

**GC MAG**  
ALL THINGS GOLD COAST AND MORE

Win Tickets to *GoodVibration's*  
**FLO with PK**

Our First Mini  
Gold Coast

**GEMSTAR** FRIDAY 3RD DECEMBER



FRIDAY'S AT PLATINUM PRESENTS THIS ISSUE OF GC

**GC MAG**  
ALL THINGS GC AND MORE

**KANYE WEST**  
**COLDPLAY**  
**REGNA**  
WHAT DO THEY HAVE IN COMMON.?

THE NEW KID  
ON THE BLOCK

ISSUE 6  
We Review  
The 2012  
Ford  
Mustang

a little taste of  
(plastic) heaven




LOCAL PROFILE  
**JESINTA CAMPBELL**

**GC MAG**

**THE GC  
RENOVATOR**

Win

JUSTICE  
**CREW**  
INTERVIEW

OUR 2011 TOP PRODUCTS WITH 1000'S IN GIVEAWAYS



**GC MAG** MINI ISSUE

**ARMIN VAN BUUREN**  
AND **STEREOSONIC**  
IS ONLY DAYS AWAY  
SURVIVE WITH OUR GUIDE

**RED BULL**  
SURFING PROJECT AIR



# GC MAG 2012 MEDIA KIT

**GC MAG**  
ALL THINGS GOLD COAST AND MORE

Win Tickets to *GoodVibration's*  
**FLO with PK**

Our First Mini  
Gold Coast

**GEMSTAR** FRIDAY 3RD DECEMBER

FRIDAY'S AT PLATINUM PRESENTS THIS ISSUE OF GC

**GC MAG**  
ALL THINGS GC AND MORE

**KANYE WEST**  
**COLDPLAY**  
**REGNA**  
WHAT DO THEY HAVE IN COMMON.?

THE NEW KID  
ON THE BLOCK

ISSUE 6  
We Review  
The 2012  
Ford  
Mustang

a little taste of  
(plastic) heaven




LOCAL PROFILE  
**JESINTA CAMPBELL**

**GC MAG**

**THE GC  
RENOVATOR**

Win

JUSTICE  
**CREW**  
INTERVIEW

OUR 2011 TOP PRODUCTS WITH 1000'S IN GIVEAWAYS

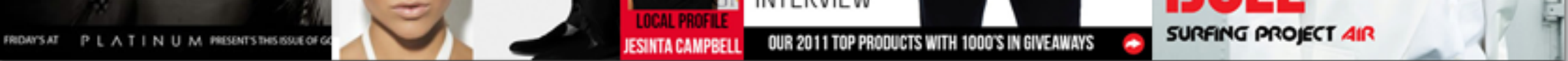


**GC MAG** MINI ISSUE

**ARMIN VAN BUUREN**  
AND **STEREOSONIC**  
IS ONLY DAYS AWAY  
SURVIVE WITH OUR GUIDE

**RED BULL**  
SURFING PROJECT AIR





Social  
active  
green

Community orientated

cost effective

and cutting edge

a feel good advertising solution



MINI ISSUE



# We are Green!

We are Proud That Every Issue of GCMAG is Green we don't print any copies of our magazine we are a revolution in digital media doing something positive for the planet and a new generation of media to the palm of your hand.

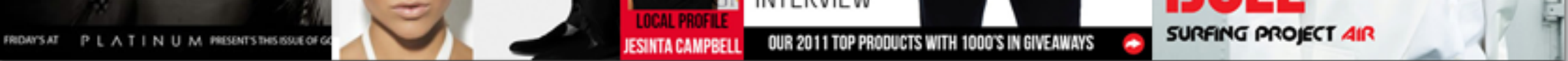
Being totally Green we do not litter the streets with Publications that end up in Land Fill , By reading our magazine and getting involved it has a positive impact compared to traditional Print Media !!

Its Not Like we are going to make you power your Iphone With a Hand Charger or Ride a Bike to Power Our Computers ,  
But if you are interested in doing the previous mentioned contact our HR team

Or Simply Sit Back and Advertise in a Issue of GCMAG and Know Your Doing Something Green and helping a Feel Good Publication

Yours Sincerely  
The GCMAG Team  
[Info@gcmag.com.au](mailto:Info@gcmag.com.au)





# Magazine profile

GCMAG is your one way ticket to a new generation , Bringing you all things aimed at the X and Y Generation with a quick kick in the pants of something different, we started as a first in the digital publication industry with our unique publication bringing you a new era media and promotions.

