



# PERTH CITY STYLE MAGAZINE

THE CITY OF PERTH'S STYLE MAGAZINE reflects the dynamic, vibrant nature of the newly invigorated city centre, with all the retail, dining and leisure opportunities that a hub like Perth offers.

The special qualities of Perth City's retail stores are the focus of the magazine, as well as new season launches, shopping campaigns and new bar/restaurant openings.

The magazine will be a full colour fashion and destination publication, encouraging people to visit the city for shopping as well as dining and entertainment.

Content includes an editor's introduction, a fashion blog feature, Q and A with the Lord Mayor and engaging, pictorial themed fashion spreads designed to encourage readers to explore the city's fashion hotspots. There's also what's on and entertainment stories as well as a long read interview with a local personality, leading into a fashion feature about how to get their 'look'.

## \\ ABOUT PREMIUM PUBLISHERS

Premium Publishers' experienced and international team of editorial, design, and sales and marketing professionals specialise in creating unique, engaging and effective custom publications for our clients with that all-important personal touch.

With expertise across a wide range of sectors including real estate, motoring, food, travel and hospitality, we know how to tailor-make a publication to best suit each brand and its target audience, and with it, bolster long-lasting client relationships.

## \\ OUR TRACK RECORD

To see our current portfolio of work, please view our suite of online publications [here](#). Our current clients include the Peard Real Estate Group, BMW Auto Classic and the University of Western Australia.

### AT A GLANCE \\

TITLE.....	<b>Perth City Style</b> magazine
FREQUENCY.....	Quarterly
COPIES PER ISSUE.....	30,000
DISTRIBUTION.....	To be managed by City of Perth, delivered to two Perth addresses.
NUMBER OF PAGES.....	24/32pp (including covers)
FIRST ISSUE.....	Mid-September 2015



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