

THE LOCAL **Bulletin**

Brisbane West

INDEPENDENT COMMUNITY NEWS MAGAZINE

Media Pack

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PUBLICATION DELIVERED
MONTHLY INTO BRISBANE'S
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45,000+
Readership

The Local Bulletin Editor and Director of OZone Press Pty Ltd, Barry Searle

Barry Searle
Editor, Marketing Manager

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OZone Press Publications Pty Ltd
PO Box 330, Kenmore, Q 4069

Here at **OZone Press Publications Pty Ltd**, we're mighty proud of our Flagship publication.

THE LOCAL BULLETIN reaches 24,000 households each month, and is delivered free to all homes, businesses and other outlets throughout our distribution area. With an estimated two readers per household, that's around 45,000 people or more enjoying our magazine, reading our articles and seeing our advertisements.

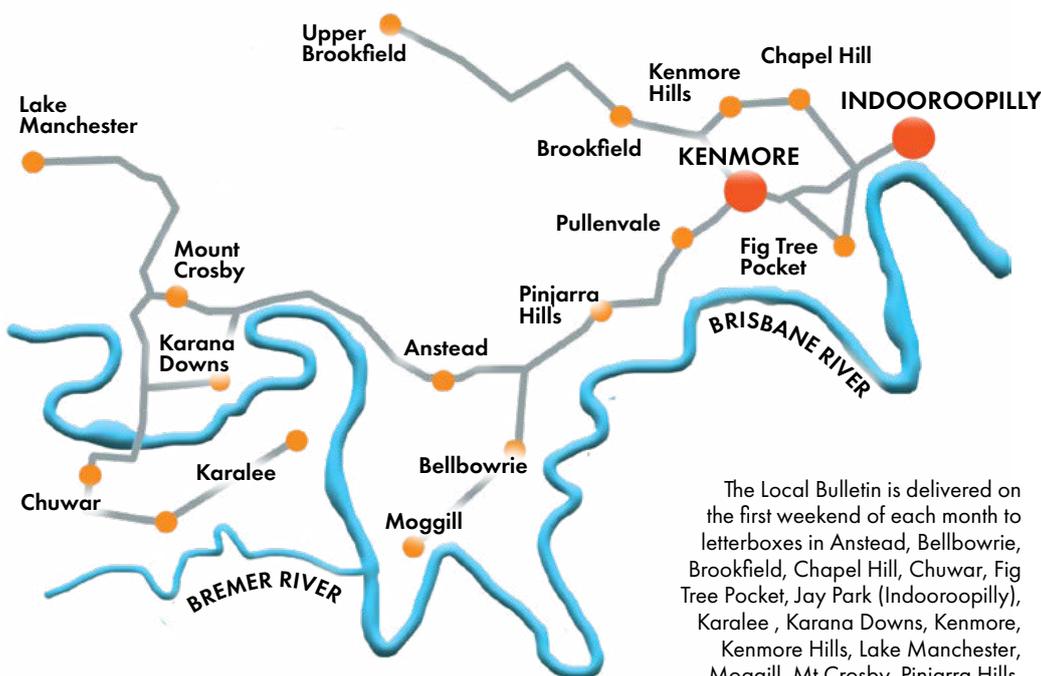
For the past twenty two years our extensively read and well loved magazine has been serving the local community, from the west side of Indooroopilly, right the way through to North Ipswich. Its existence is widely validated by the myriad community groups and organisations that regularly contribute.

Our advertisers—themselves around 95% locally based—regularly report *The Local Bulletin* as **the only place they now advertise**. We have been assisting some of our clients with their marketing needs every month for over two decades!

Our magazine is designed to remain valid and read for the entire publication month, and beyond. Many readers collect our editions and provide us with regular positive feedback; we're often the first port of call when there's good news to share.

Displaying your products and services in the pages of *The Local Bulletin* is the most direct method available in our catchment area to reach your target audience at affordable prices.

Distribution that finds your target audience!



