



Welcome to

swell
places

Your local guide to dine, shop, and explore the Sunshine Coast.

What is Swell Places?

Swell Places is a hyper-local print and digital publication showcasing the Sunshine Coast's best places to dine, shop, and explore.

At the forefront is the Swell Places **pocket guide**. The free collectable guide showcases a limited number of hand-picked places, making it the ultimate Sunshine Coast bucket-list.

Supporting the Swell Places pocket guide is the digital publication **swellplaces.com** featuring stories about our local legends, things to see and do, and epic upcoming events.



swell places

Your local guide to dine, shop, and explore Coolum Beach

Swell Places acknowledges the Sunshine Coast Country, home of the Kabi Kabi peoples and the Jinibara peoples, the Traditional Custodians, whose lands and waters we all now share.

swellplaces.com.au

Black Flag Brewing



10 Lomandra Place, Coolum Beach

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Chiggy's Skateboarding



28 Access Crescent, Coolum Beach

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German Bakehouse



54 Junction Drive, Coolum Beach

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About the Pocket Guide

The Swell Places pocket guide is a top-tier promotional opportunity showcasing standout local spots on the Sunshine Coast. It drives curiosity and visitation.

Launching with three exclusive editions -- Coolum Beach, Alexandra Headlands, and Moffat Beach -- each guide offers an insider's view of these vibrant neighbourhoods and their dynamic surrounds. Every six months we'll shine a light on another Sunshine Coast suburb.

We're distributing 20,000 copies per region through our partner venues and carefully chosen locales, including chic holiday homes, key tourism spots, and exciting events.

Complementing the guides is our digital hub, swellplaces.com, alongside engaging online content and social media channels.

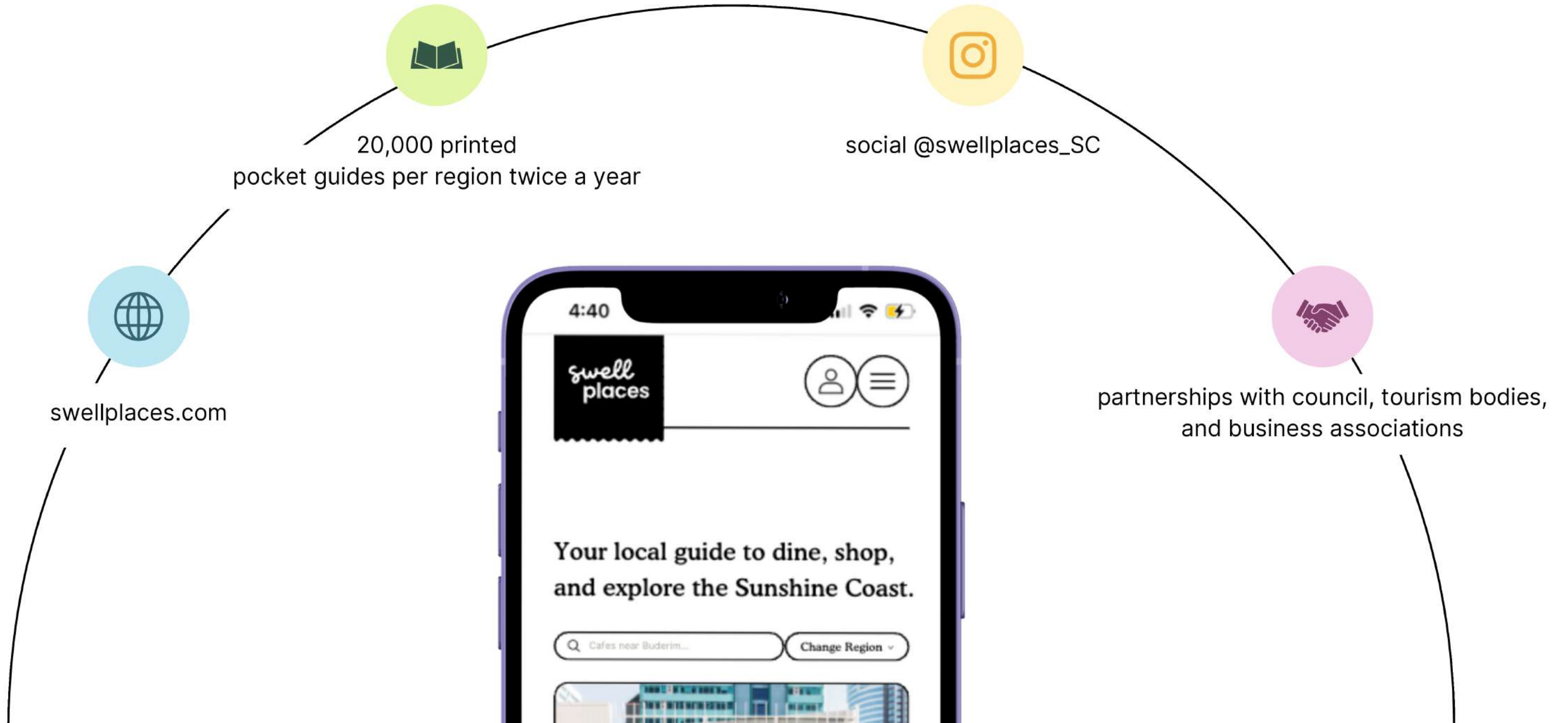
What makes a place swell?



