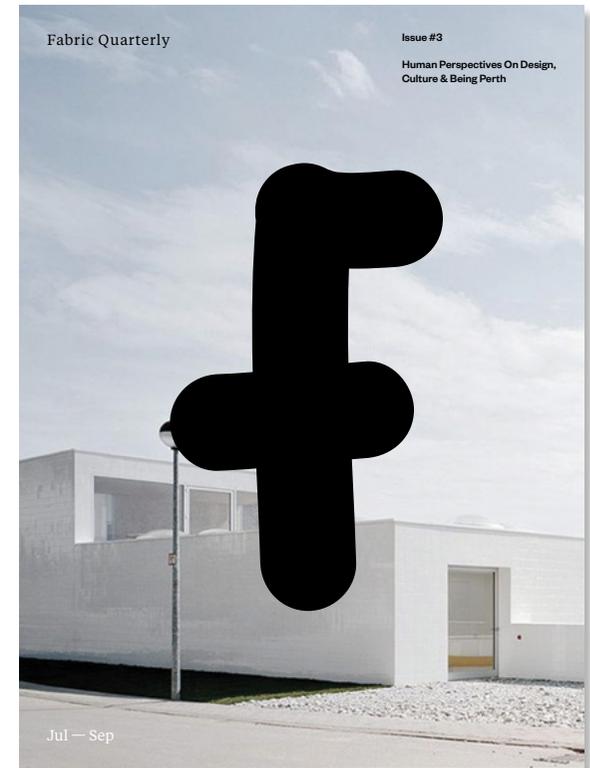
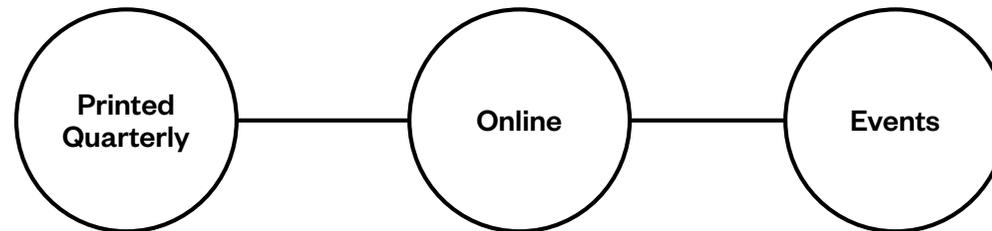


**Fabric is a “long-read quarterly”  
and an “instant-feed daily”.**



**Curatorial and collaborative, Fabric is a defining voice on design, culture and identity from the perspective - and for the benefit - of Perth, Western Australia.**

The Fabric brand is integrated across three primary mediums:



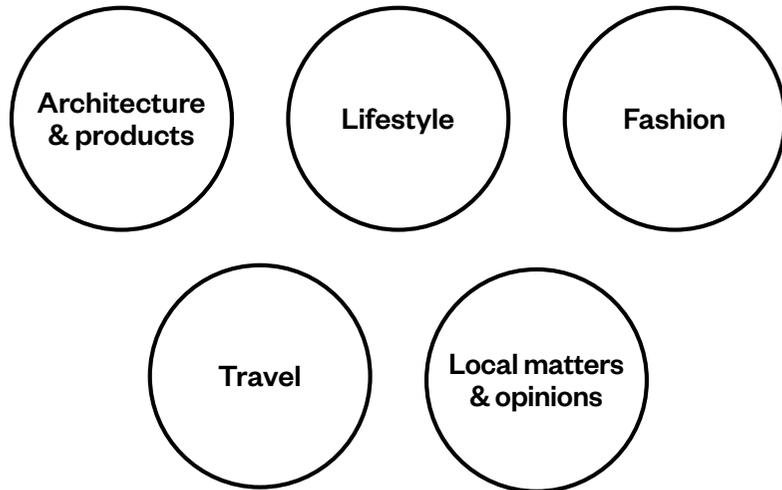
The layering and interweaving of content delivery provides the Fabric readership with an engaging, personal and locally-relevant information experience that builds on the trust, interests and goals of an interconnected, innovative and supportive Perth community.

