

THE SOLUTION TO A SIMPLE, MEANINGFUL,
WELL-DESIGNED LIFE



MEDIA KIT

FÊTE / LIFE

OCTOBER / TWO THOUSAND AND SEVENTEEN

WHAT IS FÊTE/LIFE? / *fête/life* is an independent, Australian, printed magazine with a minimalist and monochromatic aesthetic. *fête/life* adds time and value to readers' lives by advocating the virtues of simple living and an appreciation of products that consider both form and function...



FÊTE / LIFE

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FÊTE/LIFE READERS TRUST OUR JUDGEMENT /

fête/life empowers readers to buy well and live simply.

98% of readers visit a website after seeing in an issue of *fête/life*. 76% of readers have already purchased something they have seen in *fête/life*.





FÊTE / LIFE

STATE-BASED A5 BOOKLET INSERT /

fête/life offers a range of state-based advertising options, printed in an A5-sized booklet, which is then inserted into magazines distributed in that state.



FETE/LIFE IS A4 SIZE



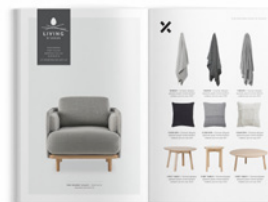
A5 BOOKLET INSERT
DOUBLE PAGE AD OPTION



A5 BOOKLET INSERT
Q&A FORMAT



A5 BOOKLET INSERT
PRODUCT FORMAT NO.01



A5 BOOKLET INSERT
PRODUCT FORMAT NO.02



A5 BOOKLET INSERT
QUARTER PAGE OPTION



FÊTE / LIFE

DIGITAL PACKAGE / \$1200+GST

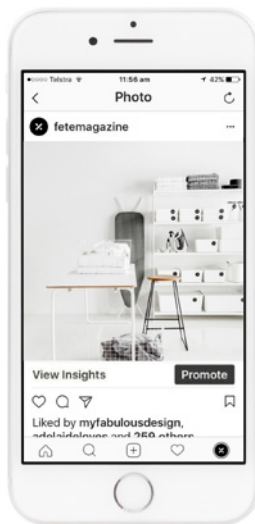
fête/life magazine is the go-to destination for solutions to a simple, meaningful, well-designed life. Between issues, readers just can't get enough! The *fête/life* digital platform keeps them connected on a regular basis through weekly blog entries, daily Instagram updates and weekly EDMs delivered straight to an ever-growing subscriber community. *fête/life* aligns with like-minded brands, delivering content the audience appreciates, across a variety of digital platforms.

- 1 x Instagram Post
- 1 x EDM / Digital Newsletter
- 1 x Journal/Blog Post

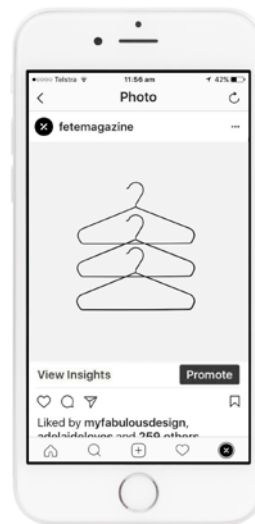
INSTAGRAM POST /

Subtle in delivery, advertiser posts fit seamlessly into the *fête/life* curated feed, enjoyed by over 30K highly engaged *fête/life* followers. All creative is handled in-house to maximise engagement between *fête/life* followers and like-minded brands.

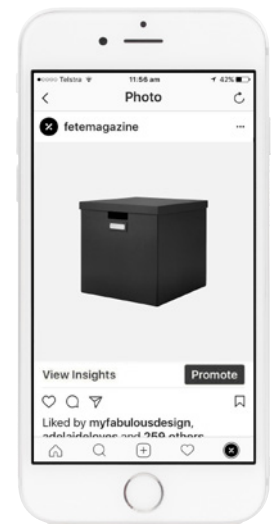
Standalone Instagram cost / \$550+gst



LIFESTYLE OPTION



PRODUCT OPTION



PRODUCT OPTION



FÊTE / LIFE


EDM / DIGITAL NEWSLETTER / \$550+GST

fête/life readers wait for their weekly *fête* fix! *fête/life* EDMs deliver favourite finds, giveaways or information on exciting new brands keeping the *fête/life* community engaged and motivated between each issue. These weekly EDMs drive the subscriber base to the *fête* website where they will find engaging content, time and money saving ideas as well as informative stories to help readers find a sense of calm and clarity in all that they do.

Standalone EDM cost / \$550+gst

Fete Press 7 July 2017 9:20 am


To: Jane Cameron FP
Reply-To: subscribe@fetepress.com.au
Fête/Life Issue No.22 is now on sale - Preview




TODAY'S JOURNAL ENTRY / Design a dream laundry with top organising tips from the *fête/life* team and one-stop-shop favourite finds from IKEA. Never dread laundry day again...

