

# new homes & land

SOUTH EAST

[newhomesland.starcommunity.com.au](http://newhomesland.starcommunity.com.au)

Another quality **Star** product



*media*

**KIT 2018**

# ABOUT US

**WELCOME** to New Homes and Land... our region's premier high quality magazine showcasing the very best new home builders and estates across Melbourne's outer south eastern growth corridor.

In high-grade gloss print and online New Homes and Land is a total marketing package aimed at a rapidly growing audience of smart home and land buyers.

10,000+ FREE copies of each edition of New Homes and Land will be target delivered across the urban growth corridors from Dandenong to Warragul.

Printed in an A4 high grade gloss saddle stitched format, New Homes and Land complements industry leaders who desire a strong vehicle for their image, quality and reputation.

Published quarterly – our launch edition out in October 2017 - New Homes and Land will set a new standard in the way readers in our region select and research their future home.

our region's  
**PREMIER** high  
quality magazine  
showcasing the  
very best new  
home builders  
and estates across  
Melbourne's outer  
south eastern  
growth corridor...



# DID YOU KNOW?

**"MAGAZINES** know their readers and what they want. They target the content, including the ads, to their audience profile.

This means magazine advertising has much greater relevance for audiences than ads in other media."

*MPA - 12 Magazine Truths - 2010*

"Magazine advertising is relevant and targeted: Consumers consider magazine advertising more relevant than advertising in other media. With a range of titles that appeal to a wide variety of demographics, lifestyles and interests, advertisers can hone in on targets that fit their needs"

*MPA - 12 Magazine Truths - 2010*

**"44% say the ads in magazines are more relevant to me"**, compared to just 24% for TV ads and 14% for ads on the internet.

*MPA - 12 Magazine Truths - 2010*

Magazines improve advertising ROI: Three different measures of ROI from 58 client-commissioned studies prove that magazines lead in cost efficiency.

Magazines most consistently generate the lowest cost per impact (Marketing Evolution, 2008). For cost per person, the most efficient combination of media always included magazines (Dynamic Logic, 2009). For people impacted per dollar spent, magazines are the most efficient medium in four out of five stages of the purchase funnel (Dynamic Logic, 2009).

Magazines deliver reach: Across nine major demographic groups, the combination of the top 25 magazines delivers considerably more rating points than the top 25 TV shows.

*The Association of Magazine Media - 2011*

## consumers consider **MAGAZINE** advertising more relevant than advertising in other media...

"In magazines, advertisers can focus their message on key consumer segments – without the wastage that occurs in other media."

*MPA - 12 Magazine Truths - 2010*

"Magazines and other periodicals have an influence over their audience and they can inspire changes in society, technology, systems and even the economy. Consumer magazines can persuade societal and political trends and consumer buying behaviour, while professional and academic periodicals can help facilitate life-long learning and can promote innovation in particular sectors of the economy."

*IBISWorld Reports - Magazine Publishing in Australia - 2011*



# TECHNICAL SPECIFICATIONS

## COVER STOCK:

250gsm Sovereign Silk

## INTERNAL STOCK:

113gsm Sovereign Silk

## SIZE:

A4 (297mm x 210mm)

## PRINTING – INTERNAL:

Four colour process throughout

## FINISH:

Trimmed and saddle-stitched



## GRAPHIC DESIGN

A free of charge service offered to our clients, South East New Homes & Land magazine can work with our advertisers to design their advertisement. A photography service is also available and if required will be negotiated as an additional charge.

## WHEN DESIGNED BY US

To ensure your advert is just how you envisaged, we ask our advertisers to supply our creative team with the following:

- A design brief which covers off all the important messages you want to portray in your campaign, as well as ideas, concepts and any text or photos specifications.
- Any photos which you would like in the advertisement (please see Photo Specs).
- All logos (please see Logo Specs).

## WHEN DESIGNED BY YOU

Please send us your artwork files using either email, CD or USB. Note that if your file is over 5mg, CD or USB are preferred.

## FILE TYPES

PDF

PDF files must be press ready: CMYK colour (not RGB) with all spot colours converted to CMYK. 300ppi\* graphics and all fonts embedded.

