

# 8th Year for GOODLIFE *peninsula style*

OFTEN COPIED NEVER EQUALLED

In 2003 the GoodLife was groundbreaking in format and content and in 2010 it is the locals' favourite and a household name. We hope you will allow us the opportunity to showcase your business with the 'best of the best' on the Peninsula.

## Great Reasons to Grow Your Business With Us...

- **Privileged Access to Our Loyal and Extensive Readership**

The GoodLife has achieved *unprecedented popularity* with readers & graces coffee tables in homes & businesses across the Peninsula from Langwarrin to Flinders. Readers tell us on a daily basis how much they look forward to each new issue – **ask your clients.**

- **The ONLY Local Lifestyle Magazine across Frankston & the Peninsula**

Letterboxed professionally by Salmat from Langwarrin to Mt Martha and achieving maximum possible home delivery coverage through Sth Frankston, Mt Eliza, Mornington, Mt Martha, Safety Beach, Dromana, McCrae, Blairgowrie, Sorrento, Portsea and through Australia Post to Main Ridge with private boxes to Flinders, Somers, Shoreham and Red Hill.

The GoodLife has the most comprehensive and extensive distribution network and is reproduced page for page with hotlinks at [www.gdlife.com.au](http://www.gdlife.com.au).

- **A Positive Response** – with 55,000 copies and an estimated 130,000 readers each issue – **ask your clients.**

- **Proven Track Record - 21 years as Publishers on the Peninsula**

Seven years is quite a milestone for small business and we are very proud to also have twenty one years standing as local publishers of the Mornington Peninsula Visitors Guide and Peninsula Wine Country with an unblemished reputation.

***Imitation is the best form of flattery but it doesn't compare to innovation.***

- **No Upfront Fees or Charges**

As reputable publishers of long standing we invoice after publication and distribution. No payment in advance. Free photography and ad design.

***If we can't trust you how can we expect you to trust us.***

- **Only Good News - Local and Loving It**

Designed and produced by locals for locals, the founding philosophy was to shun bad news and **celebrate local success** and our readers appreciate the difference. Our team of talented local writers and regular contributors showcase all the good things and set a high standard with content. At the GoodLife we support community efforts whether in editorial sponsorship of the arts and community events or fundraising at our regular GoodLife Fashion Charity Lunches.

- **Quality Assured, You're in Good Company with the 'Best of the Best'**

At GoodLife we consistently promote **only quality local businesses** – a point of difference our readers and our advertisers recognise.

- **The Most Cost Effective Advertising on the Peninsula**

Not just advertising space and not for '3 day sales' participating in the GoodLife is **an investment in your own brand**. As a bi-monthly publication with a coffee table life of two months (and in practice many more) the GoodLife is read and re-read in 50,000 households and your advertisement is seen over and over again. An additional 5,000 venue and bulk copies distributed through hotels, cafes, restaurants, hairdressers, beauty salons, hospitals, waiting rooms and offices are seen by one reader after another.

***Copy for copy the GoodLife is substantially cheaper than any other home delivered gloss publication and is often less than even the weekly local newspapers.***

**The GoodLife is all about  
Positive Branding, Quality,  
Style, Longevity and Value!**

**To reserve a position or for more information please call 9787 9633**

Visitor  
PUBLICATIONS

GoodLife  
Peninsula Style

Peninsula Wine Country

Mornington Peninsula  
Visitors Guide

Peninsula Visitor

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