



LOCALE

JOYCE AQUINO

PATRICIA CHAK

EMMA CHEUNG

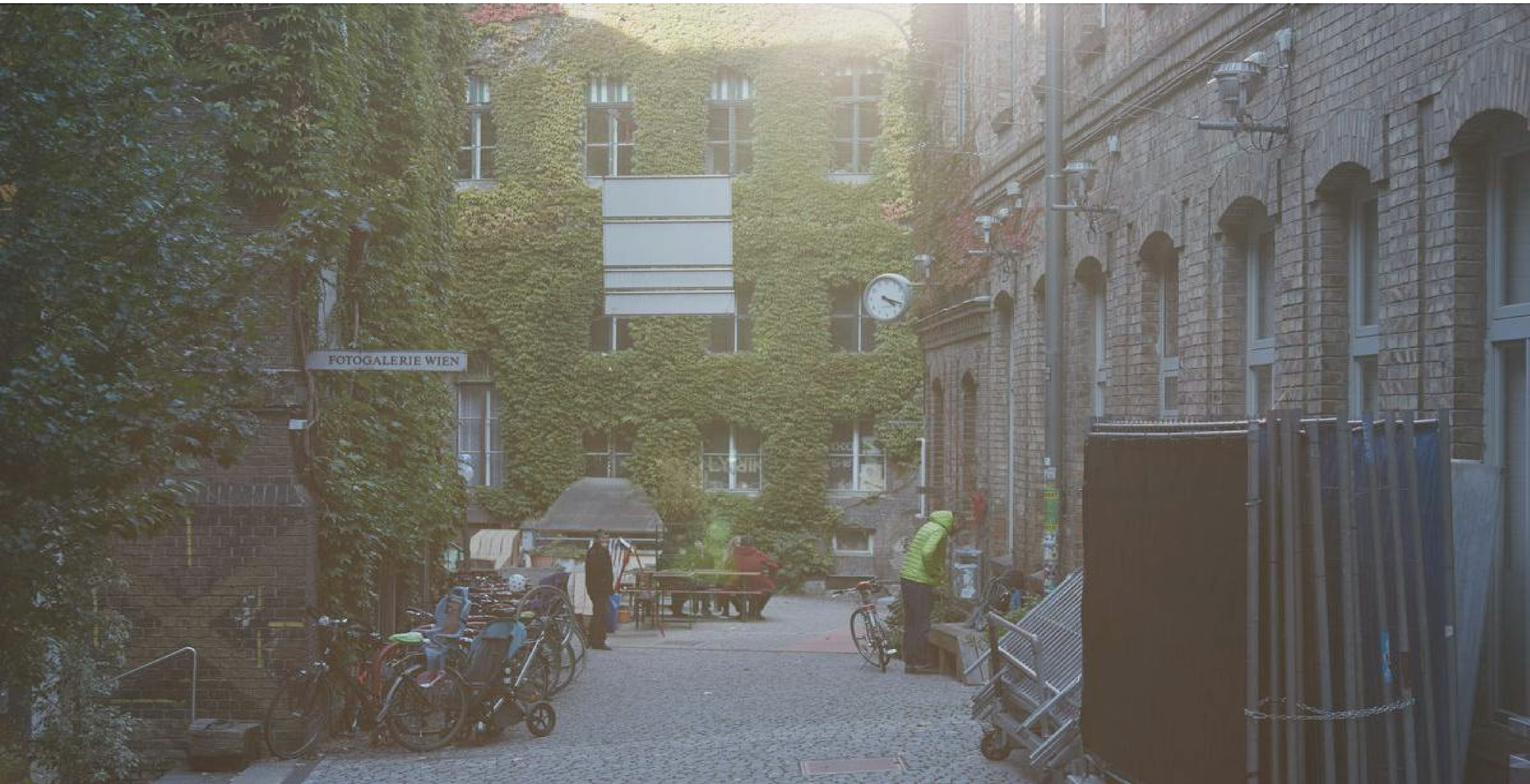
AURORA CHIU

KARLIE KWOK

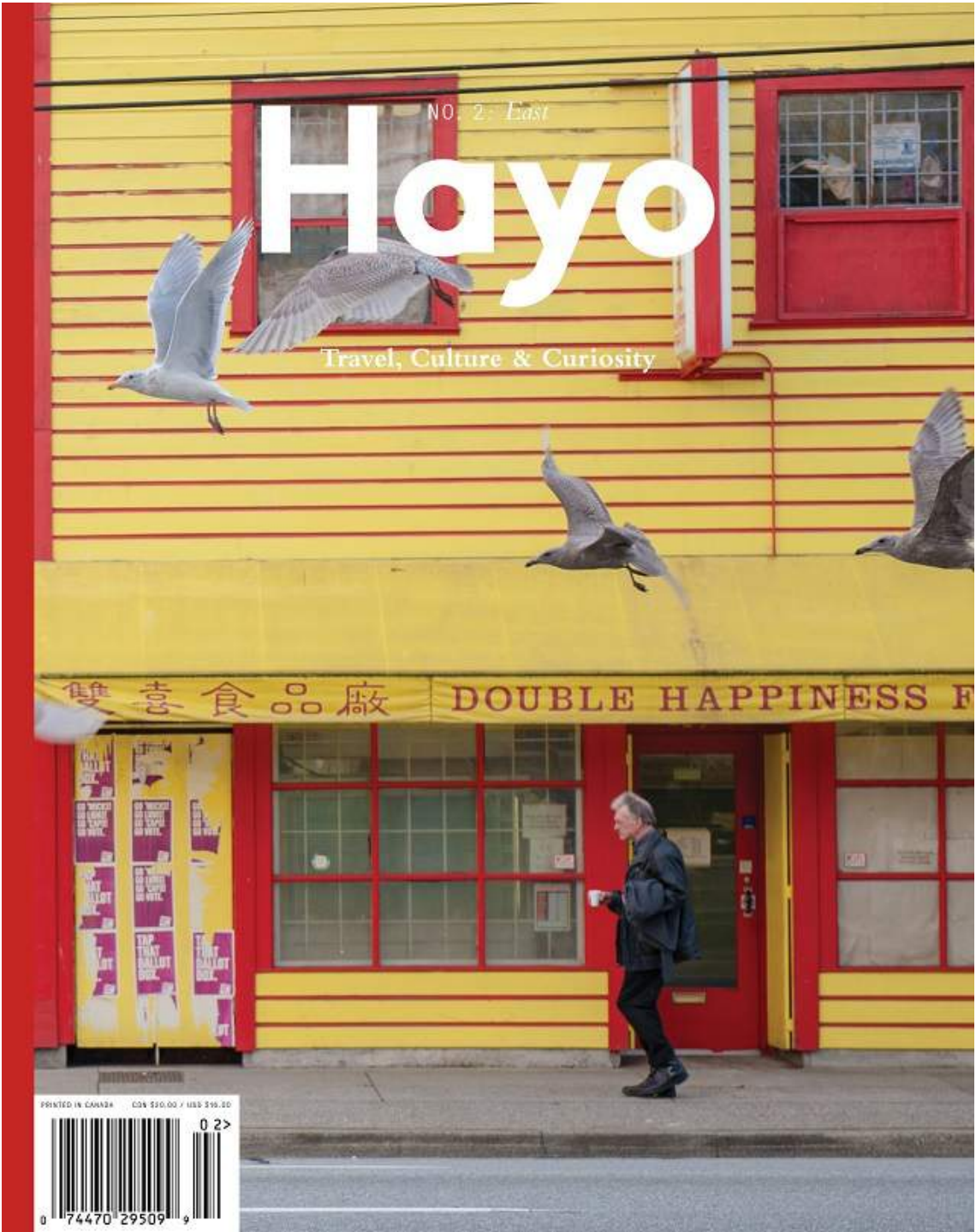
JOANNE XIAO

Mission & Purpose

To inspire travellers to explore the local perspective and have our readers feel like locals wherever they go.



Competitors



Niche

Locale is unique among our competing travel magazines as each issue is dedicated to a specific city or country.

Instead of featuring high-traffic and mainstream tourist attractions, we dedicate our resources to discover unique and one-of-a-kind locations and experiences to provide our readers with a more refreshing take on travelling.



