

The background of the entire image is a teal-colored photograph. The top portion shows a range of mountains under a sky with soft, white clouds. The bottom portion shows the surface of the ocean with gentle, white-capped waves.

MEDIA KIT

# White Wash

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MILTON ULLADULLA LIFESTYLE MAGAZINE



# Welcome To White Wash

White Wash is a quarterly lifestyle magazine that celebrates all that's special and unique about our little slice of paradise here on the South Coast. Through feature stories, editorials and advertorials, we connect the Milton-Ulladulla community while also showcasing our local area to visitors and tourists alike.

With a contemporary design, professional photography and interesting content, each issue highlights local people and their stories, as well as promoting and supporting community events, businesses and services in the Milton-Ulladulla region.

White Wash is thoughtfully hand-delivered to where locals love to be. It's available in cafes, coffee shops, boutiques, hotels, restaurants and selected local businesses between Sussex Inlet and Bawley Point. And don't forget you can also see the latest issue as well as all past issues online through our website. •







## Our Stories

Our local area is jam-packed full of amazing people doing amazing things! We have a list a mile long of people who have an interesting story to tell, and we love finding out more about why and how they've managed to pursue their passions, while enjoying the lifestyle in this beautiful place we call home.

In each issue, our feature article takes an in-depth look at some of these people as they share their unique story. Our Two Way Street piece provides an insight into two people who have a strong connection or relationship and in each issue we also feature a local talent. We love this community and we love celebrating their goals and achievements! •

# Our Fast-Growing Digital Presence

The White Wash brand doesn't just end with the printed magazine. White Wash reaches across both print and digital platforms with an ever-expanding online community.



## DIGITAL MAGAZINE

- A digital version of the latest issue of White Wash (and all past issues) are available to download online through our website as a PDF or to read through Issuu.
- The magazine is compatible to read across all devices.
- This means your advertisement is seen in both print and digital mediums.

## WHITE WASH WEBSITE

- Features our main stories as well as a library of all our issues.
- Fully responsive to all devices.
  - Links to our social media.
- Stunning photos from local photographers.



## E-NEWSLETTER

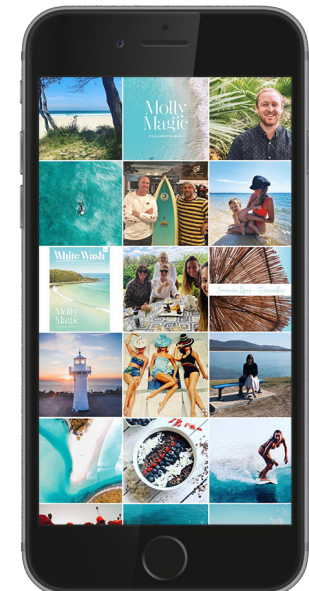
490+ subscribers

- The newsletter contains links to the website and the latest digital issue.
- Contains a letter from the editors, local photos, and links to articles.

## INSTAGRAM

2134+ followers

- Features regular posts with local community events and White Wash updates.
- The posts share what local people and businesses are up to and promotes our advertisers.
- It features beautiful shots of the South Coast by local photographers.



# The Facts And Circulation

## CIRCULATION

Thoughtfully hand delivered from Bawley Point to Sussex Inlet!



# 2000

## COPIES PRINTED LOCALLY

These are thoughtfully hand-delivered to select local businesses and with our regular advertisers. We strategically place the magazine in high-traffic areas and where locals love to linger. We print an additional 500 copies for the busy summer period.



### PRICE

Free for all to read and love!



### FREQUENCY

Quarterly (coinciding with holiday breaks).



### FORMAT

A4, full colour, on high-quality, uncoated stock from sustainable sources.



### PRINTING

We choose to print locally.



### SOCIAL MEDIA

White Wash has active Instagram and Pinterest accounts. We provide free promotional posts on Instagram for our regular advertisers as additional exposure.



@whitewashmagazine  
#whitewashmagazine



whitewashmag



# Advertising Options

White Wash offers various advertising options to suit your business. There are two main advertising options available—the advertisement or the advertorial.

## OPTION 1: ADVERTORIALS

White Wash offers an advertorial and packages to promote your business. This allows you to tell your story and will put you firmly in the hearts and minds of your target audience. If you choose an advertorial we can assist with writing, proofing and editing your article to ensure your message is conveyed in the best possible way.

## OPTION 2: ADVERTISEMENT

White Wash offers various advertising spaces to suit your business and budget. The design of your advertisement is included in the cost to advertise. •

*Note: Design services are limited.*

*Multiple revisions may incur an additional cost.*

## Main Article Advertorial

### DIY BEESWAX WRAPS



Break your plastic wrap habit with these cute beeswax wraps. It's less about recycling and more about reducing and reusing. They're so easy to make and even friendly!