We are a 100% Green company with a community minded attitude making us a feel good publication for our readers and advertisers. every issue of GCMAG will be involved in promoting a charity and helping our community locally and nationally

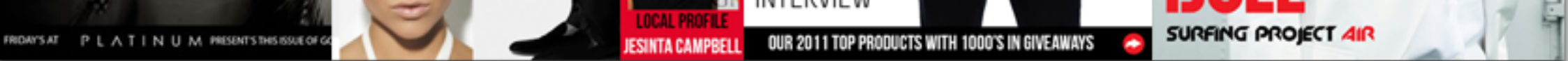
We cover the biggest events and the smallest parties to provide our readers with a major slice of what is happening not to mention throwing in local flavour,

But we would not be here without our advertisers we provide regular offers at the best prices to help you get the most out of your marketing.

We are looking to team up with your business to bring our readers a unique introduction to you!

Our publication is Free Always and Will Always be this way for our Readers ! allowing us to reach a broader market !





# Readership

According to Stats received from our website and social networks our readers are mainly in the 18-35 Demographic with a even split on Male and Female ... who are consumers of music, entertainment , fashion and electronic devices They own Ipods, Blackberrys, Iphones, Ipads, Xbox's , Playstations , Macbooks, Mobile Phones and Mp3's this drives their need to have the latest and greatest. Coupled with the urge to spend not save, seeing readers replacing said items frequently. Our readers get their hair cut at the trendiest places , buy new clothes , are addicted to coffee and tea , see films , occasionally turn up to uni and party hard at the hottest venues and wherever they are doing these things they are showcasing the latest trends in Fashion , electronics , and products they also have access to the internet 24hours a day at work at home and at uni. They spend most of their time online accessing social networking , band sites, shopping online , watching video clips on You Tube and reading GCMAG :) and telling all who listen about how recent purchases , adventures or concerts have changed their life for the better or worse! Our readers are educated and rarely are hoodwinked making them savy consumers !

Since our launch in 2009 we have an average count of 70,000 Hits a Month  
gcmag.com.au has also been viewed on all Continents and 19 Sub Continents plus 104 Countries and 1306 Town's and Cities Across The Planet

Our Social Media Reach Grows Hourly and Currently Reaches Over 17,000 People  
Sharing Your Business Over 5 Different Social Networks and Services

The Majority of our Readers are located in South East Queensland and Sydney  
However regular readers from over 100 Major Cities in Australia the US , United Kingdom and New Zealand Visit our Site and Read GCMAG



# Issue Signage

Our Issue signage is a very effective tool allowing you to push your brand and combining with other features detailed in this publication allows you to convey your brands message in a cutting edge way and we have packages for all budgets so read on and discover why GCMAG is fast becoming a place for people to get a great deal! Our Magazine is typically a Bi Monthly Publication Producing Issues every second month



"We're definitely not a band that's shy. We love to hear ourselves talk. We want to be seen as much as possible. We want to be so big that we can't even walk down the street." Mark the words of Redfoo, the programming brain behind electro-hip hop duo LMFAO, who, along with his cohort (and nephew) Sky Blu, have taken over the clubs. In the last year alone, three self-produced and self-distributed LMFAO tracks – "I'm In Miami Bitch," "Lil' Hipster Girl" and "Yes" – have become as ubiquitous on the dance floor as

any hit by the likes of Rihanna or T.I., while remixes of Fergie's "Clumsy," Kanye West's "Love Lockdown," Katy Perry's "Hot 'N' Cold" and work with Black Eyed Peas, Lady Gaga and Chris Cornell have lent instant credibility to two guys who've turned clowning around into an art form and a business.

