



FOUND REGIONAL

CELEBRATING REGIONAL LIFE · CELEBRATING REGIONAL LIFE · CELEBRATING REGIONAL LIFE · CELEBRATING REGIONAL LIFE

MEDIA KIT 2024

ABOUT FOUND REGIONAL

Celebrating everything that's great and good, from the mountains to the sea.

Ever wondered what's happening in the New England and Coffs Coast region of New South Wales? The must-attend gigs, the best places to shop and the coffee and croissant, beer and schnitty, or fine wine and risotto you've just got to try?

What about the people you need to know about and the awesome things they're doing?

Hello. Welcome.

Here at *FOUND Regional*, we bring you the stories you need to read, the people you need to know, the places to go and the events not to miss – both in print and online.

Our quarterly magazine, *FOUND Regional*, shares tales of brilliant local people doing incredible things (subscribe today to guarantee yourself a copy!), while right here is where you'll discover a whole load of experiences happening right under your nose.

Whether you're a local, a visitor, or someone with connections to the region, we want to keep you in touch and connected to everything that's going on.

Proudly grown in the New England by Armidale locals Steph and Martin Wanless, *FOUND Regional* is the only source of information you need to know the who, what, where and when of this region we are so very chuffed to call home.



HELLO@FOUNDREGIONAL.COM.AU
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FOUNDERS: Armidale locals Steph and Martin Wanless, who consider this magazine to be their third child.
LAUNCHED: 1 September 2022
FREQUENCY: Bi-annually
READERSHIP: 85,000 per issue
COVER PRICE: \$12.95
AUDIENCE: Late 20s - late 40s

FOUND REGIONAL IN NUMBERS...

85,000 **5641**

magazine readership per quarter

Instagram audience

INSTAGRAM AUDIENCE

57.5% aged between 25 and 44
81.7% female

3mins

Average user session

1000

Facebook followers

119%

growth in organic search traffic (in past three months)

300

the average number of views per month for our town guides

EXAMPLES OF TOWN GUIDES SEARCH RANKING

'Coffee in Armidale'
Google first position

'Best Restaurants Tamworth'
Google third position

'Things to do in Tamworth'
Google fifth position

'Armidale Restaurants'
Google sixth position

DANCE CARD

43.2%

open rate newsletter industry average is 21.5%

WEBSITE TRAFFIC

2300 visits per month

3700 page views per month

AND A FRIENDLY FYI... **89%** of users read online guides before buying a product



THE MAGAZINE

FOUND Regional magazine is here to share stories from the mountains to the sea. We shine a spotlight on artists and musicians, actors and activists, photographers and comedians, hospitality heroes and small business owners... to name just a few.

Our regular features include...

BEHIND THE LENS

The moment a photographer flips the camera on themselves.

IN PICTURES

When a picture tells a thousand words: a photo essay from various regional locations.

FOUND X FOUND

Latest products, foodie finds, gigs, plays and events.

ON STAGE

Time in the spotlight with musicians, performers and actors from stage and screen.

ROAD TRIP

FOUND family, friends and fine-feathered folks hit the road to sample the sights and delights of our glorious region.

IN THE FRAME

A curated glimpse into the art world with different regional galleries.

MY DIGS

Regional abodes of all shapes and sizes, sure to inspire your next holiday, overnight retreat or renovation project.

GREEN STREET

Eco warrior tales from across the land, showcasing the sustainable strategies businesses are building from the green ground up.

DREAM SANDWICH

A celebration of food as a storyteller, cultural peculiarities, noticing the unnoticed, nostalgia and love.

MY SMALL BIZ & ME

Q&A time with business minds from a whole range of industries. Discover how they got there, did it, bought the t-shirt.

TALES FROM THE BAR

Fun-filled anecdotes from regional barkeepers.



ANNUAL EDITIONS

EDITION	ON SALE	BOOKING DEADLINE
FOUND Regional Issue 8	July 2024	17 May 2024
FOUND Regional Issue 9	November 2024	20 September 2024
FOUND Regional Issue 10	May 2025	14 March 2025
FOUND Regional Issue 11	November 2025	19 September 2025

PRINT OFFERS A MULTISENSORY EXPERIENCE FOR MAXIMUM EMOTIONAL IMPACT – THAT MEANS COLOURS POPPING FROM THE PAGE, THE WEIGHT AND TEXTURE OF THE MAGAZINE AS YOU HOLD IT IN YOUR HANDS, HEARING THE PAGES CREASE AS YOU TURN THEM AND EVEN SMELLING THE INK.