**What you need:**

- Organic beeswax pellets
- Cotton cloth squares (optimal for quarters work well)
- Baking paper
- Pinking shears
- Iron

1. Use pinking shears to pre-cut squares to the required size.
2. Place a piece of baking paper on the ironing board.
3. Then place your square of fabric on top right side up.
4. Sprinkle with beeswax pellets (just enough to infuse the fabric).
5. Place a second sheet of baking paper on top.
6. Iron with a hot iron. You can see the wax melt into the fabric.
7. Allow to cool. It only takes a few minutes.
8. Fold and use as needed.
9. Use lukewarm water and organic soap to clean.

## Working With The Wise

DR KATIE MACARTNEY



One of the unexpected thrills of becoming a country GP in Milton has been working with the elderly. It can be challenging but if you take a moment to discover a bit more about the person and their life, before finding out about their health, the work becomes so much more rewarding and interesting.

It's fascinating talking to people who have lived through most of the past century! Many of them have experienced events that current generations would find hard to imagine. They remember world wars, royal coronations and transitioning from the pound to the dollar. I've met people who have spoken to the Queen; designed planes for WW2; served in Parliament; and one who had ridden Flue Lap!

The local clinics are always special—the couple that stood on their balcony on Burill Lake, catching fish and throwing them directly into the BBQ to cook for dinner, dirty farm heads down in Colleen Beach, and people riding horses on the sand at Molluskook. The adaptability of the modern generation also blows me away. Whilst some are still struggling with the idea of a cashless bakery, one 100-year-old lady would Skype her twin sister to chat! Others swim every day in the ocean without a wetsuit! It's great to be surprised by people you meet on a daily basis.

Some people might perceive working in palliative care as sad and depressing but I have come to really enjoy it. Working with patients as they come to the end of their life, to ensure that their experience is as comfortable as possible, can be an extraordinary privilege both personally and professionally. Talking to families about palliative care and how best to prepare for this is essential. It involves getting to know the patient, their values and their preferences, because care focuses on all aspects of a patient's needs—physical, psychological and spiritual.

People who are aged love a visit from animals or children and I enjoy taking my dog along to the local morning home. When the pre-school children come and sing, whilst my dog sits beside a resident for a pet, it lifts the mood and makes everyone smile.

Meeting patients and their families in their homes is another wonderful part of my job. The individual comes alive and you can appreciate what is important to them—whether it's a painting on the wall, family photos, a family car, knitting for local charities or baking goods. A person who is mentally or physically unwell always appears much healthier in their familiar, home environment.

The lessons that I have learnt from the past few years have been immense and as a junior doctor I have derived so much enjoyment and satisfaction from working in geriatric general practice.

## An Electric Duo

LUNE & LUXE



Lune & Luxe is the design collaboration of two creative nomads, Sasha Patterson and Sarah Thomas. This electric duo have been busy mixing a textual pallet of home styling along the South Coast, delivering dreamy, earthy, and timeless style for their clients.

Sasha, a Kiwi from rural New Zealand, and Sarah, an Aussie chick from Sydney, are now calling the South Coast their forever home. "Growing up in a small country town I understood the idiosyncrasies of the people and the lifestyle," says Sasha. "Coming here has truly been a blessing in so many ways and the community has really embraced us."

Having worked in the creative industry for over 15 years—Sasha as a producer and an director in the advertising industry and Sarah as a photographer and food stylist—they have many strings to their bow outside the usual interior design world. Not to mention experience working with international clients including Vogue Living, Jelliffe, Marie Claire, Delicious magazine and Google, to name a few.

Over the years, the pair had bumped into each other on shoots or at creative events in Sydney, however it wasn't until their partners met on a surf trip to Indonesia that they became friends. "After hours of noodling out on colour trends, and probably a few too

many wines, a partnership was born through the idea of creative collaborations," says Sarah. Sarah and Sasha each have their own individual aesthetic and style, but coming together as a creative team brings a new dynamic that's electric! "It's a rare thing to work with someone who pushes you in new directions to make the work better... it's pretty magic!" says Sasha.

As business partners, they are totally in-sync and complement each other with both the creative and business aspects of their work. Sasha explains: "We are the people that we are designing for, so we understand that money, time and style are all equal in the overall equation of buying, selling or making a house a home."

What sets these two apart from the design pack is the diverse range of work they have undertaken in both commercial and residential project management and production. Using their experience with a wide range of published clients, this team is up for any creative challenge including property styling and marketing, interior design and holiday home fit out. "Our clients are AMAZING and we feel privileged to be invited into their spaces to collaborate with them!"