It's all part of an elaborate plan for world domination. No, really. For Foo and Sky, as they refer to each other, what started as a natural collaboration (uncle and nephew, who happen to be close

in age, tinkering with drum machines and recording software) with a mix tape thrown in as an afterthought, has evolved into a multi-platform musical movement. With one key mission: live tonight like there's no tomorrow. Like many rock stars, girls are a recurring theme in LMFAO's music. From the sun and booze-fueled party anthem and first single, "I'm In Miami Bitch," to the hilariously scene-y "Lil' Hipster Girl," to "I Am Not A Whore," in which Foo flips your typical song-and-dance mating ritual around with a stroke of reverse psychol-

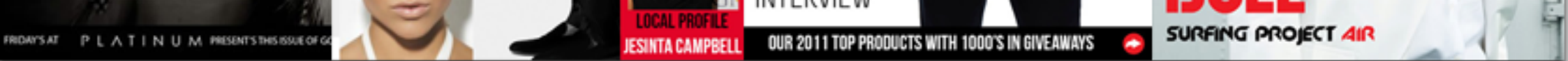
ogy genius. "We'll often write songs based off of simple catch phrases that we'll hear or say," he explains. "I Am Not A Whore" started as an experiment to talk to more girls. Because in the club, when the music's loud, girls come up to us all the time saying, 'I love your glasses' or, 'I love your hair,' or sometimes they'll walk by and grab us on the ass. But once we'd say 'Thank you' or whatever, the transaction was over! I thought, there's got to be a way to keep talking and create an interest. We were missing out on all these girls! So I'd say,

'Just because you're giving me compliments, doesn't mean I'll sleep with you. I am not a whore.' Amazingly, it worked!" Sky poo poo'd the idea originally, but even he couldn't deny the volume of cell numbers Foo was collecting. It inspired the line: "I'm a human, not a sandwich."

**Rocking The Stereosonic Stage  
From 5.45pm So Get on Down and Wiggle Wiggle Wiggle  
Yea !!!!!**

GCMAG





# Calendar

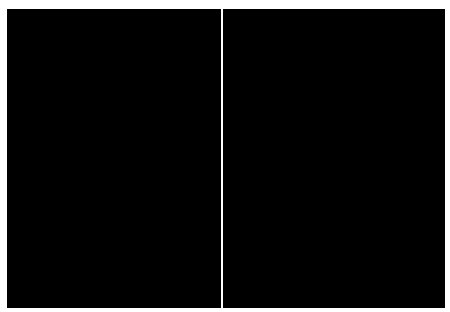
| Month     | Release Date           | Booking deadline | Material deadline |
|-----------|------------------------|------------------|-------------------|
| January   | January 30th           | January 10th     | January 18th      |
| March     | March 30th             | March 10th       | March 15th        |
| May       | May 30th               | May 10th         | May 15th          |
| July      | July 30th              | July 9th         | July 13th         |
| September | September 20th         | September 5th    | September 13th    |
| November  | November 30th - Bumper | November 10th    | November 12th     |



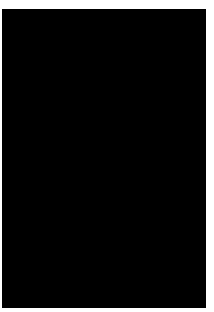
MINI ISSUE

# Artwork Specs

| Type          | With Bleed    | Without Bleed  |
|---------------|---------------|----------------|
| Double Spread | 1200 x 800 px | 1192 x 795 px  |
| Single Page   | 605 x 800 px  | 600 x 795 px   |
| Half Page     | 305 x 400 px  | 300 x 397.5 px |



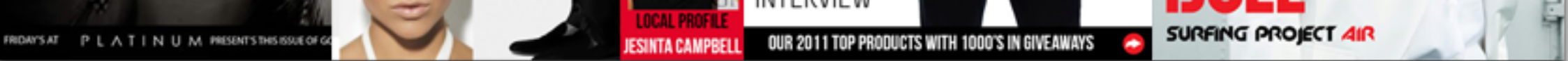
Double Spread



Single Page



Half Page



# Rate Card

| Type                        | 1x      | 2x      | 3x                   | + With Press Pack |
|-----------------------------|---------|---------|----------------------|-------------------|
| Double Spread               | \$200 + | \$400 + | \$500 +              |                   |
| Single Page                 | \$100   | \$200 + | \$300 +              |                   |
| Half Page                   | N/A     | \$100   | \$200                |                   |
| Double Spread w Add on Pack | \$250 + | \$450 + | \$600 + <sup>^</sup> |                   |
| Single Page w Add on Pack   | \$150 + | \$250 + | \$350 +              |                   |

