

# LABEL

MAGAZINE

New Season Fashion

BOOTS & ALL

Skin. Hair. Health.

GIVEAWAYS

positive  
role model

Jennifer Lawrence

“being nice is always cool”



## ABOUT LABEL MAGAZINE

LABEL represents a new industry platform showcasing the best in fashion, style, beauty, and lifestyle with brand building design and imagery.

LABEL is fast becoming one of Australia's prime fashion and lifestyle titles. This premium quality, quarterly fashion publication appeals to today's most powerful consumers.

LABEL offers a fresh approach to fashion, dining and lifestyle. LABEL attracts new names, established prestige brands and style setters.

## LABEL MARKETING

LABEL is not left on newsagency shelves. Copies are presented to people who enjoy shopping for fashion, dining, accessories, and jewellery. LABEL sponsors fashion, business, entertainment, music, and events. The magazine is promoted via selected print and electronic media including

[www.labelmagazine.com.au](http://www.labelmagazine.com.au)

LABEL is a showcase of Australian fashion, style and lifestyle. Since launching in 2003 LABEL has gained market position by taking a fresh approach to Australian style.

LABEL is a quarterly publication featuring fashion, dining and the celebrity lifestyle.

## DISTRIBUTION

LABEL is strategically distributed to reach high-income consumers in Queensland and Northern NSW.

LABEL is presented to diners at high-end social events and luncheons, fashion launches, wine makers' dinner, motor vehicle launches, and other major occasions designed to attract people who can afford to enjoy prestige products and services. We print 10,000 hard copies, 6 to 8 readers per copy and 580,000 readers online per quarter.

## PROMOTION

LABEL is proactive in promoting the magazine, brand, and readerships through a number of industries including facebook and instagram as well as events relating to fashion, business, hospitality, entertainment and music.

## REGULAR FEATURES

Fashion, Accessories, Jewellery, Cosmetics, Health, Beauty, Fragrance, Luxury goods, Travel, Motoring, Fine wines, Dining, Movies, Music, Books, Shows and Social Scene.

## DEMOGRAPHICS

Male	14%
Female	86%

## AGE GROUP

14-24	19%
25-39	25%
40-54	32%
55 +	25%

## LIVING ARRANGEMENTS

Renting	26%
Own Property	74%

## INCOME

\$20,000 - \$49,000	9%
\$50,000 - \$69,000	55%
\$70,000 - \$99,000	24%
\$100,000 +	12%

## BUYING POWER

(AVERAGE SPEND PER MONTH)

Clothing	\$500
Beauty	\$350
Travel	\$250
Dining	\$450
Movies	\$60

## EDITORIAL



## ADVERTISING RATES

Full page colour	\$6,000
Half page colour	\$3,500
Third page colour	\$2,500
DPS	\$8,000
Back cover	\$11,000
Inside FC or Inside BC	\$9,000
Inside Front cover and page 1	\$12,000
Cover Image	\$28,000 <sup>plus DPS</sup>

## ARTWORK

- Photography, artwork, copy writing, advertising design and layout fees on application.
- Proof supplied in PDF format.
- Advertisers are responsible accuracy on proofing.
- Changes and approvals required by email or fax.
- Complete material supplied as press quality pdf (300 dpi)
- Document setup to final trim size (see page specifications)

## 2021 EDITIONS

- February 2021
- April 2021
- July 2021
- October 2021

## PAYMENT TERMS

10 per cent GST applies on all prices.  
 Total cost per issue to be paid as follows:

- On contract one third total cost.
- With proof approval one third total cost.
- On publication one third total.

## DESIGN AND ARTWORK ENQUIRIES

E art@labelmagazine.com.au

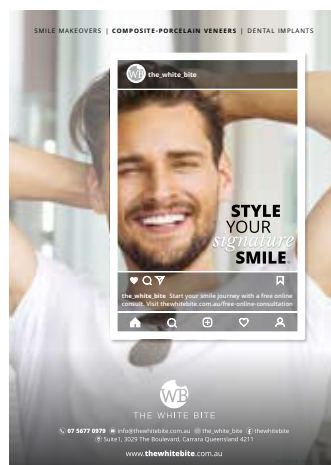
## CANCELLATIONS

Written cancellations accepted seven days prior to booking deadline.  
 • Cancellations after the booking deadline will be charged at full rate.