## INDESIGN OR PHOTOSHOP (CS3 OR EARLIER)

We require all the images and fonts files separately with all images to be at 300ppi\* CMYK colour.

## PHOTOS

JPEG, TIF or EPS are accepted and can be supplied by CD, USB or email.

Note: If your file is over 5mg, CD or USB are preferred.

## FONTS

If you would like a specific font used, please supply FFIL, DFONT, LWEN, TTF or OFT only.

## LOGOS

EPS or High resolution BMP, TIF or JPEG formats.

Publisher and Pagemaker files cannot be accepted.

Placement of advertisements is at the discretion of the editor unless a premium has been paid for specific placement.

## PROOFS AND ARTWORK APPROVAL

All advertisers are entitled to one hard copy proof of their advertisement. Additional hard copy proofs will be charged at \$8 per A4 colour proof. We are happy to make changes to your artwork, however only three minor changes will be accepted. Additional or large changes will incur a charge.

Advertisers are encouraged to provide our creative team with a detailed design brief in the initial stages so as to avoid additional charges. Our creative team are happy to work with you to ensure everything about your advertisement and campaign are as you had envisaged. Providing examples of what you like, colour samples, wording (spellchecked!), and key words such as bold, modern, sophisticated, funky or clean can help our team understand what message you're trying to achieve.

\*Pixels per inch

# TECHNICAL SPECIFICATIONS



## DOUBLE PAGE SPREAD

285mm x 414mm

Add 15mm bleed to all sides.



## FULL PAGE

285mm x 197mm

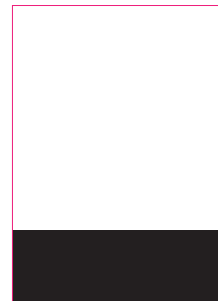
Add 15mm bleed to all sides.



## HALF PAGE HORIZONTAL

140mm x 197mm

Add 15mm bleed to left, right and bottom sides only.



## QUARTER PAGE HORIZONTAL

67.5mm x 197mm

Add 15mm bleed to left, right and bottom sides only.

# PRINT SCHEDULE

## EDITORIAL & ONLINE

Editorial and online opportunities are available.  
Ask us how

Issue	Booking Deadline	Material Deadline	Published
Summer	9th March, 2018	12th March, 2018	April, 2018
Winter	25th May, 2018	28th May, 2018	July, 2018
Spring	7th September, 2018	10th September, 2018	October, 2018

Information on this page is intended as a guide only, and maybe subject to change without notice.

# ADVERTISING RATES

## EDITORIAL & ONLINE

Editorial and online opportunities are available.  
Ask us how

Packages	Cost
<p><b>Platinum Plus</b></p> <p>Maximize your exposure and branding with the supersized combination of four pages. The platinum plus package consists of a double page spread full colour advertisement and an additional double page spread for your editorial. Keep the pages all together or spread it out across the magazine. The choice is yours.</p>	<b>\$4,400.00</b>
<p><b>Platinum</b></p> <p>Simply the very best combination of advertising and editorial to promote your brand and products. The Platinum package consists of a one full page full colour advertisement acting as the perfect lead page into two extra pages of editorial on your home or land to follow.</p>	<b>\$3,500.00</b>
<p><b>Gold</b></p> <p>A perfect package to give you that all important opening page ownership. The Gold package comprises of one full page full colour advertisement with the facing full page allocated for editorial on your home or land.</p>	<b>\$2,600.00</b>
<p><b>Silver</b></p> <p>Our Silver package provides a great brand exposure while still allowing room for a great editorial. The silver package consist of a half page full colour advertisement with the half page above allocated to editorial on your home or land.</p>	<b>\$1,960.00</b>
<p><b>Bronze</b></p> <p>The Bronze package consist of a stand alone quarter page full colour advertisement, while editorial submissions are welcomed but not guaranteed.</p>	<b>\$990.00</b>
<p><b>Online Bonus</b></p> <p>All packages booked before August 1st qualify for a month of Online banner advertising (MREC or Leaderboard) on Starcommunity.com.au, the biggest local news website in Melbourne's South Eastern suburbs.</p>	



### GST

All prices ex GST. Information on this page is intended as a guide only, and maybe subject to change without notice.