Audience

DEMOGRAPHIC

Age Range: 25–35 years old

Language: English

Education: Post-Secondary

Financial: Middle to upper middle class

Household Income: 30,000- 60,000 CAD

PSYCHOGRAPHIC

Loves to travels

Desires excitement and adventure

Willing to explore and find new discoveries

Enjoys all elements of various lifestyles

Wants to be immersed in different cultures

Appreciates the beauty of minimal design





Persona

MAYA LIM, 27

Profession: Creative Business Developer

Hometown: Vancouver, Canada

Relationship Status: Long-term relationship

Hobbies: Hiking, photography, going to concerts,
interior decorating, fashion, cycling

Personality: Driven, sophisticated, passionate,
quick-witted

Technical: Early adopter, extremely well-versed

Quotation: "Creativity is the backbone of humanity."

Editorial Concept

To describe *Locale* with three adjectives, they would be eye-opening, sophisticated and thoughtful.

LOCALE

TRAVEL LIKE A LOCAL

Volume One



CAD \$20
Autumn Winter 2017



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VIENNA

A baroque city with a coffee-house culture and vibrant epicurean and design scenes.

Classical Streetscape
Cobblestones to the Church
Viennese Gastronomy

Visual Concept

sightseeing

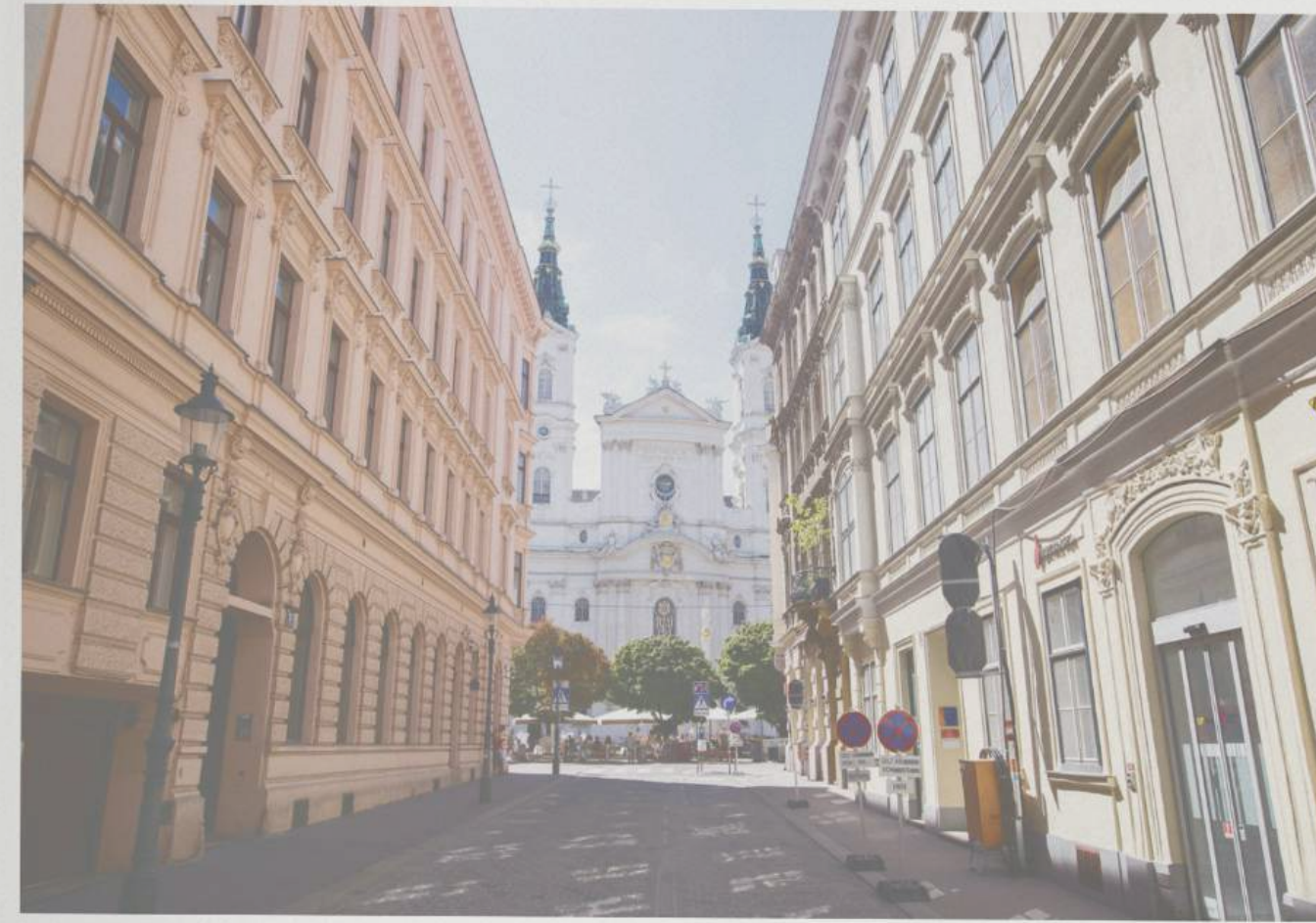
TEXT BY
Shanna Danek

PHOTOS BY
Catherine Hazotte

Classical Streetscape



MARIA-TREU-GASSE
1080 WIEN JOSEFSTADT, AUSTRIA



One of the nicest, small streets in Vienna with a beautiful view of the Maria Treu church. For food, go check out the pizzeria on the corner or go to Café der Provinz.

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Visual Concept



Publishing Channels

PRINT

Focus on one featured city

Influencers from featured city
contributing editorial pieces

Artwork (from photographers,
trade-in style)

eat & drink

TEXT BY
Shanna Danek

PHOTOS BY
Catherine Hazotte

Viennese Gastronomy

Zum Roten Bären is not one of those old-fashioned ones in the city center, but more a meeting place for young people and families and the ideal spot for a good and proper dinner. They serve typical Austrian cuisine in its finest quality.

ZUM ROTEN BAREN
BERGGASSE 39, 1090 WIEN, AUSTRIA



Zum Roten Bären isn't only a culinary delight, but also visually appealing and the traditional interior creates a welcoming feel. There's also a smoking area inside the restaurant or tables on the pavement - also called Schanigärten, which are typical for Vienna's gastronomy.