ADVERTISING PACKAGES

ADVERTISEMENT RATES	PRICE
Full-page advertisement	\$1500 +gst
Half-page advertisement	\$850 +gst
Double-page advertisement	\$2500 +gst
Inside front cover	\$3000 +gst
Inside front cover double-page ad	\$4500 +gst
Inside back cover	\$2500 +gst
Outside back cover	\$5000 +gst

If advertisement design is required there is an additional fee of \$250.

EDITORIAL RATES	PRICE
2 x page editorial · Includes FOUND editor writing the story.	\$5000 +gst
4 x page editorial · Includes FOUND editor writing the story.	\$6500 +gst

Images to be supplied, or can be arranged by FOUND at an additional cost.

ANNUAL PACKAGES	PRICE
Friends of FOUND <ul style="list-style-type: none"> 4 x full-page advertisement placements in FOUND Regional magazine. Ad artwork to be supplied. 4 x static / carousel Instagram posts on FOUND Regional. Up to 5 images to be supplied per post and copy will be written by FOUND Regional. Total package valued at \$7000 +gst. 	\$5000+gst
FOUND-ation Partner <ul style="list-style-type: none"> 4 x full-page advertisement placements in FOUND Regional magazine. Ad artwork to be supplied. 1 x four-page editorial in FOUND Regional magazine inclusive of working with a FOUND writer for the story. Images to be supplied, or please ask about additional costs of a photographer. 1 x the above editorial posted online at foundregional.com.au readerable at no charge to online viewers. 4 x static / carousel Instagram posts on FOUND Regional. 1 x e-newsletter spotlight with link through to website editorial. 1 x business profile listed as a Partner of FOUND Regional on the website for 12 months. Up to 5 images to be supplied per post and copy will be written by FOUND Regional. Total package valued at \$15,000 +gst 	\$10,000 +gst

ADD ONS	PRICE
Advertisement design · Price per AD	\$250 +gst
Photography · Price depending on photographer and location	\$300 - \$1500 +gst

FOUND ONLINE PACKAGES

FOUND Online continues to shine that spotlight in the digital world. A minimum of three blogs a week, including our must-read regional town guides, consistently showcase where to eat, drink and play, while also celebrating the stellar humans who call our region home. Combined with our weekly e-newsletter, DANCE CARD, our digital events calendar and strong social media presence, our online readers keep their finger on the regional pulse thanks to FOUND Online.

GET YOUR BRAND ON FOUND

BRONZE

600-word blog on foundregional.com.au (Q&A, listicle or 'top tips' style piece)

1 x social media post (on Instagram and Facebook - can be collaborator posts if desired)

1 x shoutout in our weekly DANCE CARD e-newsletter

1 x inclusion in a relevant SEO guide on foundregional.com.au

\$ 850 + GST

SILVER ADDS...

1000-word blog on foundregional.com.au (business/ product profile piece)

1 x reel (video supplied unless easily accessible to FOUND)

Top 3 position secured in SEO guide for 6 months

\$ 1950 + GST

GOLD ADDS...

1500-word blog on foundregional.com.au (human storytelling feature)

Two-minute Zoom video interview added to blog

Two-minute Zoom video interview used to create a second reel

1 x social media carousel post (on Instagram and Facebook - can be collaborator posts if desired)

Top 3 position secured in SEO guide for 12 months

\$ 3950 + GST



Hey all! Just wanted to let you know that I'm visiting Tamworth for AgQuip and you're the first place I looked to get an idea of where to eat in Tamworth! I found a post that lists top restaurants in Tamworth and went straight to your blog! Just want to say thanks!

ONLINE CONTENT RATES

		PRICE
Blog feature – first timer	• 600 words with supplied image gallery. Includes FOUND editor writing the story, promotion in social media and e-newsletter.	\$850 +gst
Blog feature – renew	• 600 words with updated supplied image gallery. Includes FOUND editor updating and republishing story.	\$650 +gst
Extended blog feature – first timer	• 1200 words with supplied image gallery and video. Includes FOUND editor writing the story, promotion in social media and e-newsletter.	\$1200 +gst
Extended blog feature – renew	• 1200 words with updated supplied image gallery and video. Includes FOUND editor updating and republishing story.	\$850 +gst
6-month listing in regional guide	• Appear in one of the top three spots for six months. Includes FOUND creating a Reel with supplied imagery and video and a Facebook boosted post.	\$1000 +gst
12-month listing in regional guide	• Appear in one of the top three spots for 12 months. Includes FOUND creating a Reel with supplied imagery and video and a Facebook boosted post.	\$1800 +gst
Static Instagram / Facebook post	• This can be anywhere from 1-10 images that would be posted static or carousel. Copy written by FOUND Regional and approved by client.	\$250 +gst
Instagram / Facebook reel #1	• Footage supplied by client. Reel created and copy written by FOUND Regional and approved by client	\$350 +gst
Instagram / Facebook reel #2	• FOUND Regional team member on site for two hours collecting footage. Reel created and copy written by FOUND Regional and approved by client	\$1500 +gst

E NEWSLETTER RATES

		PRICE
Banner advertisement	• Three months (12 sends – 1 send / week)	\$1750 +gst
Banner advertisement	• Six months. (25 sends – 1 send / week)	\$3000 +gst

Images to be supplied, artwork designed by FOUND for an additional cost of \$75.