### LOADING

Back Cover + 50%  
Before page 5 + 50%  
10% discount for booking all three publications



Published by Star News Group, this regions' **EXPERT** in connecting with people and communities, New Homes and Land provides a unique advertising proposition.

New Homes and Land will **extend** new home builders and land developers to an audience beyond print.



Advertising and editorial dovetail to provide seamless targeted exposure for your business.

Advertisers control their own look and feel, while editorial speaks the language of the reader.

New Homes and Land provides a long shelf life – remaining relevant to our audience from one edition to the next.

Tapping into Star News Groups online and social channels, New Homes and Land will engage with home and land buyers within our existing news channels.



## Stands out for space

**Creative spaces and modern finishes from the Australian Building Company make this house a real home.**

**THE** Saffire 28 is a home aimed at families who may have outgrown their first home and are looking for a property that will accommodate the whole family.

The design, as displayed at Officer's Arcadia Estate, features four bedrooms, two bathrooms as well as an outdoor entertaining zone opening off the main living and dining area at the rear of the home.

The kitchen hosts a large walk-in pantry and ample bench space. The master bedroom, located to the front of the home, offers a large walk-in robe and ensuite, while the three remaining bedrooms are tucked away separately.

The rumpus room, off the main family area, provides a great retreat for the kids.

The Australian Building Company has also launched an all-new digital 'Home Creator' tool set to significantly streamline the home buying and building process.

Designed to allow new home buyers to play, personalise and even order their new home online, the Home Creator offers a transparent, affordable and easy process, allowing buyers to pre-price and pre-package their dream home on their PC, tablet or smart phone, even down to the smallest detail such as colour schemes and inclusions.

For more information about the Australian Building Company and to experience the Home Creator, visit [www.abchomes.com.au](http://www.abchomes.com.au). ●





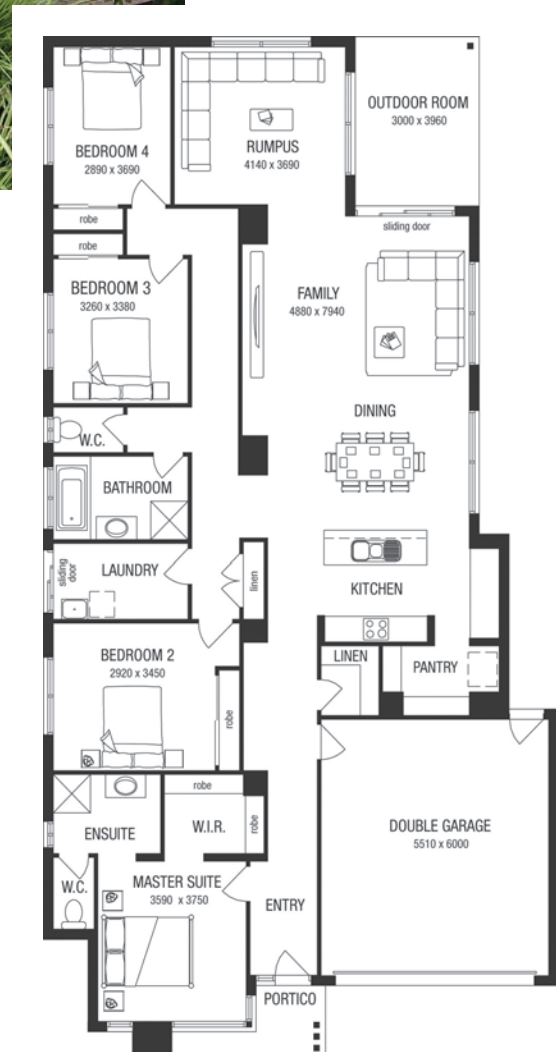
## home essentials

**Builder:** Australian Building Company

**Design:** Saffire 28

**Location:** 220 Wonder Street, Arcadia Estate, Officer

**Contact:** Steve Mac 0412 224 228





### home essentials

**Builder** Quality Constructions  
**Design** Aspect 2  
**Price** POA  
**Location** 123 Thompsons Road, Cranbourne North  
**Open** Sat & Sun 10am-5pm  
 Tues-Fri 1pm-5pm  
**Contact** 9555 5555  
 qualityconstructions.com.au  
**Details** 4 bedrooms, 3 bathrooms, 4 living areas, double garage



# Living life with a new aspect

The Aspect range from Quality Constructions offers modern living at its very best.