The Local Bulletin is delivered on the first weekend of each month to letterboxes in Anstead, Bellbowrie, Brookfield, Chapel Hill, Chuwar, Fig Tree Pocket, Jay Park (Indooroopilly), Karalee, Karana Downs, Kenmore, Kenmore Hills, Lake Manchester, Moggill, Mt Crosby, Pinjarra Hills, Pullenvale and Upper Brookfield

THE LOCAL BULLETIN is available from stands at:

CHAPEL HILL

- Chapel Hill Shopping Centre
- MetroWest shopping Centre

BELLBOWRIE & MOGGILL

- Bellbowrie Coles
- Bellbowrie Sports & Rec Club
- Caltex Garage forecourt

MOGGILL

- Moggill Store & Post Office
- McDonalds Restaurant

BROOKFIELD

- Brookfield Pets & Produce Store
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FIG TREE POCKET

- Fig Tree Pocket Convenience Store

KARALEE

- Woolworths

KARANA DOWNS/MT CROSBY

- Karana Downs Shopping Village
- Mt Crosby Store & Post Office

KENMORE

- Kenmore Central Shopping Centre
- Kenmore Plaza - Woolworths
- Kenmore Village
- Kersley Road Shopping Centre
- McDonalds Kenmore Plaza
- LYV Kitchen
- The Courtyard Shopping Centre
- Wongabel Shopping Centre

A Year in Review

January is a time to take time to rest, do a little reading, reflect on last year and think about the year ahead. Here, Stephen Janz, Clinic Director from Kenmore Centre for Health, summarises a selection of last year's articles from this column.



Kenmore Centre For Health's Ian Murray, Olivia Janz and Stephen Janz look forward to another year of bringing good health to their patients.

JANUARY started with a look at the effects of coffee. The caffeine in coffee is the benzoic component of coffee and can benefit mood, energy, alertness and vigor. Less well known is that a cup of coffee as a chemical cocktail of over 1000 compounds. While coffee should be avoided in pregnancy, research shows that for many people there may be health benefits from modest coffee consumption (about 3 cups a day). And for caffeine sensitive people some of the benefits carry over to decaffeinated coffee as well.

In February Olivia Janz outlined the need for a better understanding of the factors that influence natural fertility. Olivia pointed out how age, obesity, diet, stress and lifestyle factors can have a large impact. There is also a relationship between the health of parents at the time of conception and the health of a baby.

Acupuncture and herbal medicine can assist natural fertility through their role in stress management and its influence on hormones. In May I discussed drug free options for preventing migraines. Avoiding food, chemical or environmental triggers is a self management strategy. Acupuncture and magnesium are well researched nutrients which can prevent migraines for some people. Acupuncture can also be effective in preventing migraines as well as tension headaches, and guidelines recommend a course of up to 10 treatments over five to eight weeks to reduce the severity and frequency of migraines.

In June I reported on the introduction of acupuncture in a Victorian hospital for managing post-operative nausea and vomiting. This

was an example of the challenges of introducing innovation into the health system, even when it is supported by clear evidence. August addressed the impact of exercise on women's hormonal health. Regular aerobic exercise has been found to reduce both premenstrual syndrome and period pain. Thirty minutes of exercise at least three times a week looks like to be effective. For stubborn menopausal weight loss high intensity interval training (HIIT) appears most effective.

In September Ian Murray outlined the role of acupuncture in sports injury management. In October I discussed how acupuncture speeds up the repair of damaged tissue and is popular at the AIS and with the Australian Olympic team for the same reason. There is much more to sports injury acupuncture than simply putting a needle in a sore spot. Sometimes a point from the injury is the best choice, especially immediately after an injury such as a muscle tear or sprain when the injured area is too sore to touch or handle for at least a few days. Acupuncture has also been used for injuries that have not fully recovered.

Alternatives to medication for restless legs syndrome was the topic for November, and how acupuncture can reduce the frequency and severity of this distressing condition. In December Olivia Janz outlined how complementary medicine can be used alongside conventional cancer care to reduce the severity of treatment side effects. Ongoing research into the need to discuss any supplements with the oncologist, as some supplements can interfere with the treatment plan. Acupuncture is a well-researched treatment which can be used alongside any cancer treatment. Acupuncture can help with joint pain and stiffness, not flu-like, fatigue, anxiety and depression, improve function, sleep problems, physical pain, nausea and vomiting, radiation induced dry mouth and chemotherapy induced peripheral neuropathy.

I hope readers have enjoyed the year in review. A full version of these articles can be found at www.kemmorehealth.com.au. Happy New Year to all our patients and readers! - Stephen Janz

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Paul Simpson - Print Power

"Magazines yield the highest return on investment of all media, using just 10% of ad expenditure..."

