

media kit

2026/2027



-
1. ABOUT US
 2. DISTRIBUTION AND CONTENTS
 - 3-4. GUIDELINES AND DEADLINES
 - 5-6. RATE CARD
 7. MORE INFORMATION
-

About Us

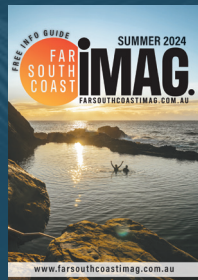
Far South Coast iMag is a pocket-sized A5 magazine that has been proudly showcasing the Bega Valley and Eurobodalla regions for more than 19 years.

What makes iMag unique is that it's more than just a collection of advertisements. It's designed to enhance the visitor experience by offering genuine insights into the Far South Coast.

Packed with current information on local events and attractions, iMag highlights the region's history, scenic sights, entertainment, markets, and galleries. It also features handy tips on where to eat, shop, and stay - plus an easy-to-read regional map.

As iMag continues to grow, we're making some exciting changes to ensure the publication remains fresh and high-quality. From now on, iMag will be published three times a year, with additional copies available throughout the region.

Discover more at farsouthcoastimag.com.au.



Find us on Facebook and Instagram
jess@farsouthcoastimag.com.au | | 0480 482 285

Distribution & Contents

The Far South Coast iMag can be found in various cafes, information hubs and accommodation places across the Bega Valley Shire and Eurobodalla Shire:

- Eden
- Pambula
- Merimbula
- Tathra & Kalaru
- Bega
- Cobargo & Quaama
- Bermagui
- Tilba
- Narooma & Dalmeny
- Bodalla
- Tuross Head
- Moruya
- Mogo
- Tomakin & Broulee
- Batehaven
- Batemans Bay & Nelligen

With an average readership of two people per magazine, your business is reaching between 8,000 to 20,000 potential customers per edition

All advertising businesses receive copies to hand out to customers. If your business, or know of a business, that would like to display copies of the iMag, please let us know and we will be in touch.

What is published in the iMag?

The iMag features a brief description of each town/village on the Far South Coast. This comprehensive summary is a great guide for visitors and locals alike.

The iMag also includes an Art Trail, detailing the latest exhibitions showcased at the many galleries found across the region. You can also find a Collectables and Old Wares trail for those who love vintage and unique wares.

The iMag focuses on showcasing the latest information on upcoming events and activities for all ages.

The Far South Coast iMag is the perfect travel companion when travelling throughout the region.

Guidelines &

Do you want your business, event or community group featured in our up-coming editions? We'd love to have you on-board to continue to showcase the best of the Far South Coast.

SUMMER 2026

The Summer 2025/2026 edition of iMag is currently available throughout the Bega Valley and Eurobodalla region. A second print run of 1,000 copies will be available before January 26, 2026. Advert and editorial spaces are available in the re-run.

- Booking and Material (artwork, editorial, photos, etc.) deadline: 5pm, January 12
 - Artwork creation & proofing: If artwork needs to be designed, a proof sheet will be provided to the client for approval prior to printing.
 - Final printing deadline: 6:30 pm, January 16.
-

AUTUMN/WINTER/SPRING 2026

The Autumn/Winter/Spring 2026 edition of iMag will be available from April through October 2026, with approximately 8,000 copies printed and distributed during this period.

This edition will have two print runs:

- First print run: April, May, June, and July
- Second print run: August, September, and October (with minor updates made before reprinting at the end of July)

Key deadlines:

- Booking deadline: 5pm, February 26
 - Material deadline (artwork, editorial, photos, etc.): 5pm, March 19
 - Artwork proofing: If artwork needs to be created, a proof sheet will be supplied for client approval before printing.
 - Final printing deadline: 6:30pm, March 27
-

SUMMER 2026/2027

The Summer 2026/2027 edition of iMag will be available from November 2026 through March 2027, with approximately 8,000 copies printed and distributed during this period.

The booking and material deadlines are still to be confirmed. Advertisers interested in this edition will be notified as soon as the dates are available.

Deadlines

GUIDELINES

All advertisements are full CMYK colour and prices include GST. All booked advertisers are allowed a free editorial.

All prices include publishing, website and social media coverage.

Advertisers have the option to supply complete artwork or artwork designed for them.

All Publishing and release dates may vary slightly. Advertisers will be notified if changes are made.

Full terms and conditions listed below:

All advertisers/clients are eligible for a free editorial. All bookings must be made by the dates listed on this media kit. A three day exception is allowed. If material is not received but an advertising space is booked the advertiser/client will be charged an extra 2% on top of the total cost and will have a basic/generic advert placed in their allocated space. All advertisements will be placed near the town in which the business operate unless requested otherwise.