LOCATED in a quiet cul-de-sac and within easy reach of Castaways Beach, this beautiful four-bedroom home offers easy-care coastal living.

Low-maintenance and sturdy, this home presents an opportunity to enjoy all the benefits of comfortable family living with the beach only moments from your doorstep.

Gorgeous cathedral-like ceilings with exposed beams form the centrepiece of the living space and when combined with the polished timber floors, the space becomes bright, airy and welcoming.

Large windows and sliding doors that open out to balconies add to the inviting atmosphere and sense of grandeur.

The home chef is sure to love the all-white, galley-style kitchen with beautiful timber features. Plenty of bench and storage space plus all the conveniences such as a dishwasher and wall oven will make catering for the family an absolute breeze.

When it comes time to relax,

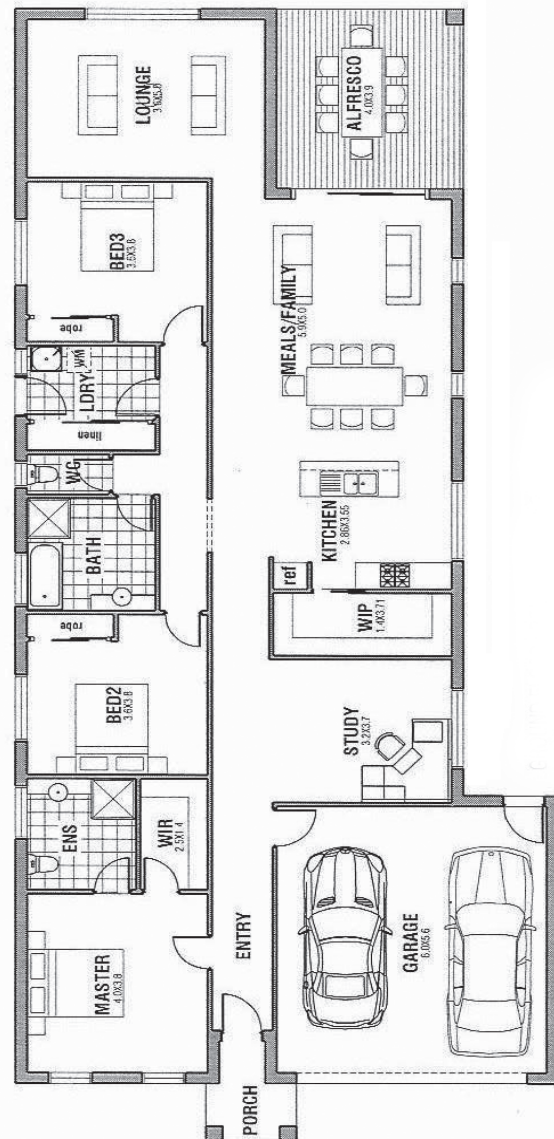
there are multiple living spaces to choose from. Relax on one of the home's many decks and take in the gorgeous leafy views of the National Park, dine alfresco in the sunny courtyard downstairs, or watch the kids and family pet play in the rear yard.

The flexible four-bedroom floorplan also features a large room with kitchenette that could easily be used as a second living room, media room, home office or the fourth bedroom for guests.

This property also features a double garage, two bathrooms and easy access at the end of the street through to the dog friendly Castaways Beach.

Pretty parklands are also within easy reach along with bike and walking tracks that lead to the seaside towns of Peregian Beach and Sunshine Beach.

Noosa Heads and the Noosa Junction business centre are only a short drive north, while the Sunshine Coast Airport is just 15 minutes south along with the Coolum Beach township and the Maroochydore CBD. ●





# The shape of things to come

Enjoy waterfront living on the Bellarine.

THE Bellarine Peninsula's most exclusive new residential estate is quietly taking shape at Curlewis.