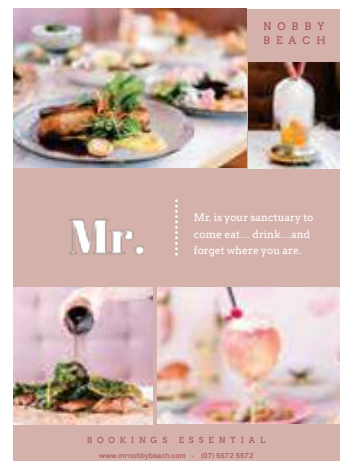
## SALES AND ADVERTISING ENQUIRIES

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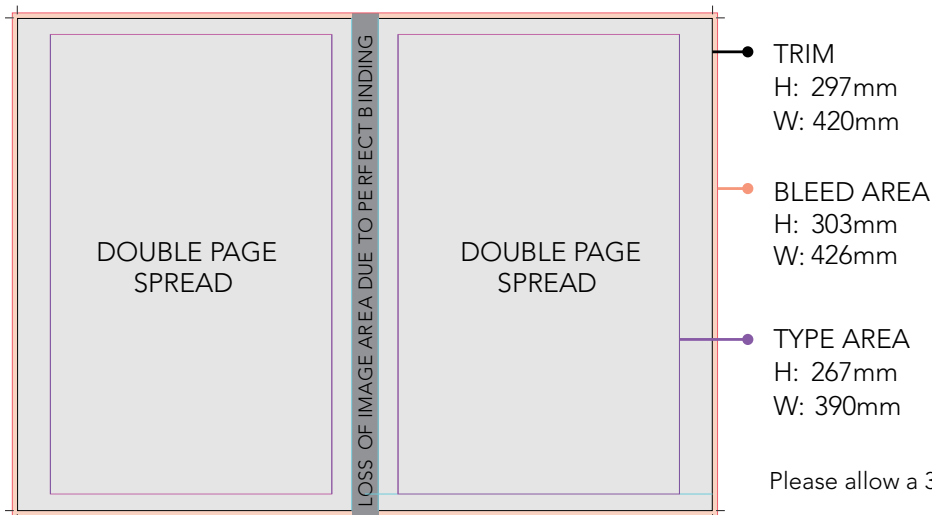
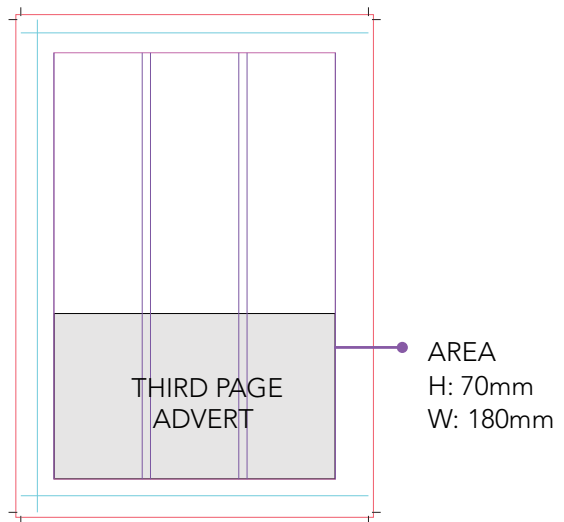
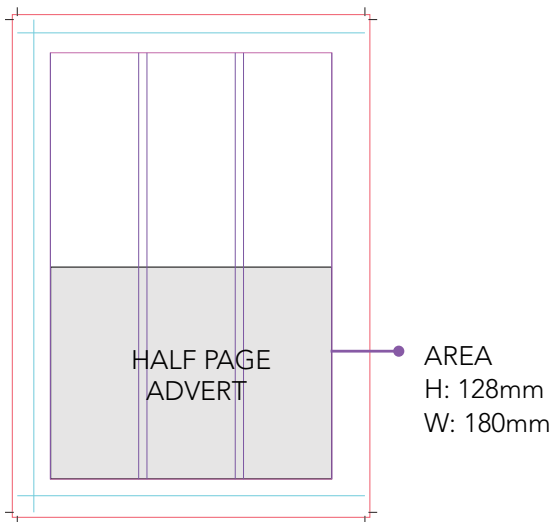
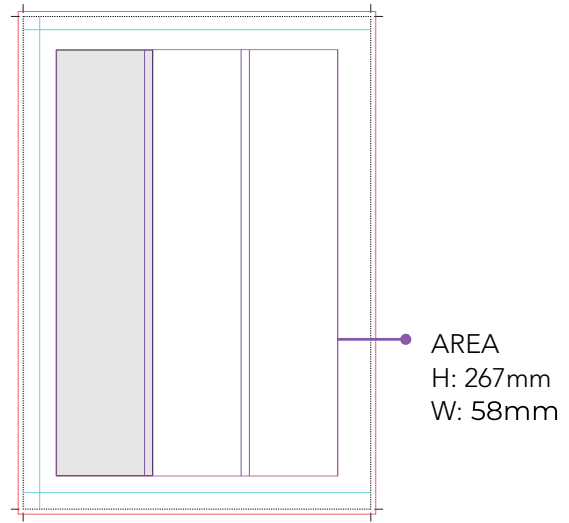
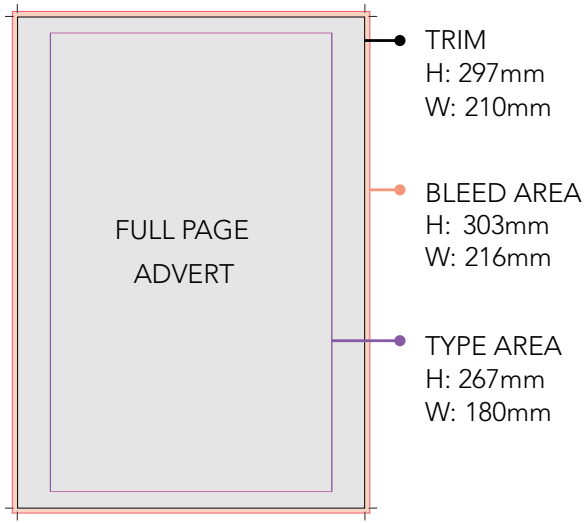
## ADVERT



## EDITORIAL



## PAGE SPECIFICATIONS



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