Source: Nielsen 2015*

<p>Advertorial Column size 3: \$460 per issue</p>	<p>Advertorial Column size 4: \$500 per issue</p>	<p>Double Page Spread: \$2,400 per issue</p>
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Content for columns is supplied by you, either as print ready material designed to our specifications, or as hard copy to be laid out in column format. Columns must be completed and signed off by the 20th of each month for publication in the following month. Double spreads may be provided as print ready material, or may be prepared with the assistance of our design and editorial team. Design fees may apply (see next page).

* <https://www.nielsen.com/content/dam/niensglobal/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2015.pdf>



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Small changes or other minimal artwork is not charged. Charges for all design services are shown on the table (above, right) and will be itemised separately on invoices. Correction proofs are supplied for advertisements received by material deadlines which are available on request. Should extensive work or author changes* be required, additional charges will be incurred at an hourly rate of \$60 per hour. All charges are inclusive of GST.

Suppliers of digital advertising material are responsible for checking all files before sending to *The Local Bulletin*. If problems are identified in your material you will be advised of what we have found.

Often, with your permission, we can correct the problem or you may wish to replace the material. Any work undertaken by *The Local Bulletin* to process noncompliant material may incur a fee. *The Local Bulletin* does not take responsibility for the repair, quality or integrity of any digitally supplied advertising. Due to the highly specialised and complex technical nature of image/plate setters, and to ensure the best quality reproduction of your material, *The Local Bulletin* has the following guidelines: any digital file that does not comply with these guidelines may not be accepted.

SPECIFICATIONS:

- PDF files (preferred), JPEG or EPS files at 300 dpi at actual size.
- Word/Publisher files are not reproducible by our Printers, and will therefore incur a cost for redesign.
- Transmission Medium: Email (preferred) or Dropbox. Call us for further options.
- All files must be CMYK.
- Advertising copy must be supplied at the correct size.
- Only postscript fonts will be accepted. All fonts must be embedded or supplied. Artificially stylised fonts must be converted to outlines.
- Minimum 5mm bleed is required for full-page advertisements; always allow space for trim.

*Author changes are where an advertiser supplies copy or has agreed to copy and, on sighting the proof, makes extensive changes to the previously agreed/supplied copy

SIZE	DIMENSIONS	PRICE per issue	DESIGN CHARGE
Bulletin Board	70mm (w) x 45mm (h)	\$150	\$28
Double Bulletin Board	70mm (w) x 95mm (h)	\$270	\$28
Size 1	109mm (w) x 50mm (h)	\$315	\$55
Size 2	109mm (w) x 104mm (h)	\$460	\$83
Size 3	222mm (w) x 50mm (h)	\$460	\$83
Size 4	222mm (w) x 104mm (h)	\$750	\$135
Size 5	109mm (w) x 212 mm (h)	\$750	\$135
Size 6 Half page vertical	109mm (w) x 320mm (h)	\$1,030	\$160
Size 7 Full page	240mm (w) x 340mm (h) [text area: 222mm (w) x 320mm (h)]	\$1,265	\$255
Size 8 Quarter page	109mm (w) x 158mm (h)	\$595	\$110
Size 9 Half page horizontal	222mm (w) x 158mm (h)	\$1,030	\$200



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\$1,440
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	Size 6 - half page vertical	109mm (w) x 320mm (h)	\$1,030	\$160	
	Size 7 - full page	240mm (w) x 340mm (h)	\$1,265	\$255	
	Size 8 - quarter page	109mm (w) x 158mm (h)	\$595	\$110	
	Size 9 - half page horizontal	222mm (w) x 158mm (h)	\$1,030	\$200	
	Size 3 column	109mm (w) x 158mm (h)	\$460	incl.	
	Size 4 column	109mm (w) x 212 mm (h)	\$500	incl.	
	Double page spread	480mm (w) x 340mm (h)	\$2,400	incl.	
	Front cover	240mm (w) x 340mm (h)	\$1,620	incl.	
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	Back cover	240mm (w) x 340mm (h)	\$1,440	\$255	
	Inside back cover	240mm (w) x 340mm (h)	\$1,265	\$255	

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All credit cards will be charged once the magazine has been published. All invoices will be emailed monthly (unless a different option is selected above) after the magazine is published, If you opt for direct banking payment you MUST identify your business name and/or Invoice number in the reference line.

Please email all account queries to accounts@thelocalbulletin.com.au

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