# “Human Perspectives On Design, Culture & Being Perth”.

# “Daily Knowledge, Culture & Living Perth”.



**Informed by the experience and aesthetic of design, Fabric explores broad yet curated subject matter to inform, inspire and engage its target demographic - Perth's design conscious, aspirational and inquisitive minds.**



Across multiple channels, Fabric guides, inspires and empowers its community with explorative content that is timeless, informative, design-led and current. Through local panelists, experienced contributors and lateral-thinking editors, the Fabric audience is engaged and invested in design, culture and Perth, Western Australia.



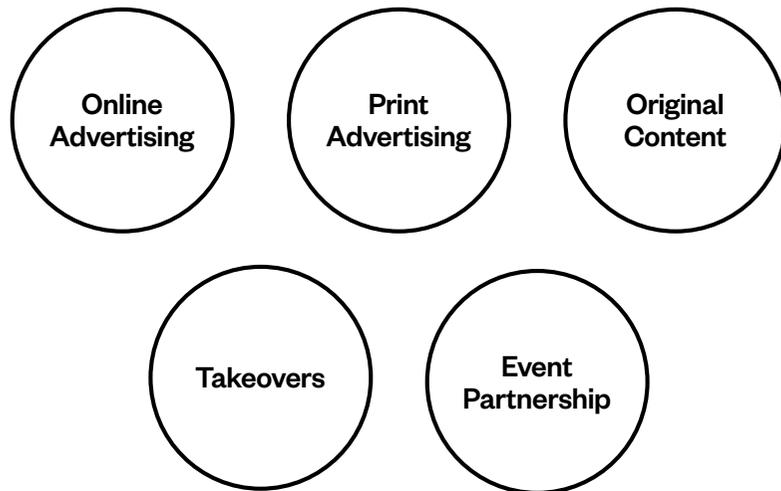
## **Content is delivered strategically by Fabric through differentiated channels including:**

- 1. Printed quarterly magazine: 6,500 distribution (this will increase with the confirmation of international lounges in June 2019) readership change to 32,500 readership through the following hotels QT Perth, The Melbourne Hotel, The Hougumont, Alex Hotel, 100 Private Properties of the South West, various boutique Airbnb's and smaller accomodations around the state, this increases every issue. Local cafes and small boutique bars around the CBD and inner city suburbs, south, east and west. Local doctors surgeries, Physiotherapists, Surgeons, and Dental Surgeries. We are also in the Qantas domestic and international lounges, Singapore Airlines, Air New Zealand and Emirates lounges. Subscriptions via individuals and now securing some corporate subscriptions.**
- 2. Fabricquarterly.com: Projected for year 1 - 75,000 monthly page views / 35,000 unique page views / 25,000 unique users / .35% clickthrough rate (CTR)**
- 3. We have a social media presence through Instagram and facebook which continues to grow every month.**
- 4. EDMs: Projected for year 1 - 5,000 subscribers**
- 7. Events - including an annual Fabric event and individual campaign events**
- 8. Influencers and collaborators:**
  - Architects, Interior Designers, Furniture Retailers, Universities,
  - Industry Bodies, Stylists, Designers, Hoteliers, Photographers,
  - Fashion Retailers, PR Agencies, Education, Wine Makers and Foodies.

Each content-differentiated channel provides an opportunity for a brand partner or advertiser to refine its message delivery to more effectively reach and engage with the Fabric community. With its creative partner, Nude Design Studio, Fabric offers its brand partners and advertisers specialised, strategic and bespoke content to improve ROI at every page turn, visit or swipe.

**Brand partners of Fabric are gifted with an opportunity to reach and engage a readership that is loyal and listening.**

Fabric employs a non-traditional advertising model that is more responsive to the needs and habits of a 2017 readership. Fabric offers brand partners and advertisers five significant opportunities:



## Online Advertising

Online Advertising enables brand partners and advertisers to be positioned as premier brand partners on the Fabric website for pre-determined periods.