[CLICK THROUGH TO READ THE COMPLETE STORY](#)

THE LAUNDRY WITH IKEA /





[Preferences](#) | [Unsubscribe](#)



FÊTE / LIFE



WHO IS READING FÊTE/LIFE? /

ARCHITECTS
GRAPHIC DESIGNERS
HOMEMAKERS
INSTAGRAMMERS
INTERIOR DESIGNERS
LIFE COACHES
MINIMALISTS
PHOTOGRAPHERS
PROFESSIONALS
RENOVATORS
STYLISTS...

DEMOGRAPHICS /

98% of *fête/life* readers are female and 80% are over 30 years old. They are mature, settled, educated, working, house-proud, have a disposable income and are interested in health, well-being and the latest design and interiors directions.

Almost 70% have an annual household income of more than \$100,000. 40% of these have more than \$150,000 and 17% have more than \$200,000.

FÊTE/LIFE READERS MAKE MINDFUL PURCHASES /

Over 70% of *fête/life* readers own their own home or are actively looking to buy. A quarter are renovating or about to renovate. Over 90% spend regularly on decorating or updating their interiors with a quarter spending over \$600 per issue.



FÊTE / LIFE

FÊTE/LIFE ONLINE /

fête/life can be found on Pinterest, Instagram and Facebook, sharing the vision with an existing network of dedicated followers. *fête/life* is a coveted title with highly-engaged, active social media followers offering advertisers an additional avenue for editorial exposure and promotion.

READERSHIP PER ISSUE / 50,000

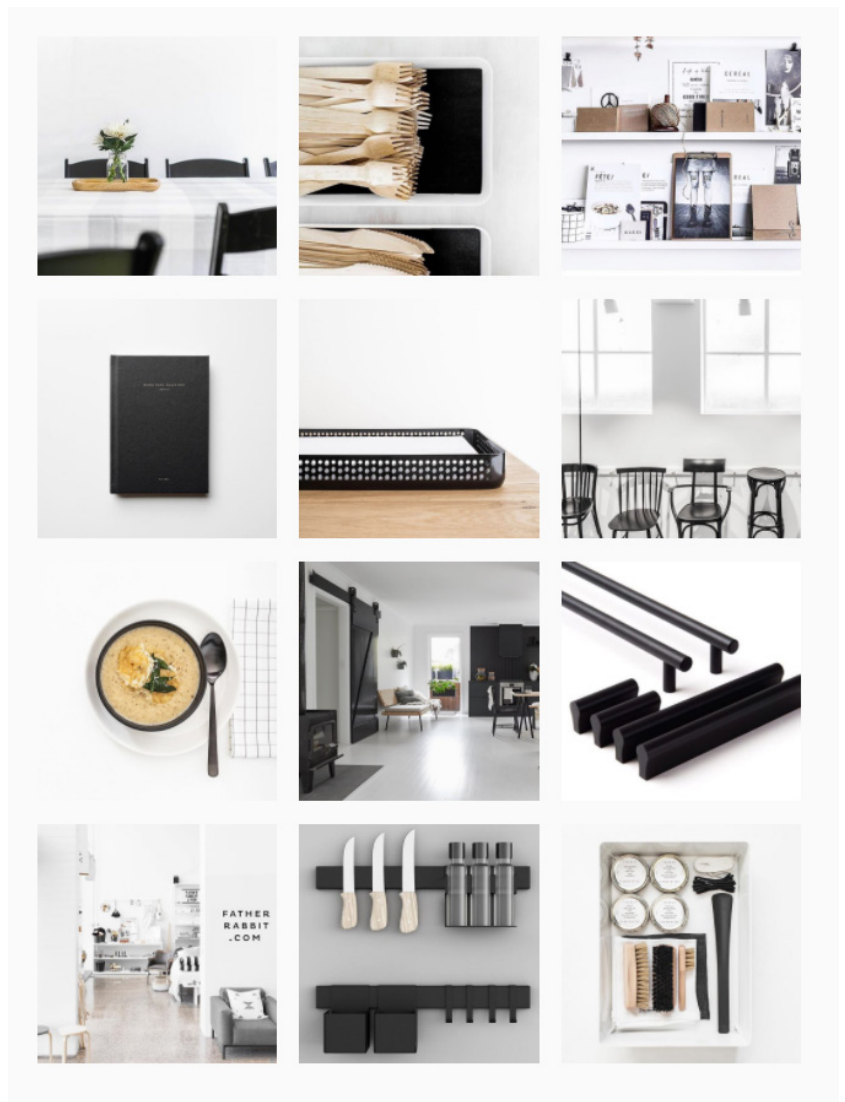
WEBSITE HITS PER MONTH / 800,000 (NEW WEBSITE LAUNCHING SOON)

