

sarà

MAGAZINE

MEDIA KIT

CONTENTS

ABOUT US	03
AUDIENCE AND READERSHIP	04
SUBMISSION PACKAGES	05
PRINT ADVERTISING RATES	06
ADVERTISING PACKAGE EXAMPLES	07
BOOKING DETAILS	08
WHY ADVERTISE WITH US	09
FAQ'S	10
CONTACT US	11



ABOUT US

Sarà Magazine Group is a Brisbane-based fashion powerhouse with a global reach, delivering cutting-edge fashion, design, and beauty content to an international audience.

We bridge the gap between emerging talent and established luxury, offering a platform where creativity meets high fashion. With a keen eye on trends and an unwavering commitment to excellence, we captivate style-conscious readers and industry leaders alike. Partnering with us means positioning your brand in front of a sophisticated, engaged audience that values innovation, quality, and exclusivity.

Sarà Magazine
XOXO



AUDIENCE & READERSHIP

A Global Audience of Fashion Forward Thinkers
Sarà Magazine Group is crafted for a highly engaged, style-conscious audience who seek inspiration in fashion, beauty, and design. Our readers are tastemakers, trendsetters, and industry professionals who value innovation and luxury.

WHO WE REACH

Fashion-forward individuals passionate about high-end style and emerging trends. Designers, stylists, and creative professionals within the fashion and beauty industries. Affluent, culture-driven consumers who appreciate exclusivity and artistry.

GLOBAL PRESENCE

While based in Brisbane, *Sarà Magazine Group* has a global vision, with digital-first content designed to resonate across international markets. Our online platform and social media presence allow brands to connect with audiences worldwide.

EXPANDING ENGAGEMENT

As a fast-growing publication, we are building a dynamic community across our website, social media, and digital editions—offering brands the opportunity to engage with a fresh, emerging audience of fashion enthusiasts.

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SUBMISSION PACKAGES

- 1. STANDARD SUBMISSION**
(Standard Response up to 4 weeks)
- Estimated 6-12 images
 - Tearsheets are provided within 7-14 Days after publication.
- COST: FREE**
-

- 2. SOCIAL MEDIA FEED + EXTRA INSIDE PAGES**
(Priority Response 7 days)
- Included if accepted:**
- Guaranteed feature on our Instagram and Facebook accounts
 - Priority Tearsheets: 7 days after publication
 - Estimated Page Count: 6-8 pages
 - Refunded if rejected*
- COST: \$90 AUD**
-