Publishing Channels

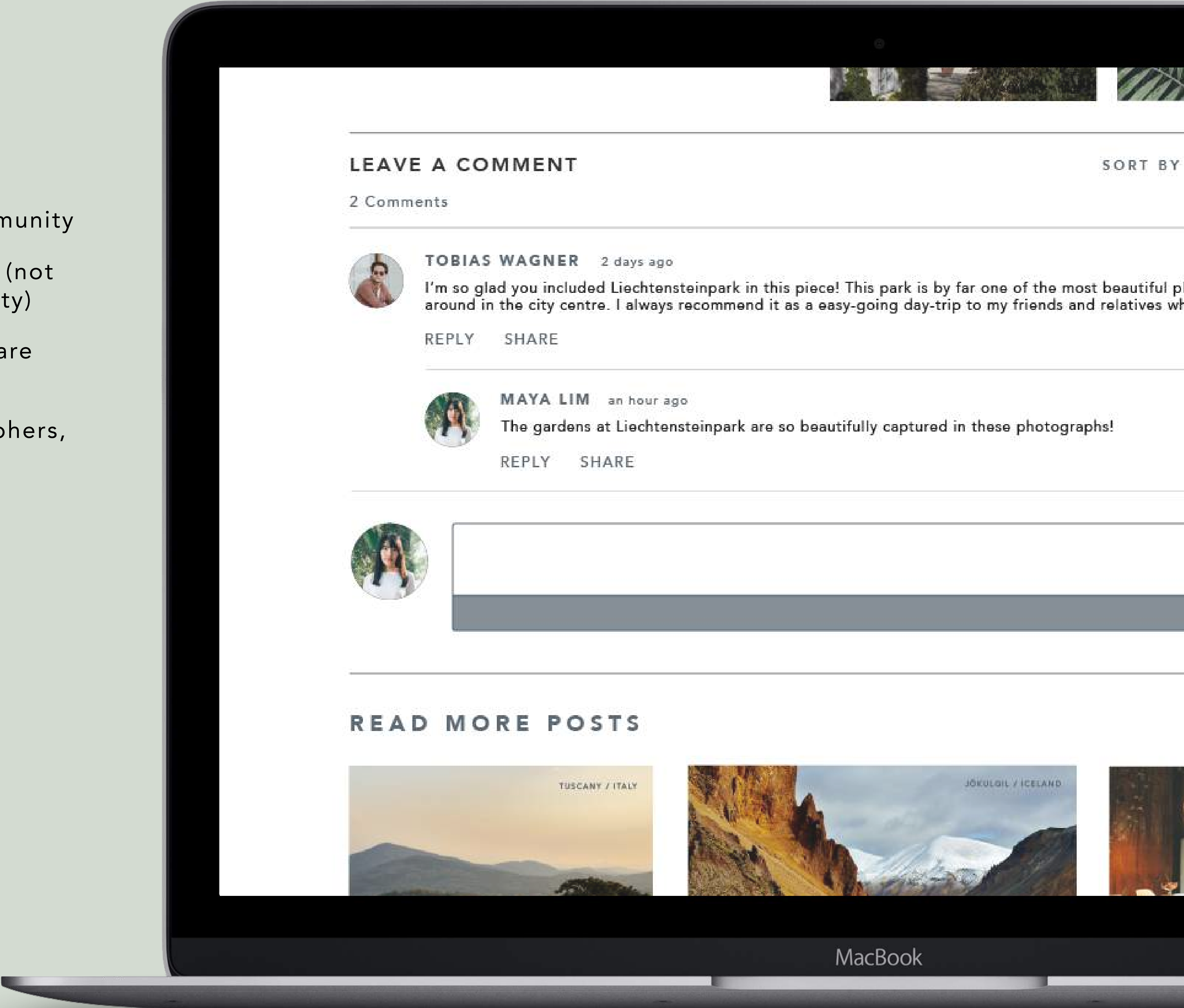
ONLINE

Membership-based community

General travel editorials (not including the featured city)

Influencer features that are not in print edition

Artwork (from photographers, trade-in style)



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TRAVEL TIPS

An curated compilation of tips and lists for the modern traveller.