OUR ACCOMMODATION PARTNERS

Find *FOUND Regional* magazine in these hotels and resorts.



COMFORT INN CITY CENTRE
Armidale

SERVIES MOTEL
Armidale

TATTERSALLS HOTEL
Armidale

MOORE PARK INN
Armidale

RYDGES ARMIDALE
Armidale

CHARLESWORTH BAY BEACH RESORT
Coffs Harbour

PACIFIC MARINA
Coffs Harbour

NEW ENGLAND MOTOR LODGE
Glen Innes

OXFORD ON OTHO
Inverell

THE CUBANA
Nambucca Heads

THE TOURIST HOTEL
Narrabri

THE WILGA HOTEL
Narrabri

THE SAWTELL HOTEL
Sawtell

SEABREEZE BEACH HOTEL
South West Rocks

MERCURE HOTEL
Tamworth

CH BOUTIQUE HOTEL
Tamworth

POWERHOUSE HOTEL BY RYDGES
Tamworth

IBIS STYLES TAMWORTH
Tamworth

ECONO LODGE GATEWAY
Tamworth

WALCHA ROYAL CAFE AND ACCOMMODATION
Walcha

HOLIDAY COFFS COAST
132 booking options

Sawtell
Mylestom
Hyland Park
Valla Beach
Valla
Emerald Beach
Moonee Beach
Lowanna
Sandy Beach
Urunga
Scotts Head
Nambucca Heads
Toormina
Coffs Harbour
Korora
Bonville
Boabee
Sapphire Beach
Bellingen





STEPH

EDITORIAL DIRECTOR

HOME TURF

Armidale, Newcastle, Sydney, UK and back again.

CREDS

Bachelor of Communications (Journalism major) · 15 years and counting in media and publishing · Nine years in freelance writing, editing and proofreading · Flatplanning is life · Grammar is my homeboy.

SPARE TIME

Compulsive people connector · Kate Bush impressionist · Classically trained, (mostly) non-practising pianist · Messy bun professional.



MARTIN

MANAGING DIRECTOR

HOME TURF

North-east England, ha'way the lads followed by Sydney, then Armidale

CREDS

22 years and counting in media and publishing · Ex-head of content at leading Sydney agency · Former communications manager Newcastle Knights · Captain of commercial ops · Bring on the budgets.

SPARE TIME

UK-football tragic, writer and podcaster · Aspiring guitarist · Bruce Springsteen aficionado · Lapsed marathon runner.



CLAUDIA

PARTNERSHIPS DIRECTOR

HOME TURF

Tamworth, born and bred, Gold Coast adventures and back again.

CREDS

Bachelor of Communications · Hospitality venue ownership and management · Two years as editor of a regional publication · Management of events and retail outlets · Sneaky obsession with budgets and operations · Doin' it for the gram.

SPARE TIME

Occasional Jazz singer · Wannabe salsa dancer · Passionate about regional eats · Mumma to Juliette · Will travel for a good cuppa.



KRYSTEN

ART DIRECTOR

HOME TURF

Branxton, Hunter Valley, via Sydney and Gunnedah.

CREDS

Bachelor of Visual Communications · 14 years as a graphic designer · Ten years as a business owner and freelancer in all areas of graphic design with a passion for editorial and wine labels (plus tasting said wine!)

SPARE TIME

Chilling with my daughter Olive, and my fur babies – dogs, chickens, alpacas · Cooking whilst dancing in the kitchen to Teskey Brothers · Shooting hoops.



MEG

DIGITAL MARKETING MANAGER

HOME TURF

Armidale, Brazil, a brief sprint around Australia, Brisbane, Canada, Armidale.

CREDS

10 years in hospitality and events before kickstarting a career in business and marketing · Perpetual studier, writer, free spirit, food and caffeine devotee · Passionate about start-ups with a difference.

SPARE TIME

Dog mum · Aspiring crossfitter · Avid reader · Adventure seeker · 100 ideas before breakfast kinda gal.