PINTEREST.COM/FETEMAGAZINE / 4,000 FOLLOWERS

FACEBOOK.COM/FETEPRESS / 6,800 FOLLOWERS

INSTAGRAM.COM/FETEMAGAZINE / 30,000 FOLLOWERS

DIGITAL NEWSLETTER / 4,500 SUBSCRIBERS





FÊTE / LIFE

WHERE YOU WILL FIND FÊTE/LIFE /

fête/life has a highly-targeted distribution throughout newsagents and airports in Australia with a select number distributed in New Zealand. In addition to this, *fête/life* has a strong subscriber base with 15% of our total sales allocated to subscriptions – above the industry average.

fête/life is also available in digital format making it highly accessible and widely available to an unlimited, worldwide audience.

fête/life is passionate about spreading the 'simple living' message and has built a strong network of like-minded retail outlets and specialty store stockists.

FÊTE/LIFE ADVERTISING CONCEPT /

The *fête/life* minimalist ad design presents brands in a new way that opens them up to untapped markets. Collaborations with like-minded businesses are key to providing *fête/life* readers with resources to achieve the ultimate goal of 'simple living'.

In line with this refined direction, there are opportunities for businesses with aligned core values to become *fête/life* supporters.



FIND OUT MORE /

We would love to talk to you about how we might work together with you. Please feel free to contact *Annabelle Kerslake* at annabelle@fetepress.com.au or 0418 826 671.

FÊTE PRESS /

ANNABELLE KERSLAKE
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MOBILE 0418 826 671

JANE CAMERON
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MOBILE 0411 117 378

FETE PRESS
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INFO@FETEPRESS.COM.AU
FETEPRESS.COM.AU



FÊTE/LIFE / RATE CARD

ISSUE NUMBER /	BOOKING /	ARTWORK /	ON SALE /
FETE/LIFE ISSUE 25 /	01.02.18	01.02.18	01.03.18
FETE/LIFE ISSUE 26 /	01.04.18	01.04.18	03.05.18
FETE/LIFE ISSUE 27 /	01.06.18	01.06.18	05.07.18
FETE/LIFE ISSUE 28 /	14.08.18	14.08.18	13.09.18
FETE/LIFE ISSUE 29 /	01.11.18	01.11.18	04.12.18
FETE/LIFE ISSUE 30 /	01.02.19	01.02.19	04.03.19

FÊTE/LIFE ADVERTISING RATES / PER ISSUE /

FULL PAGE / TEXT + LOGO ONLY	\$1,500+GST
DOUBLE PAGE / TEXT + LOGO + IMAGE	\$2,950+GST
INSIDE FRONT COVER SPREAD	\$4,200+GST
OUTSIDE BACK COVER	\$3,000+GST

Discounts may apply for multiple bookings, please contact us for information.

FÊTE/LIFE ADVERTISING RATES IN DIGITAL ISSUE ONLY / PER ISSUE /

FULL PAGE / TEXT + LOGO ONLY	\$350+GST
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STATE-BASED ADVERTISING AS BOOKLET INSERT /

INSIDE FRONT COVER SPREAD	\$1,500+GST
DOUBLE PAGE AD SPREAD	\$950+GST
DOUBLE PAGE AD Q&A FORMAT	\$1,000+GST
DOUBLE PAGE AD PRODUCT FORMAT NO.1	\$1,000+GST
DOUBLE PAGE AD PRODUCT FORMAT NO.2	\$1,000+GST
QUARTER PAGE AD	\$350+GST
OUTSIDE BACK COVER	\$1,200+GST

DIGITAL RATES /

DIGITAL PLATFORM PACKAGE	\$1,200+GST
EDM / INSTAGRAM POST / BLOG POST	SUBJECT TO EDITORIAL DISCRETION
STANDALONE SOLUS EDM /	\$550+GST / 1 OFF
DIGITAL NEWSLETTER	CLIENT SUPPLIED TEXT AND IMAGE/S
STANDALONE INSTAGRAM POST /	\$550+GST
	SUBJECT TO EDITORIAL DISCRETION

INSERT RATES / PER ISSUE

PRINTED LOOSE INSERT	\$1,000+GST / FULL PRINT RUN /
	PRINT & DESIGN COSTS ADDITIONAL
PRINTED BOUND INSERTS	\$POA

An insert must accompany an advertisement in the same issue.

ADVERTORIAL RATES / PER ISSUE - AT EDITORIAL DISCRETION /

PAID ADVERTORIAL / FULL PAGE	\$3,500+GST
PAID ADVERTORIAL / TWO PAGES	\$6,000+GST

DESIGN / PHOTOGRAPHY RATES /

PHOTOGRAPHY / WHITE BACKGROUND	\$200+GST / UP TO 4 SHOTS
LIFESTYLE PHOTOGRAPHY	\$POA

ADVERTISING AND STOCKISTS /

To become a *fête* advertiser or stockist or to discuss editorial options please contact us...

EDITORIAL / ADVERTISING

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