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Department & Features

Eat & Drink

i.e. Dining with a View: Le Loft

Accommodation

i.e. Home in Wien

Entertainment

i.e. Fitting in at Stephansplatz

Sightseeing

i.e. Classical Streetscape

Special Feature

i.e. Wander with the Viennese Girl

Circulation

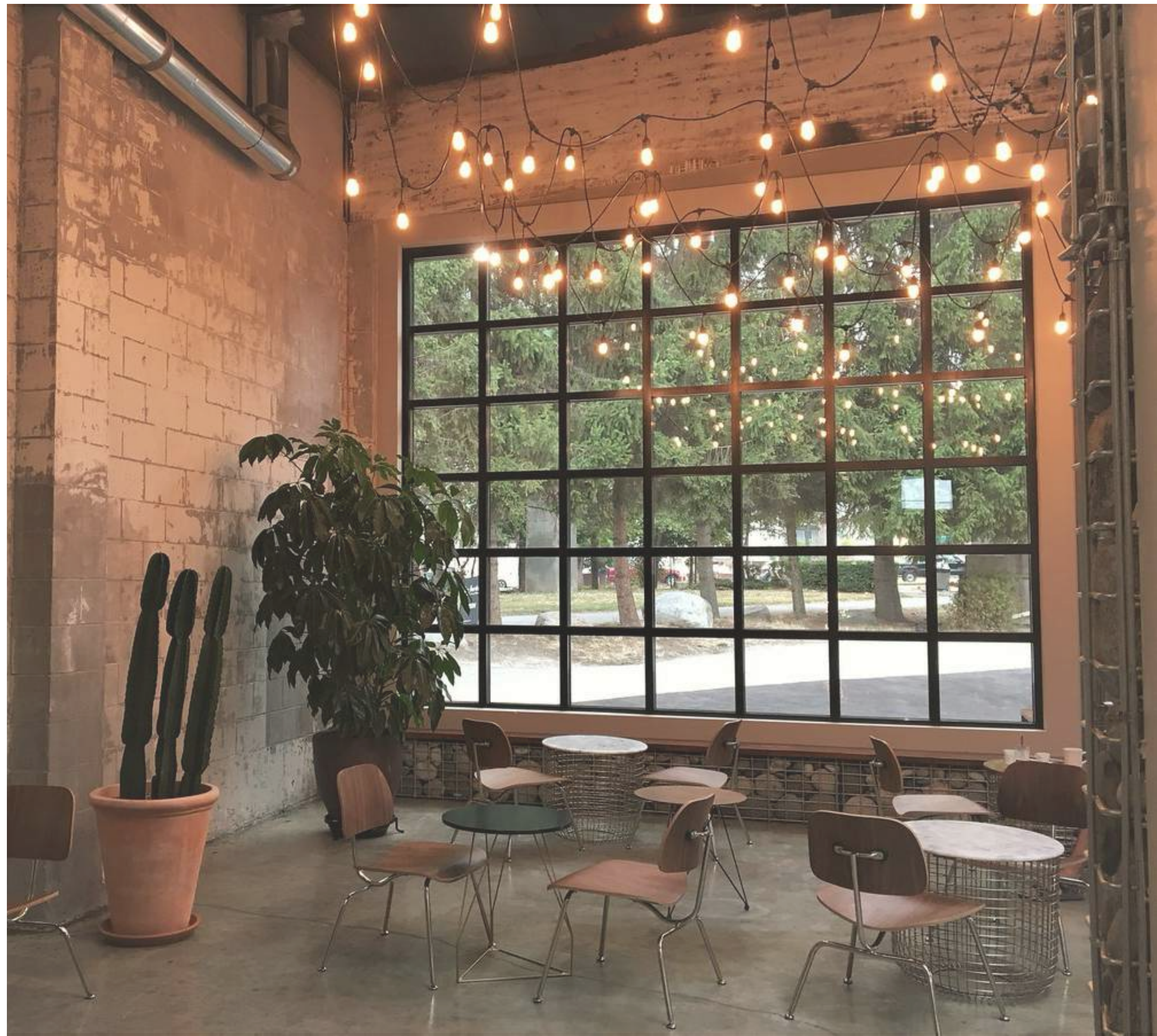
Reach up to 3,346 in total
subscription by year 3

\$20.00 per issue;
\$65.00 per year for 4 issues

Newsstands (37%)

Select coffee shops and
stores (67%)

4,500 recipients by direct
mail and email



Marketing Strategy

PRINT

Canada for the first year, international after the second

A launch and influencer meetup quarterly

ONLINE

Social media: Facebook
Instagram
Twitter





Online Community

Annually based

Forum

Direct communication to *Locale* staff

Downloadable pdfs

Giveaway: Trip to one of the
feature locations

E-Newsletter

Exclusive discounts

Advertising placement

Giveaway: 2 tickets to the
Influencer meetup event

Advertising Sales Strategy

Ad-Edit Ratio: 20:80

CPM: \$152

Trade Partners:

Air Canada

Edible Vancouver & Wine Country

SAD Mag



Advertising Sales Strategy

KEY ADVERTISERS

Local Restaurants

*Tunnel Vienna Live; Esterhazykeller;
Sand in the City; Mezzanin 7*

Local Accommodations

*Hotel Novotel Wien City; Hotel Altstadt
Vienna; Sofitel Vienna Stephansdom*

Local Stores

*Xocolat Manufaktur; Grand
Whisky Wien; Cafe Demel*

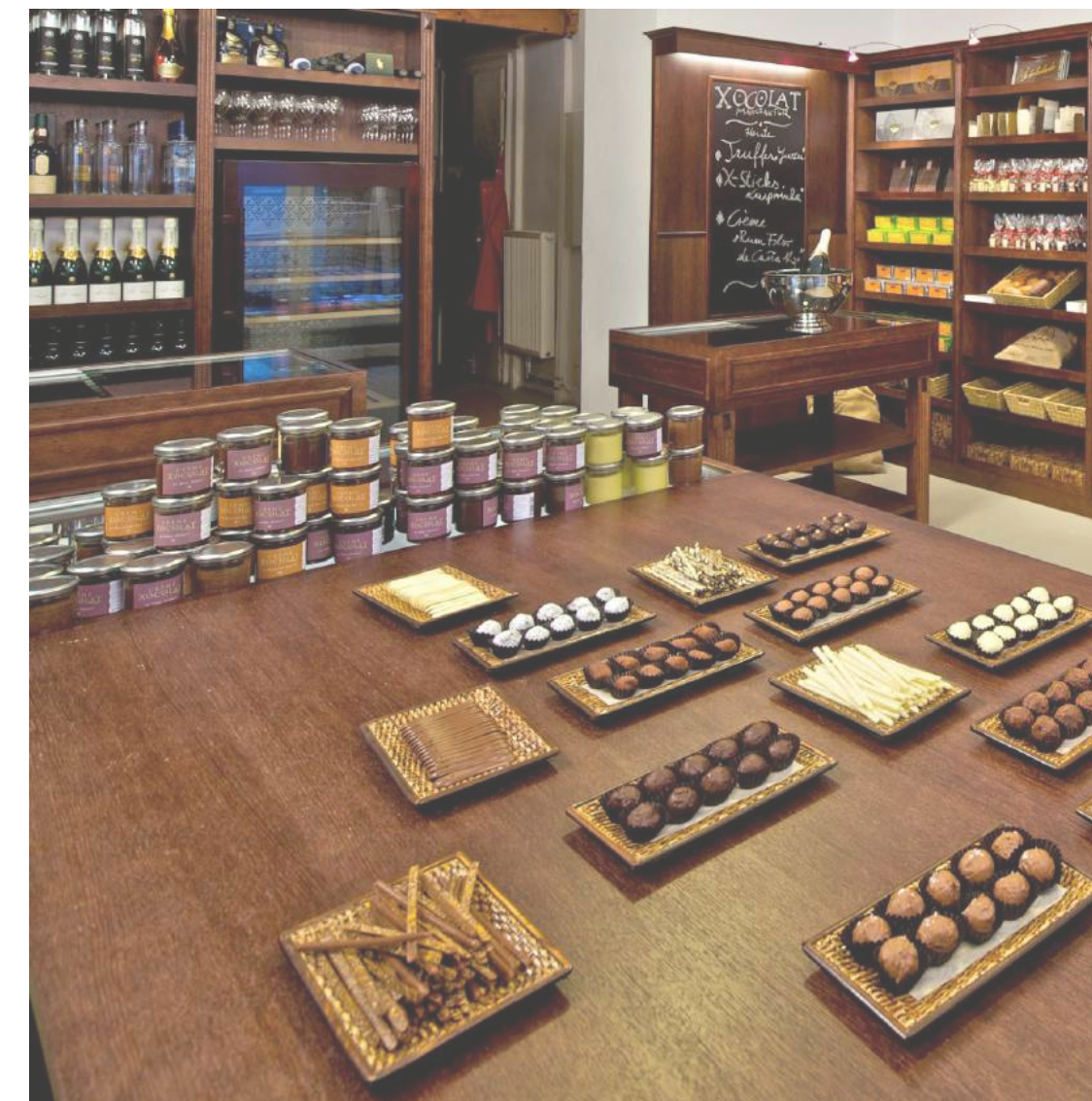
Airlines

Lufthansa Airlines; Austrian Airlines

CO-OP PARTNERSHIP

Air Canada

Airbnb



Rate Card (1st Year) - Print

SIZE	1X	2X	3X	4X
Full-page	\$250	\$250	\$250	\$250
Double-page spread	\$475	\$475	\$475	\$475
2/3 page	\$200	\$200	\$200	\$200
1/2 page	\$188	\$188	\$188	\$188

Rate Card (1st Year) - E-Newsletters

POSITION	SIZE IN PIXELS	PER MONTH	6-MONTH PACKAGE 15% DISCOUNT	1-YEAR PACKAGE 25% DISCOUNT
Leader Board	400x540	\$40	\$204	\$360
Left-hand Box	146x163	\$25	\$128	\$225
Right-hand Box	100x163	\$20	\$102	\$183

A large indoor conservatory with a glass and steel arched roof. The interior is filled with lush tropical plants, including a prominent waterfall feature. The text "TRAVEL LIKE A LOCAL" is overlaid in the center.

TRAVEL LIKE A LOCAL