### 1. Online Advertising

- |                                     |                 |
|-------------------------------------|-----------------|
| a. Home page - Leaderboard          | \$800 per month |
| b. Home page - Medium Rectangle     | \$500 per month |
| c. Article pages - Leaderboard      | \$800 per month |
| d. Article pages - Medium Rectangle | \$500 per month |

### 2. EDMs

- |                     |                 |
|---------------------|-----------------|
| a. Leaderboard      | \$800 per month |
| b. Medium Rectangle | \$500 per month |

All stated amounts are AUD and exclusive of GST.  
All artwork is to be approved by Fabric.



## Print Advertising

Print Advertising enables brand partners and advertisers to secure premier placements, incomparable brand alignment and exceptional brand awareness through the quarterly publication. Adhering to a strict design guideline, advertisements will be approved by Fabric or designed in collaboration with Fabric and its creative partner, Nude Design Studio, for a flat fee.

The readership of Fabric Quarterly is an estimated 45,000 which includes a distribution of 15,000 magazines to subscribers, designer hotels, cafes and brand partners in metropolitan Perth including specifically Fremantle, the western suburbs and innercity precincts.

Premier placements in Fabric Quarterly include:

- a. Inside front cover / page 1 **\$5000+GST per issue**
- b. Back cover **\$4000+GST per issue**
- c. Inside back cover **\$3250+GST per issue**
- d. Single page **\$3000+GST per issue**
- e. Double page spread **\$4250+GST per issue**

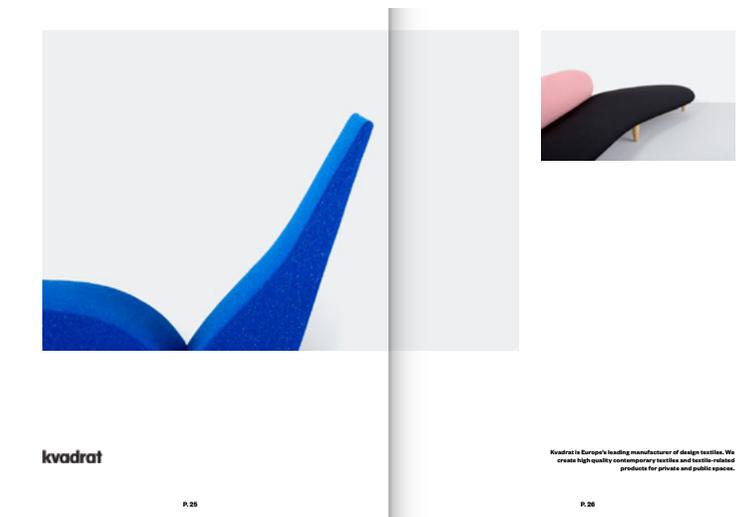
All stated amounts are AUD and exclusive of GST.  
All artwork is to be approved by Fabric.

## Print Advertising: Example

### Single Page



### Double Page



# Original Content

Fabric is an innovator in the creation and proliferation of content for its brand partners. Fabric readers are defined by being well-read, well-travelled, knowledgeable, discerning with an eye or a curiosity for design. We have great respect for our readership and consider them integral members of the Fabric community.

For brand partners seeking authentic connections with the audience, Fabric provides a means to warmly introduce products and services through Original Content across its channels. Led by creative partner, Nude Design Studio, Original Content is a pioneering editorial model of content creation for brand partners. With the objective to create content that builds brand awareness, communicates key and current messages, and complements other advertising across the Fabric Channels, Original Content offers reach into significant primary, secondary and client audiences.

**Original Content is: Creative, Collaborative, Shareable,  
Strategic, Explorative & Opportunistic.**

Original Content is not gratuitous self promotion. It is informative, authentic, positive, genuine and relatable editorial that seeks to meaningfully educate, inspire and engage the Fabric reader.