JEN

COLUMNIST

HOME TURF

Armidale, via Sydney and Paris.

CREDS

10 years as a costumier in film, theatre and TV · Baker and food stylist in Paris · Photographer of all things food, lifestyle and art · Property investment business manager and estate agent · Yep, it's a crazy mix.

SPARE TIME

Baking to Billie Holiday · Swimming · Water equals happy place · Closet war documentary addict.



JEREMY

PARTNERSHIPS MANAGER

HOME TURF

Proudly from Cronulla, Sydney, and a true Northern Beaches native.

CREDS

Holder of a Bachelor of Business in Hospitality & Tourism, with 15+ years dedicated to cultivating connections between people and an array of products and services · My passion lies in expanding my network and fostering meaningful relationships.

SPARE TIME

Family time is my ultimate source of joy · Whenever the waves beckon, you'll find me stealing a moment for a surf.

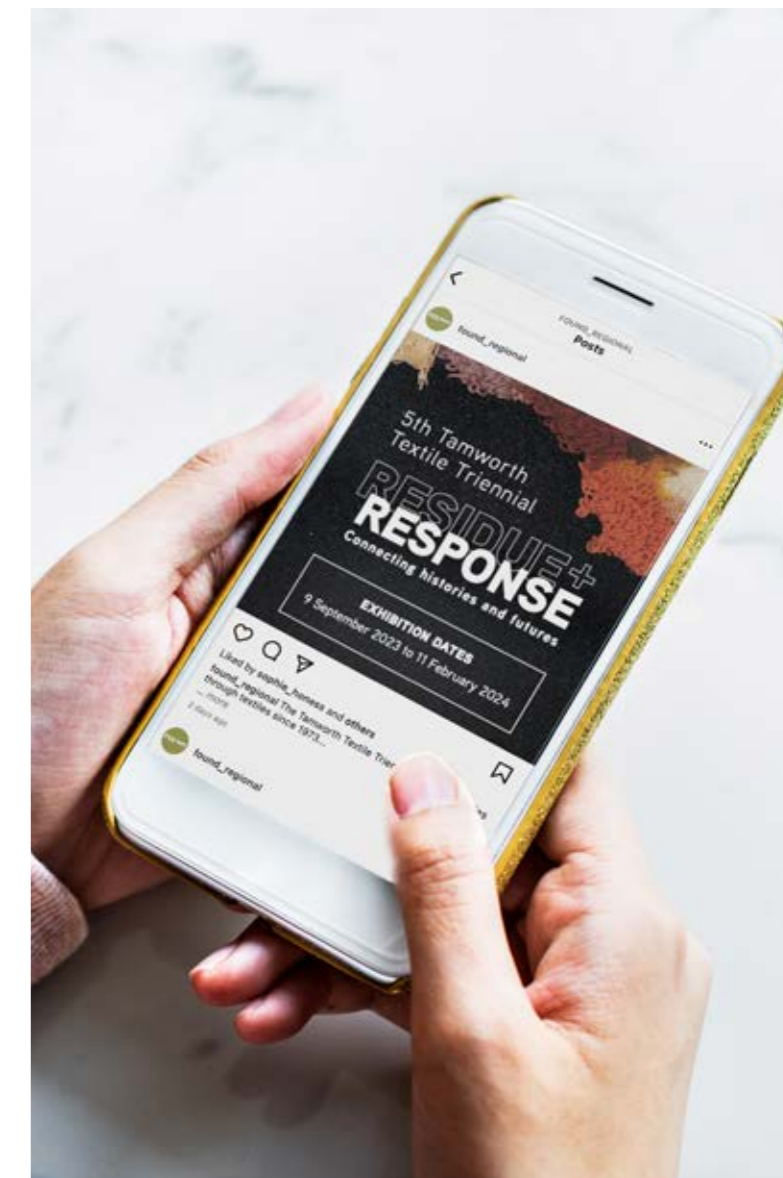
MEET THE TEAM



THE RULE OF 7

The marketing rule of 7 was developed in the 1930s by the movie industry – suggesting that a potential moviegoer must see a movie poster at least seven times before they would go to the theatre to see a movie.

In the world of modern digital marketing, the rule of 7 is less about 'ads' and more about 'touches'. 'Touches' are different forms of media that your audience encounters across several platforms. It's not necessarily the same ad 7 times, but a combination of display advertising, social media posts, editorial, newsletters, and video that your audience encounters. After 7 touches your prospect is primed to make a purchase. Let us help you with that with a combination of magazine editorial and display advertising, alongside our editorial guides, supporting blogs, social media posts, stories and reels.





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