

PRIMO LIFE

LIFESTYLE • IDEAS • PROPERTY

PRIMOLife, WA's newest lifestyle, entertainment and property magazine, sets the bar high

- 30,000 copies published per month, distributed across WA
- High profile exclusives from Hollywood and home
- Magazine, app and website launched simultaneously via primolife.com.au

PREMIUM PUBLISHERS, Perth's boutique custom publishinghouse, is proud to launch **PRIMOLife** magazine, celebrating the first issue with a high profile party at bamBOO on Beaufort Street on February 4.

Packed with unique high quality lifestyle, entertainment and travel content, as well as properties for sale across the state, the magazine is a bold new addition to WA's stable of publications.

Published every month and distributed via Peard Real Estate offices, Stocker Preston offices, local businesses including suburban shopping centres, hotels and shops and cafes, **PRIMOLife** is set to become a major player in WA's media arena, as well as a new tool for Peard and Stocker Preston sales associates, giving them a distinct point of difference from their competitors.

"We saw that there was a unique position in the market to do something different with a listings magazine, so we carried out extensive research across Australia, looking into different custom magazines and the publishing industry in this arena," says Peard Real Estate's Marketing Manager, Katie Bullied.

"We came across a very successful eastern states lifestyle publication that also contained property listings. We had a different vision for how we wanted our magazine to be, but it was a proven successful model, so we used this as a base upon which to build **PRIMOLife**."

Investing significant resources and time in selecting the right team and content has been a key part of Peard Real Estate's approach, identifying Premium Publishers as the best WA-based custom publishing house to fulfill the brief.



Gabi Mills, an experienced journalist and editor heads up the editorial side of Premium Publishers while Aisha Iscel, ex-Harrods Magazine, is the company's publisher.

"From the start, Peter and Katie were very clear about the kind of publication they wanted, and it's fair to say they were expecting a very high quality product," says Gabi.

"They wanted a magazine with content which would appeal to a general readership, as well as those who may be in the market for a new house, either to buy or sell.

"It had to also perform its additional role as an effective marketing tool for Peard and Stocker Preston real estate sales associates, replacing the traditional listings-only publication familiar to vendors and buyers until now.

"The challenge then was to create a product which met the first criteria by commissioning high quality contributors, excellent feature ideas and design, as well as designing a production system which could cope with a monthly upload of 500 new listings from Peard Real Estate and Stocker Preston," says Gabi.

The distribution model too is unique. In addition to traditional distribution routes, every home open arranged by Peard Real Estate and Stocker Preston will be supplied with 10 copies each of the magazine, equating to 2000 copies going directly to end users every month.

"Our third party advertisers are particularly interested in this aspect of the magazine's distribution," says Aisha. "It gives them access to potential customers in a new way and makes the magazine a very attractive location for their branding."

PRIMOLife magazine will be 132pp on average per issue, with a print run of between 25 to 30,000 copies per month.

"We expect the print run to increase throughout the year as awareness of the magazine grows," says Peter Peard, "reaching an estimated 60,000 copies per issue by the end of the year."

With exclusive interviews with some of the biggest A-list stars from Australia and Hollywood, as well as a separate sister website, primolife.com.au, and iPad and Android-friendly app, **PRIMOLife** is designed to entertain and inform readers as well as playing its part in WA's growing property success story.



For interview opportunities or any further information please contact
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PRIMOLife Magazine's media kit is available [here](#)