Adhering to brand partner approved content parameters, Fabric will conceptualise, create, produce and deliver Original Content within approved content parameters agreed by the client. When combined with Online Advertising and Print Advertising, brand partners secure incomparable coverage, message communication and action drivers.

Development of Original Content within Fabric Quarterly include:

- a. 4 page article      P.O.A.**
- b. 6 page article      P.O.A.**

A cap of two Original Content bookings are available per year.  
Final Original Content ideas are at the editor's discretion.  
All stated amounts are AUD and exclusive of GST.

# Original Content: Case Study

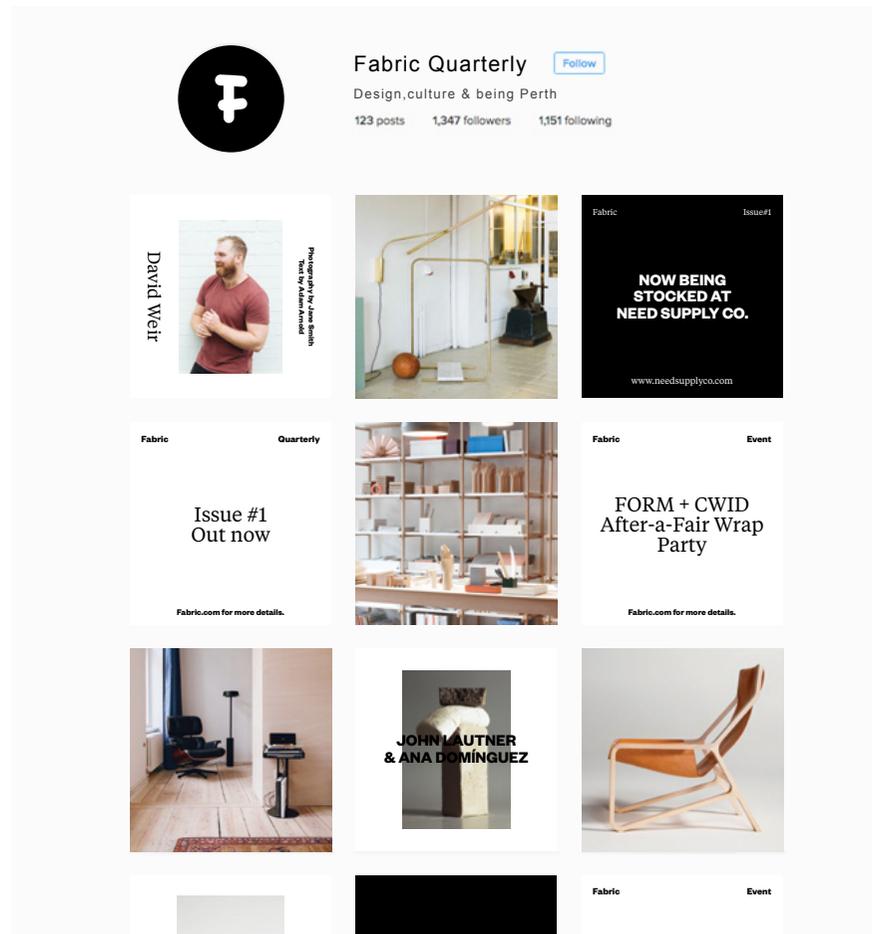
Original Content will often involve a curated collaboration between two brands, venues, designers or professionals. Imagery and content will be developed exclusively for Fabric and licenses will be provided to the brand collaborators to utilise the content for their own marketing and promotional purposes.

In this case study, the content explores the relationship between Space Agency architects Michael Patroni and Dimmity Walker and furniture retailer Mobilia, in their journey to find a personal and contemplative balance in the built form.



# Takeovers

Takeovers of the @fabricquarterly Instagram provide an unrivaled opportunity for brands to connect with a design conscious and local following. A takeover enables a brand partner to exclusively manage, produce content and post on the @fabricquarterly for a set period. A takeover is an opportunity to extend the reach and awareness of the brand into the loyal and listening primary and secondary Fabric audiences.



**For more information or to discuss  
brand partnerships enquire below:**

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