top-tier brand in your industry, setting yourself apart from competitors.
2. To reach valuable niche markets not available through alternative media
 - Target an affluent audience that is actively engaged with quality and lifestyle content.
3. To build a core, high-spending repeat and referral client base
 - Foster long-term relationships with customers who value luxury and are willing to invest in quality products and services.

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FOR RETAILERS & PROFESSIONAL SERVICE FIRMS

1. Consolidate your position as a leading lifestyle retailer or service provider
 - Showcase your products or services to a sophisticated and discerning clientele.
2. Highlight the quality, range, and availability of the brands you carry
 - Let your customers know why your brand stands out.
3. Send key messages and new reasons to visit your business
 - Keep your audience engaged with exciting offers, events, or product launches.

FOR NATIONAL BRANDS

1. Position your brand alongside other national and international leaders
 - Be part of the exclusive group of premium brands represented in Velamour Magazine.
2. Highlight the quality, range, and availability of your brand in WA
 - Ensure your presence in the Western Australian market and position yourself as a key player in the region.
3. Support, maintain, and increase your retail network in WA
 - Use our magazine to strengthen your relationship with local retailers and customers, driving traffic to your business.

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MAGAZINE FEATURES & AUDIENCE

Velamour Magazine provides West Australians and visitors with a premium publication that delivers expert insight into fashion, food, wine, events, and more.

Regular editorial sections cover:

- Men & Women's Style
- Health & Beauty & Wellness
- Fashion
- Event Promotion
- Celebration of the West Australian Creative and Art Community
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The magazine features the thoughts and opinions of WA's most inspirational and influential personalities, selected for their credibility, insight, and commitment to the community. Our content offers a unique perspective on wide-ranging social issues and inspirational stories relevant to local readers and travellers.

Our readers are typically aged between 25 and 55, affluent, sophisticated, well-travelled, and educated, with an active interest in quality and lifestyle.

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ADVERTISING PACKAGES

1. Full Page – \$550

- Magazine Space: Full-page ad in our glossy print and digital edition.
- Magazine Directory Listing: Your business listed in our print directory.
- Website Directory Listing: Your business featured in our online directory.
- Social Media: 3 posts per week on Instagram and Facebook.
- Stories: 3 stories per week on Instagram and Facebook.
- Newsletter Listing: 4 features per month in our newsletter.

2. Half Page – \$325

- Magazine Space: Half-page ad in our glossy print and digital edition.
- Magazine Directory Listing: Your business listed in our print directory.
- Website Directory Listing: Your business featured in our online directory.
- Social Media: 2 posts per week on Instagram and Facebook.
- Stories: 2 stories per week on Instagram and Facebook.
- Newsletter Listing: 3 features per month in our newsletter.

3. Quarter Page – \$175

- Magazine Space: Quarter-page ad in our glossy print and digital edition.
- Magazine Directory Listing: Your business listed in our print directory.
- Website Directory Listing: Your business featured in our online directory.
- Social Media: 1 post per week on Instagram and Facebook.
- Stories: 1 story per week on Instagram and Facebook.
- Newsletter Listing: 2 features per month in our newsletter.

4. Directory Listing – \$55

- Website Directory Listing: Your business listed in our online directory.

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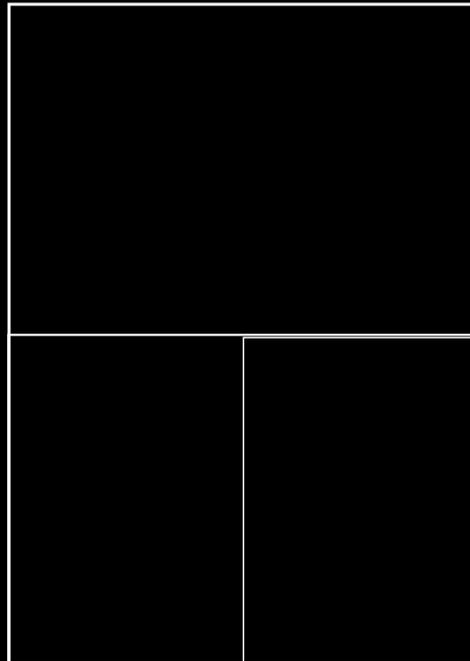
DISPLAY ADVERTISING

Full Page
210 x 297 mm
Bleed area
20mm

Half Page
148mm x 210mm
Bleed area
20mm

Quarter Page
105mm x 148mm
Bleed area
20mm

Directory
Business Name
Address
Website
Email
Contact Number



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PREMIUM COVER PLACEMENTS

For the highest level of visibility, we offer premium cover placements that guarantee your brand is seen by every reader. These rates are in addition to the cost of full-page advertising only.

- Inside Front Cover – \$110
- Inside Back Cover – \$110
- Back Cover – \$110

CAMPAIGNS – 12 MONTHS OF EXPOSURE

For businesses seeking consistent long-term exposure, our 12-month campaign packages offer continuous marketing in Velamour Magazine, Social Media, and Online.

This extensive reach ensures your brand remains at the forefront of readers' minds.

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RATES & TERMS

- **Rates:** All rates are exclusive of GST. A 10% GST will be added to all invoices.
- **Guaranteed Positioning:** A 10% surcharge will apply for guaranteed positioning requests.
- **Directory Listings:** Listings must be booked for a minimum of 4 editions (12 months). Monthly payments are required and must be made via Direct Debit.
- **Cancellations:** Cancellations must be made at least 60 days prior to the publication date. Any cancellations received after this date will incur a charge for 100% of the advertising cost. Cancellation requests should be emailed to admin@velamour.com.au.
- **Display Artwork:** Display advertising rates are based on the provision of finished artwork that meets our specified artwork requirements.
- **File Format:** PDF or Jpeg
- **For additional terms and conditions, please visit:**
www.velamour.com.au

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CONTACT

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 www.Velamour.com.au

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