All booked advertisers/clients can supply complete artwork. Artwork must be CMYK, with text outlined and meet the measurements.

Files accepted include PDF, Adobe Creative Suite Files (Photoshop, Illustrator and InDesign) or JPEG Files. Microsoft Publisher files are not accepted. JPEG Advert files are not recommended as they will print at a low quality.

Advertisers/clients can also request an advertisement be designed for them.

Logos, information, style or a branding guide and images must be supplied on or before the material deadline.

Proofs will be sent to the advertiser/client before the publishing date. If a advertiser/client does not agree to the proof provided, changes will be made accordingly. A maximum of two proofs will be sent to advertisers/clients. If an advertiser/client has received two proofs and has not confirmed on or before the publishing deadline, a basic/generic advert will be placed in their allocated space.

Far South Coast iMag will not be responsible for misquoted/incorrect information if the advertiser/client has seen and confirmed the proof.

Advertisers/clients wishing to publish an editorial are required to submit a media release at this time. High resolution (200dpi) images are required to be published alongside the editorial.

A booking sheet will be sent to the advertiser/client when requesting a booking.

Verbal bookings are not excepted. The booking sheet must be signed and returned to jess@farsouthcoastimag.com.au on or before the next booking deadline.

Invoices will be sent to the nominated email address provided, after the release of the printed edition. Invoices are to be paid within 30 days. A 2% fee will be added to invoices not paid by the invoice date.

Find us on Facebook and Instagram

jess@farsouthcoastimag.com.au | 0480 482 285



Rate Card

SIZES OF ADVERTS & PRICING

The iMag has many advertising sizes available. Package deals can be arranged at discounted rates.

SUMMER 2025/2026 Pricing for 1 print run

DOUBLE PAGE SPREAD 296x212mm: \$1,200

Two pages allocated to be filled with advert & media release.
DPS do not have a set advert size. Adverts can be custom designed.

FULL PAGE 148x210mm: \$600

1 page allocated for advert only.

HALF PAGE 132x95mm: \$430

1/2 page space for advert only.

QUARTER PAGE: \$360

1/4 page strip advert (horizontal 130x50mm or vertical 110x64mm).

ART TRAIL LISTING: \$99

1/4 page space for editorial and photos to be featured in the Art Trail section.

COLLECTABLES LISTING: \$99

Small space for editorial and photos to be featured in the Collectables Trail.

EDITORIAL ONLY: \$110

1-3 pages allocated for editorial only. Media releases excluded.

All advertisements are full CMYK colour.

All booked advertisers are allowed a free editorial.

All prices include publishing, website and social media coverage.

AUTUMN/WINTER/SPRING 2026

Pricing for 2 print runs

DOUBLE PAGE SPREAD 296x212mm: \$1,400 (\$700 per edition)

Two pages allocated to be filled with advert & media release.
DPS do not have a set advert size. Adverts can be custom designed.

FULL PAGE 148x210mm: \$770 (\$385 per edition)

1 page allocated for advert only.

HALF PAGE 132x95mm: \$600 (\$300 per edition)

1/2 page space for advert only.

QUARTER PAGE: \$530 (\$265 per edition)

1/4 page strip advert (horizontal 130x50mm or vertical 110x64mm).

Small advert 65x65mm: \$110 (\$55 per edition)

Small square space for advert only.

ART TRAIL LISTING: \$99 (\$49.50 per edition)

1/4 page space for editorial and photos to be featured in the Art Trail section.

COLLECTABLES LISTING: \$99 (\$49.50 per edition)

Small space for editorial and photos to be featured in the Collectables Trail.

EDITORIAL ONLY: \$110 (\$55 per edition)

1-3 pages allocated for editorial only. Media releases excluded.

*The iMag can cater
to your budget and
are happy to discuss
package deals to suit
your needs.*

SUMMER 2026/2027

Sizes will remain the same as the
Summer 2025/2026 edition.
Prices will be advised in due course.

More Information

To find out more information regarding the Far South Coast iMag, to book an advertisement, editorial, art trail or collectables trail listing, please contact Jess 0480 482 285 or via email at jess@farsouthcoastimag.com.au.

Alternatively you can message us via our website or social media pages.

Expressions of Interest

Calling all local artists, crafters, painters, makers - and everyone in between!

The Far South Coast is home to an incredible and diverse arts scene, and iMag would love to showcase it.

I'm seeking expressions of interest for a brand-new Art Magazine - a collaborative project featuring artists from across the Bega Valley and Eurobodalla shires.

The magazine would be an A4 or A5 yearly publication with the release date to be determined.

If you (or someone you know) would be interested in helping me bring this magazine to life, please reach out and contact me (Jess) via email at jess@farsouthcoastimag.com.au.

I'm open to ideas, feedback, and suggestions!