## Add on Pack Includes

- 2 Web Articles
- 1 Week Web Feature on gcmag.com.au
- 1 Month Extension to Press Pack
- Mini Feature in Chosen Issue Doubling Signage\*

\* Only When Purchasing 2 or More Issues

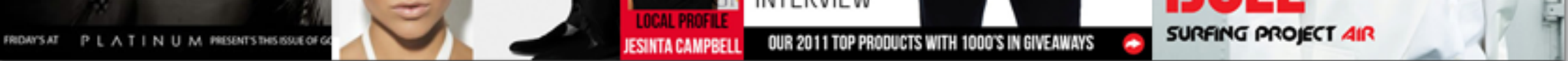
<sup>^</sup> Multiplies contents of Add on Pack x3

## What is Press Pack

The Press Pack is a unique tool to GCMAG allowing our advertisers to Weekly update our readers via your own Press Page on our website having it shared to over 17,000 Social Media Followers

This allows between issues to keep our readers engaged with your business and latest offers





# Add On Pack in Further Detail

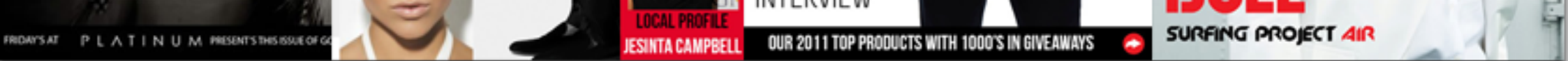
**Web Articles** - This Add on is what allows you to best engage our audience in between issues simply providing an image and related press release our team creates a article to be placed on the [gcmag.com.au](http://gcmag.com.au) Home page this will be also shared across all our social networks and remain on the home page a cycle of 4 Articles

**Web Feature** - This is similar to the above mentioned web article however it is guaranteed to stay on the home page for the allocated period in one of our section slots this is also shared via our Social Media Channels

**1 Month Extension to Press Pack** - Simply that a extension to your press pack to be used at your leisure ! While your account is active

**The Mini Feature** - This is our best bonus yet for anyone purchasing signage in 2 or more issues you will receive a Mini Feature doubling your purchased signage and receiving feature status in Issue





# Custom Solutions

Our Team and Business are all focussed at creating custom advertising packages to provide your business with the best possible advertising we have tailored major advertising packages for clients such as Creamfields music festival , Stereosonic with a combination of Video , Social and Issue Marketing with the use of competitions and much more For more information on a custom solution just ask our team

## Testimonial

Signing up for an advertorial package with Owen at GCMAG was one of the best advertising decisions we have made for Pillfreak Inc.

Not only did we gain increased exposure of our brand to the demographics we were targeting via GCMAG's various social network avenues but the release of the GCMAG issues themselves contributed to an almost instant increase of traffic directly to [www.pillfreak.com](http://www.pillfreak.com) With business budgets getting tighter for expenses like advertising you have to choose your packages wisely and I feel GCMAG definitely helped Pillfreak Inc. Infiltrate a range of demographics through the constant updates we were able to do on their Facebook and Twitter pages.

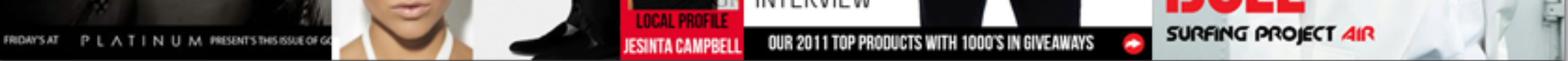
We have no hesitation in recommending Owen and his crew at GCMAG for your advertorial needs and we'll be re advertising with them again in the very near future...

**Josh Walker**

**Pillfreak Inc.**

**[www.pillfreak.com](http://www.pillfreak.com)**





# Contact Us

**Head Office** [info@gcmag.com.au](mailto:info@gcmag.com.au)

**0468342624** or alternatively if you would like to go ahead with any of our packages you can register at <http://client.gcmag.com.au>



MINI ISSUE