Baywater Estate is the only residential land for sale on the Bellarine with house blocks fronting Port Phillip bay.

The estate offers a rare opportunity to enjoy relaxed waterfront living in a stunning location.

More than 140 lots have been sold and more than 40 are currently available for purchase.

Most of the new double storey homes springing up across the estate have been designed and built to take advantage of the breathtaking views across the bay to the You Yangs, the passing parade of ships into and out of Corio Bay, and the distant Melbourne skyline to the north.

New residents say living in Baywater Estate feels like a holiday resort.

It's a short walk across the foreshore reserve to the cliff top and the stairs down to the sand, and another brief stroll along the beach to the boat harbour.

Lots in stages five, six and seven are priced from \$192,000.

A few large waterfront lots, ranging from 681 to 966 square metres and priced from \$645,000 to \$855,000, are also available.

For more information go to [www.bisinella.com.au](http://www.bisinella.com.au).



## home essentials

**ESTATE:** The Bisinella, Baywater Estate

**LOCATION:** Drive along Jetty Road to the bay, turn left at Bayshore Avenue and cross the bridge over Griggs Creek.

**CONTACT:** The Bisinella Land Sales Office - [www.bisinella.com.au](http://www.bisinella.com.au).

Impressive new homes are springing up at Baywater Estate.



The beach below Baywater Estate.





# A million miles from care

**Fyansford is a community that has become synonymous with easy living.**

JUST 55 minutes from Melbourne's CBD and only eight minutes from Geelong, Fyansford is removed enough that it has the rustic ambiance of the country, without sacrificing the everyday conveniences that the city accommodatingly provides.

The township is home to two of Burbank's most functional displays, the Malvern 267 featuring the contemporary Lakeland facade, and the Mandalay 437, which features the Aqua facade.

"The homes at the Gen Fyansford estate display the range of possibility that building with Burbank provides," says Burbank's managing director Jarrod Sanfilippo.

"The Malvern 267 is one of our most functional single-storey homes that showcases a fascinatingly modern facade, whilst the Mandalay 437 offers opulence and class across two storeys, seemingly short of no luxury."

Burbank's Gen and Elements by Burbank

collections both offer the same quality the company assures, but with different options and budgets to cater for the needs of the individual - be they first home buyers, or more established consumers looking to invest in their second or third homes.

"Our Malvern 267 brilliantly displays affordable functionality, without compromising on quality. The four bedroom and two bathroom home generously provides a family room, living room and playroom, ensuring all space is utilised," continues Jarrod.

"The Mandalay 437 is a little different, and is an Elements by Burbank home which offers a more lavish style of living, as its floorplan so clearly details - every bedroom in the home comes with an ensuite, an inclusion that you wouldn't find in just any home."

"The Mandalay also offers the perfect entertaining area, situated in the back, where the kitchen flawlessly meets with the dining,

living and alfresco areas, creating a beautiful wide open space made for celebration."

The homes are displayed in Gen Fyansford estate, a community perfectly set among an array of educational facilities from primary to tertiary, as well as being only a stone's throw from local amenities like local sporting grounds, shops and transport options.

"Burbank has a history of over 30 years, and in that time we have helped more than 30,000 Australians create the homes of their dreams, on a variety of budgets," Jarrod said.

"Homebuyers should visit our displays in Gen Fyansford estate to learn why so many Australians choose Burbank. They won't be disappointed," Jarrod added.

The Mandalay 437 and the Malvern 267 are open 11-5pm, Wednesday to Saturday at Gen Fyansford estate.

For more information call 13BURBANK, or visit [burbank.com.au](http://burbank.com.au).

# Living life with a new aspect

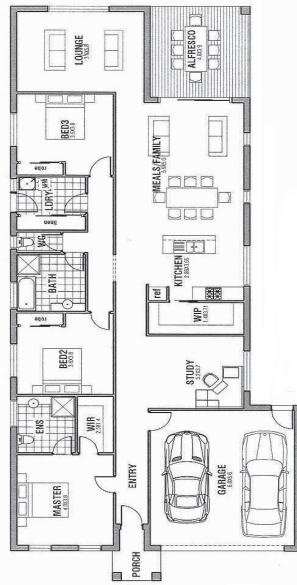
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## home essentials

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**Open** Sat & Sun 10am-5pm  
Tues-Fri 1pm-5pm  
**Contact** 9555 5555  
qualityconstructions.com.au  
**Details** 4 bedrooms,  
3 bathrooms, 4 living areas,  
double garage



# When only the best will do

Live in one of our most desirable addresses. These secluded lots ooze exclusivity, and many of them will feature wetland views and close proximity to parks and town centre.