Follow [@luneluxe](#) to learn some expert tricks and tips at one of their styling and colour workshops starting April 2019.

### BODY ALIGN PHYSIO

## YOUR WELLBEING

Words by Amanda McNeill



### NEW MOTHERS RETURNING TO EXERCISE

Physiotherapists Amanda and Claire work closely with new mothers educating them about safe pelvic floor exercises.

**1. Start your pelvic floor straight away**  
Pelvic floor exercises can begin as early as day one after delivery. It's normal to feel minimal sensation in the first few days and if you've had tears or other intervention it may take a little more time. Either way it's best to get started as soon as you can.

**2. After six weeks**  
It's important to wait until your GP or week postnatal check to allow your body to heal and recover. A women's health physiotherapist can also assess the activation and relaxation of the pelvic floor muscles, check for any tears that may not be painful, yet do increase the risk of incontinence, and check the supportive tissues of the bowel, bladder and uterus for signs of prolapse.

**3. Begin slowly and work up**  
Pushing yourself too hard post-baby increases the risk of urinary incontinence, abdominal muscle separation and pelvic organ prolapse. Alongside a pelvic floor program, start with gentle walking, building up by 5-10 minute increments. If you feel any pain, pulling or aches then slow down. Build up to higher intensity and repeat exercise gradually from 12-16 weeks.

Body Align Physio, 1/81 Telford Ave, Molluskook NSW 2539  
P: 02 454 2300  
E: [amcneill@bodyalignphysio.com.au](mailto:amcneill@bodyalignphysio.com.au)  
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whitewashmagazine.com.au

Advertisement

Advertisement

# Costs And Specifications

ADVERTORIALS	COST
<b>Main Article Advertorial</b> Approx 380 words, one main image and business contact details at the bottom.	<b>\$450.00</b>
<b>Box Out Advertorial</b> Approx 230 words (depending on the number of images included) with business details at the bottom. Note: Short box out advertorials are subject to space availability.	<b>\$250.00</b>
<b>Short Box Out Advertorial</b> Approx 150 words (depending on the number of images included) with business details at the bottom. Note: Short box out advertorials are subject to space availability.	<b>\$220.00</b>

ADVERTORIAL PACKAGES	COST
<b>Package 1</b> <ul style="list-style-type: none"> <li>• <b>Main Article Advertorial</b> Approx 380 words and business details at the bottom.</li> <li>• <b>Photograph By CloudFace Image Solutions</b> Professional local photographer, Dean Dampney will photograph you and your business to accompany the advertorial.</li> </ul>	<b>\$550.00</b>
<b>Package 2</b> <ul style="list-style-type: none"> <li>• <b>Main Article Advertorial</b> Approx 380 words (photo supplied by client) One main image and business details at the bottom.</li> <li>• <b>Quarter Page Horizontal Ad</b> (67mm high x 180mm wide)</li> </ul>	<b>\$800.00</b>
<b>Package 3</b> <ul style="list-style-type: none"> <li>• <b>Main Article Advertorial</b> Approx 380 words</li> <li>• <b>Photograph By CloudFace Image Solutions</b> Professional local photographer, Dean Dampney will photograph you and your business to accompany the advertorial.</li> <li>• <b>Quarter Page Horizontal Ad</b> (67mm high x 180mm wide)</li> </ul>	<b>\$930.00</b>

ADVERTISEMENT	COST
<b>Full Page Ad - Back Page</b> (267mm high x 180mm wide)	<b>\$1000.00</b>
<b>Full Page Ad - Inside Front or Back Cover</b> (267mm high x 180mm wide)	<b>\$850.00</b>
<b>Half Page Ad</b> (126mm high x 180mm wide )	<b>\$425.00</b>
<b>Quarter Page Horizontal Ad</b> (67mm high x 180mm wide)	<b>\$380.00</b>
<b>Medium Rectangle Ad</b> (67mm high x 133mm wide)	<b>\$320.00</b>
<b>Rectangle Portrait Ad</b> (86mm high x 67mm wide)	<b>\$290.00</b>
<b>Classified Advertisement</b> (67mm high x 65mm wide)	<b>\$230.00</b>

PRODUCT PLACEMENTS	COST
<b>Main Product Placement</b> Includes lead lifestyle image of your product with price, store and contact details.	<b>\$90.00</b>
<b>Basic Product Placement</b> Includes flat lay image of your product on a white background with price, store and contact details.	<b>\$50.00</b>





JUMP ON BOARD

# White Wash

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MILTON ULLADULLA LIFESTYLE MAGAZINE

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