

LOST

MAGAZINE

GET LOST. AND FIND YOURSELF AGAIN.

“ Welcome to Lost Magazine. Loved dearly by visitors to the region, Lost has always been the go-to guide for what’s on, what to do and where to find what our readers most want.

We are about showcasing all that the region has to offer including those things that are hard to find, so that our readers can find the best places to eat, drink, relax, indulge and explore.

The expectations of visitors to this region are high. Time is precious. Our readers are educated, knowledgeable and affluent. They want more than just the run-of-the-mill getaway.

But don’t be fooled - today’s discerning traveller doesn’t always want luxury or “high end”. They want the “inside” information. They are craving to immerse themselves in an experience. Something that is special. Something unique. Something that is not easy to find. Something that you stumble upon when you are lost...

So, we searched high and low to find breathtaking writers to bring you stories of curiosity and deep love for this region. Larissa Dubecki, renowned food critic brings her sensory expertise to the table. Mahmood Fazal, an established VICE writer, captivates us in the soul and humanity of each story, because at the end of the day we are all human.

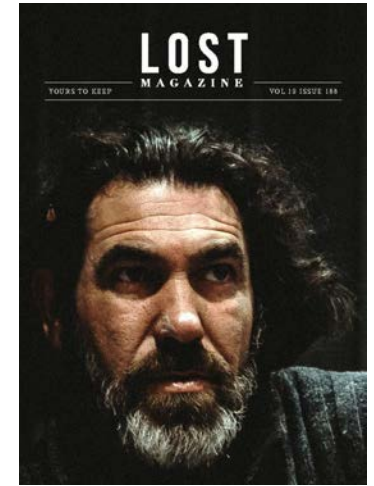
With our monthly print run of 8000 magazines distributed throughout the region, your print advertisement will be seen by more readers than any other publication. Our goal is to make sure that every traveller to the region is found by Lost.

If you would like us to help your brand find its way, contact one of our team today to discuss a display advertisement campaign and find your audience with us.

”

A snippet of life as a local





We share what you love
IN DAYLESFORD & SURROUNDS





OUR WRITERS

Larissa Dubecki

Chief critic for The Age and The Age Good Food Guide brings her sensory expertise to the table.



OUR WRITERS

Mahmood Fazal

An established VICE writer, captivates us in the soul and humanity of each story because at the end of the day we are all human.



OUR PHOTOGRAPHER

Chris Turner

Locally residing photographer Chris Turner of Inkd captures the soul of our stories perfectly

GET FOUND.

With LOST

ASK ABOUT OUR
**IN HOUSE
DESIGN SERVICE**

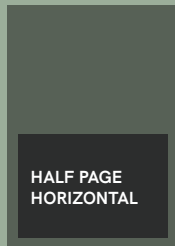
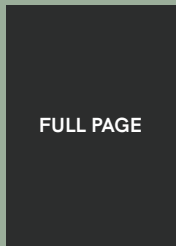
Because you've got the content & we are the experts in making it seen



Not just
any
creators

2021 RATES AND SPECIFICATIONS

AD TYPE	DIMENSIONS (W x H in MM)	CASUAL RATE	6 MONTH**	12 MONTH**
DOUBLE PAGE SPREAD*	297 X 210 3MM BLEED	\$1350	\$1150	\$950
FULL PAGE*	148X 210 3MM BLEED	\$695	\$595	\$495
HALF PAGE VERTICAL*	69 X 185 N/A	\$525	\$455	\$385
HALF PAGE HORIZ	138 X 90 N/A	\$495	\$425	\$355
QUARTER PAGE STRIP	138 X 45 N/A	\$355	\$295	\$245
DOUBLE STRIP (1/2 page)*	297 X 45 3MM BLEED	\$525	\$455	\$495
INSIDE FRONT COVER*	148 X 210 3MM BLEED	\$850	\$750	\$650
BACK COVER*	148 X 210 3MM BLEED	\$1300	\$1190	\$990
PAGE 3 STRIP*	138X 45 3MM BLEED	\$455	\$395	\$345



WE BRING YOU THE AUDIENCE
YOU ARE LOOKING FOR

For Locals & visitors

8,000

Current Print
Circulation

9,000 +

Unique Website
Visitors Monthly

15K +

Social Media
(growing daily)

30,000 +

Estimated
monthly reach



OUR AUDIENCE.

LOST Magazine is a carefully curated publication. We are the only culture magazine in the most diverse cultural and artisan region in Australia. We celebrate people, places, events, businesses and services. Our editorial is not for sale. You can't purchase it. Our editors decide which articles and stories are the right fit for Lost Magazine.

Local
Tourist
Genuine
Savvy
Seeker
Foodie
Refined

OUR DISTRIBUTION.

LOST Magazine can be found for free from all dedicated tubs, boutique retail stores, restaurants/cafes and visitor information centres in the Daylesford area as well as Ballarat, Kyneton, Trentham, Clunes, Talbot, Guilford, Creswick, Ballan, Bacchus Marsh, Bendigo and Melbourne.

LOST

MAGAZINE

WANT TO BE PART OF LOST MAGAZINE?

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