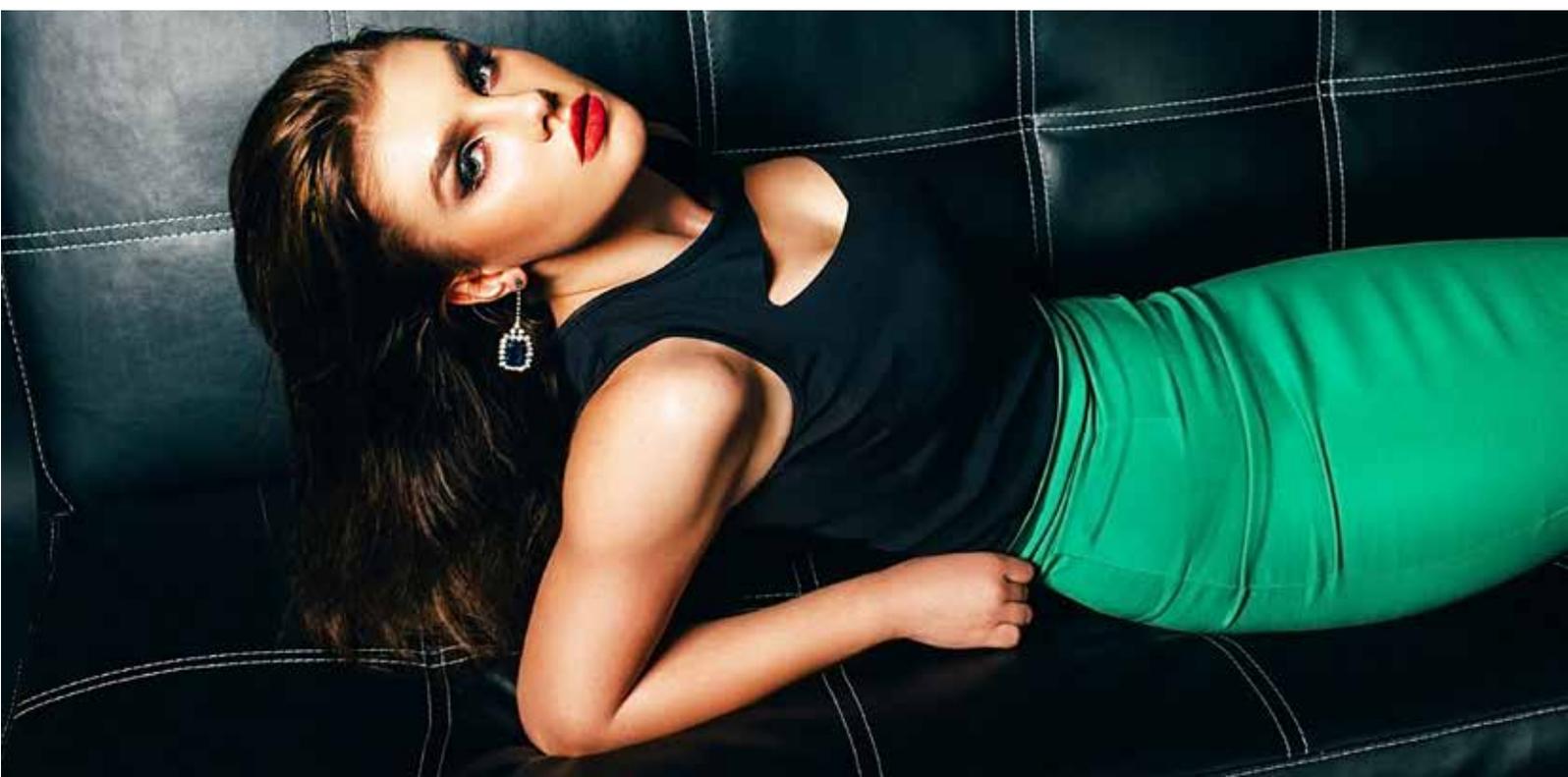
- 3. INTERVIEW + Social Media Feature + Extra Inside Pages**
(Priority Response 7 days)
- Included if accepted:**
- Digital Copy
 - Interview
 - Social Post \$190 AUD
 - Priority Tearsheets: 7-14 after publish
 - Estimated Page Count: 4-10 pages
 - Refunded if rejected*
- COST: \$190 AUD**
-

- 4. BACK COVER + INTERVIEW**
(Priority Response 7 days)
- Included if accepted:**
- Back Cover
 - Cover Tearsheet
 - Digital Copy
 - Interview
 - Priority Tearsheets: 7-14 after publish
 - Estimated Page Count: 4-10 pages
- COST: \$1,150 AUD**
-

- 5. FRONT Cover + INTERVIEW**
(Priority Response 7 day)
- Included if accepted:**
- Cover Tearsheet
 - Digital Copy
 - Front Cover
 - Interview
 - Priority Tearsheets: 7-14 after publish
 - Estimated Page Count: 4-10 pages
- COST: \$1,150 AUD**
-

- 6. FRONT + BACK Cover + SOCIAL MEDIA FEATURE + INTERVIEW**
(Priority Response 7 day)
- Included if accepted:**
- Interview
 - Back Cover
 - Front Cover
 - Social Post
 - Cover Tearsheet
 - Digital Copy
 - Priority Tearsheets: 7-14 after publish
 - Estimated Page Count: 6-12 pages
- COST: \$1,150 AUD**
-

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SELECT A PACKAGE THAT'S RIGHT FOR YOU

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SPACE OPTIONS	PRINT SIZE	PRINT + ONLINE GUIDE	5% DISCOUNT 6 MONTHS - 2 INSERTS	10% DISCOUNT 12 MONTHS - 4 INSERTS
Double Page Spread	420mm(W) X 297mm(H)	\$3400+GST	\$3230+GST	\$3060+GST
Full Page	210mm(W) X 297mm (H)	\$1900+GST	\$1805+GST	\$1710+GST
1/2 Horizontal Spread	175mm(W) X 133mm(H) + Online Guide	\$1090 +Gst	\$1035.50+GST	\$981+GST
1/3 Page (Horizontal Only)	175mm(W) X 89mm(H) + Online Guide	\$875+GST	\$831.25+GST	\$787.50+GST
1/4 Page (Portrait Only)	87.5mm(W) X 133mm(H) + Online Guide	\$650+GST	\$617.50+GST	\$585+GST

BRANDED AND EDITORIAL STYLE AD - ARTWORK SUPPLIED BY YOU THE CLIENT

CHOOSING THE RIGHT STYLE AD TO MEET YOUR NEEDS

BRANDED STYLE AD

This style of ad is designed and supplied by you the client as finished artwork at the correct specifications. You can have it look however you like and include logos, branding, as many images as you like and wording (subject to branding requirements).