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# TARGETED DISTRIBUTION

New Homes & Land Magazine  
targeted distribution  
10,000+ copies

## TARGET

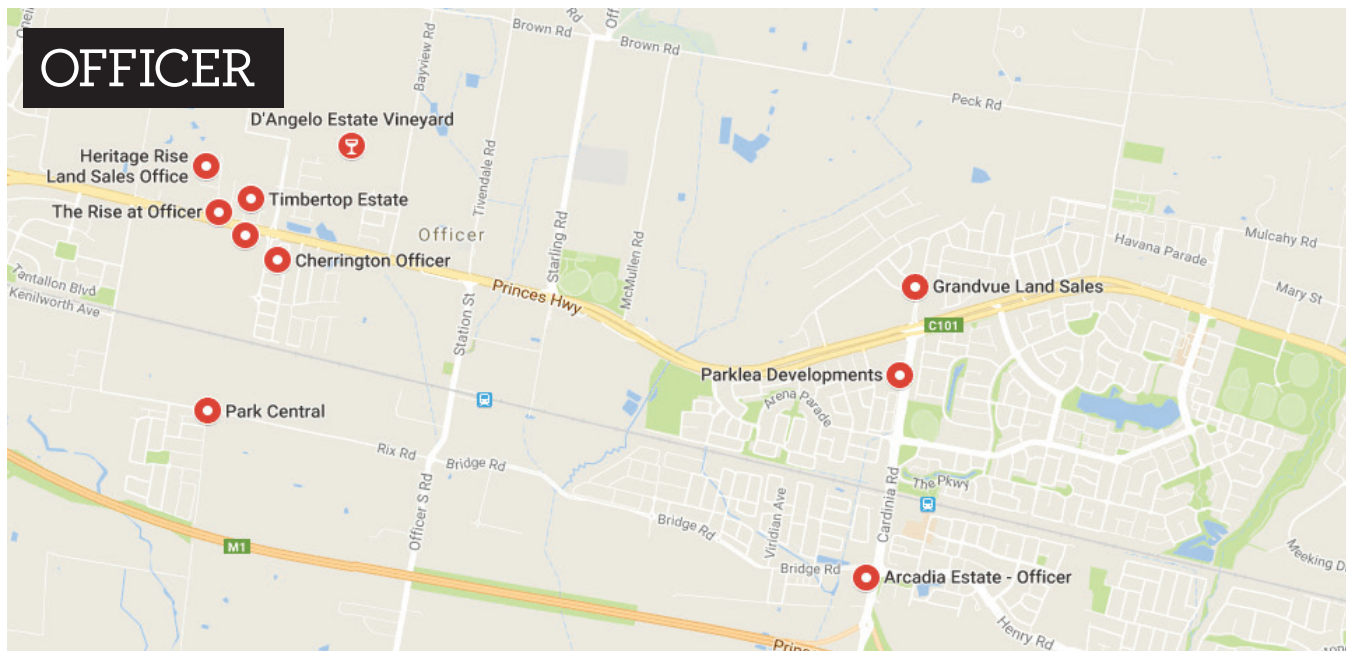
- Land Estates
- Display Homes

## CONCEPT

Target active buyers in these two thriving areas while out looking at homes and or land in displays and land offices.

The perfect gloss magazine to grab the attention of potential buyers in the area particularly in busy weekend traffic through homes and land sites.

While these areas are the busiest in the south east the New Homes & Land magazine will also be distributed through Keysborough, Somerfield Estate and displays, and estates within Warragul and Drouin PLUS key targeted newsagents within Berwick, Cranbourne and Pakenham.



**new**  
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media  
KIT 2018