Sizes

1/4 page ad	87.5mm(w) x 133mm(h)
1/3 page ad	175mm(w) x 89mm(h)
1/2 page ad horizontal	175mm(w) x 133mm(h)
Full page ad	210mm(w) x 297mm(h)
Double-page ad	420mm(w) x 297mm(h)

EDITORIAL STYLE AD

This style of ad is designed with discretion with the formatting and layout kept within our style guide. This style of ad contains no branding which means, no logos, no icons including no social media icons.

Sizes

1/4 page ad	40 words	1 image
1/3 page ad	50 words	1-2 images
1/2 page ad	70 words	1-4 images
Full page ad	100 words	1-6 images

- ✗ No logos
- ✗ No icons
- ✗ No social media

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ADVERTISING PACKAGE EXAMPLES



BOOKING DETAILS

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CREATIVE (SUPPLYING MATERIAL / ARTWORK)

Material to be supplied as finished art (in TIFF, EPS or high res PDF) via website or by email (hello@saramagazinegroup.com.au) to *Sarà Magazine* Group with attached printout (no charge for art supplied by client or their agency). Production rates (listed with advertising rates on previous page) apply for ads created by *Sarà Magazine* Group designer. Supply must be via email or website. File must be print-ready PDFs with a 5mm bleed. Artwork to be emailed to hello@saramagazinegroup.com.au by deadline. Advertising layouts produced by *Sarà Magazine* Group are copyrighted and may not be used in other publications. Photographs taken by our photographers are copyrighted and are not to be used elsewhere. Release fees may be negotiated for use of images elsewhere, at the discretion of the photographer, who may be contacted via the magazine. Please note magazines are mailed to businesses and subscribers during the week prior to the on sale date. Deadlines and specifications may be changed at any time by the publisher.

CANCELLATIONS AND CHANGES

Cancellations must be made, in writing, one month prior to distribution date. Failure to do so will relieve the Publisher of any obligation to comply with the cancellation request and will entitle the Publisher to charge as if the relevant advertisement were published without any cancellation having been received. Space cannot be cancelled after deadline. Incomplete campaign cancellations will be re-charged at the correct discount. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. The rates and conditions of advertising in the Magazine are subject to change without notice.

PAYMENT TERMS

Space bookings authorise *Sarà Magazine* Group to publish, subject to the terms and

conditions outlined, the client's advertising requirements. Should further production services be required an additional charge will be incurred. Payment may be made by cash, cheque, money order or direct deposit to *Sarà Magazine* Group bank account or PayPal account (surcharges apply) by the due date / on sale date. Details on request to hello@saramagazinegroup.com.au. Where credit card details are supplied payment will be processed on the first day of on-sale period. Payment for each edition's advertising must be made by distribution date as listed in the table to the right. Accounts will be issued when each magazine goes to print. Online advertising is to be paid for in advance. Clients should check accounts contact details at the time of signing or approving their booking form. Surcharges may apply to accounts outstanding after 30 days. Submission of insertion order by advertising agency on behalf of advertiser constitutes agency's agreement to pay all invoices for placement of advertising in the Magazine pursuant to such insertion order. Notwithstanding the foregoing, submission of insertion order constitutes agreement that advertiser guarantees prompt and full payment for such advertising in the event of material default by agency. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on advertising space charges may not be applied to production charges.

PUBLISHER'S LIABILITY

Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed pursuant to an insertion order that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements and is not liable for any error in key numbers. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the advertising space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental

damages, including, but not limited to, lost income or profits.

MISCELLANEOUS

Advertising agency and advertiser each represents and warrants that each advertisement submitted by it for publication in the Magazine contains no copy, illustrations, photographs, text or other content that may result in any claim against Publisher. Advertising agency and advertiser each shall indemnify and hold harmless Publisher from and against any damages and related expenses (including attorney's, fees) arising from the content of advertisements, including, but not limited to, claims of invasion of privacy, unauthorized use of names or pictures of living persons, trademark infringement, copyright infringement, libel and misrepresentation. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use. The word Advertisement will be placed above all advertisements that, in Publisher's opinion, resembles editorial matter. This agreement shall be governed by and construed in accordance with the laws of the state of Queensland without regard to its conflicts of laws provisions.

DISTRIBUTION DATES

(on sale first week)

Issue #1 Winter 2025 May, 2025

Issue #2 Spring 2025 Aug, 2025

Issue #3 Summer 2025 Nov, 2025

Issue #4 Autumn 2026 Feb, 2026

BOOKING & ADVERTISING SIGNOFF DEADLINE

Issue #1 Winter 2025 Mar 30, 2025

Issue #2 Spring 2025 Jun 30, 2025

Issue #3 Summer 2025 Sep 30, 2025

Issue #4 Autumn 2026 Dec 30, 2026

EDITORIAL DEADLINE

Issue #1 Winter 2025 Mar 15, 2025

Issue #2 Spring 2025 Jun 15, 2025

Issue #3 Summer 2025 Sep 15, 2025

Issue #4 Autumn 2026 Dec 15, 2026

DISCOUNTS

10% discount for booking four consecutive issues (full-year campaign)

5% discount for booking of two consecutive issues (six-month campaign)

15% discount for eight or more inserts across any *Sarà Magazine* Group print titles in a 12-month period.

WHY ADVERTISE WITH US?

AUDIENCE & READERSHIP

Backed by the creative vision of our director, Joe Nucifora,—whose work has been featured in renowned international magazines,—*Sarà Magazine* Group offers an editorial standard that rivals the best in the industry.

CURATED LUXURY AUDIENCE

We are more than a magazine; we are a platform for high fashion, design, and beauty brands seeking to align with an audience that values innovation, artistry, and exclusivity. Our content attracts tastemakers, industry professionals, and style-conscious readers worldwide.

BESPOKE BRAND COLLABORATIONS

Whether through stunning editorial features, brand spotlights, or exclusive photoshoots, we craft visually striking and compelling stories that seamlessly integrate your brand into the world of high fashion.

FIRST-MOVER ADVANTAGE

As an emerging publication with a global vision, early advertisers can secure prime placements and long-term brand partnerships before spaces become highly competitive.





FREQUENTLY ASKED QUESTIONS

Q: WHAT TYPES OF ADVERTISING OPTIONS DOES SARÀ MAGAZINE GROUP OFFER?

A: We offer a variety of advertising opportunities, including print ads, digital placements, sponsored content, and custom collaborations such as branded photoshoots and influencer partnerships.

Q: HOW DOES SARÀ MAGAZINE GROUP CATER TO LUXURY AND HIGH-FASHION BRANDS?

A: *Sarà Magazine* is dedicated to curating a platform for premium fashion, beauty, and design brands. With a focus on creative storytelling and high editorial standards, we position luxury brands in front of a discerning, trend-setting audience.

Q: HOW DO I GET STARTED WITH ADVERTISING IN SARÀ MAGAZINE?

A: Getting started is easy! Simply reach out to our advertising team via email or phone to discuss your goals, and we'll guide you through the available options, helping you choose the best fit for your brand.

Q: CAN SARÀ MAGAZINE GROUP HELP CREATE CUSTOM CONTENT FOR MY BRAND?

A: Yes! We specialise in custom collaborations, offering services such as branded photoshoots, editorial features, and influencer partnerships to ensure your brand is showcased in the most creative and impactful way.

Q: WHAT ARE YOUR ADVERTISING RATES?

A: Our advertising rates vary depending on the type of placement and level of customisation. For detailed pricing, please contact our team, and we'll provide a tailored quote based on your requirements.

Q: CAN I CHOOSE WHERE MY AD APPEARS IN THE MAGAZINE?

A: We will work closely with you to select the best possible placement for your ad based on availability and your branding needs. Our editorial team ensures that every ad placement is strategic and aligned with your goals.



SARÀ MAGAZINE GROUP

CONTACT US

ENQUIRIES: Kitt DeVille | Joe Nucifora

hello@saramagazinegroup.com

FOR ADVERTISING OPPORTUNITIES:

saramagazinegroup.com.au