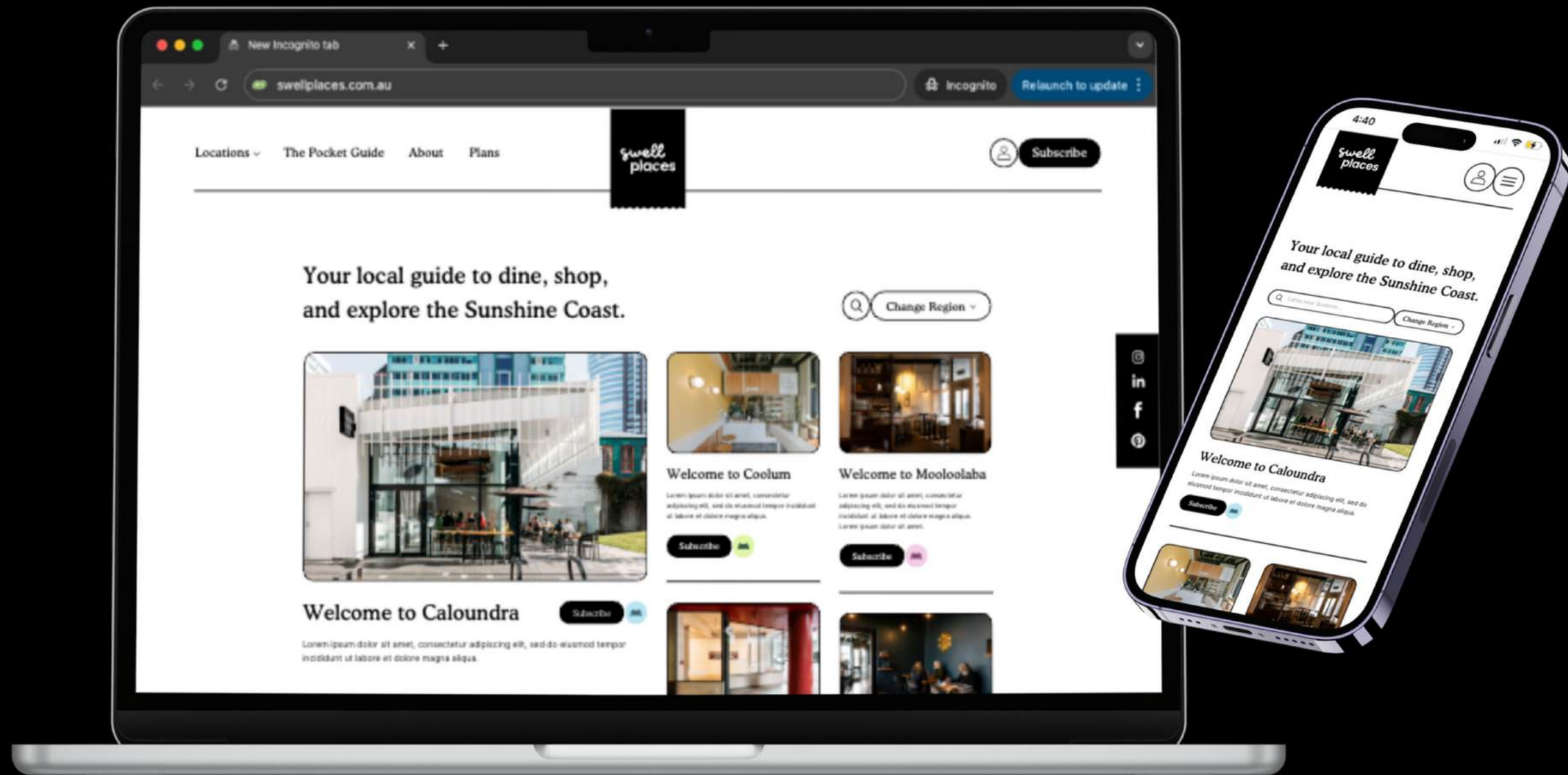
- Businesses that are Sunshine Coast owned
- Makers and creators of unique products and experiences
 - Memorable venues and locations
- Neighbourhood favourites and new-starters with staying power



Distribution



Website



Pocket Guide

swell places
Your local guide to dine, shop, and explore Coolum Beach

swell places
Your local guide to the Sunshine Coast.

What's on

- 1. Alley Cat
- 2. Les Artisans & Co
- 3. Espresso Marks
- 4. The Shop
- 5. Bear Head Cafe
- 6. Compound Coffee
- 7. Frank & Ivy
- 8. Yami's Greek Restaurant
- 9. My Place
- 10. Dairy Dose
- 11. Dink & Paul
- 12. Wagtail Coffee
- 13. Cuckoo Coffee Roasters Cafe
- 14. Black Flag Brewing
- 15. Black Flag Beer
- 16. Black Flag Brewing
- 17. Chicago's Skateboarding
- 18. Ramada by Wyndham Marcoola Beach
- 19. High Tide Bar, Grill & Cafe
- 20. Cock and Hen
- 21. The Island Surf & Equipment
- 22. The Larder
- 23. The Larder
- 24. The Larder
- 25. The Larder
- 26. The Larder
- 27. The Larder
- 28. The Larder
- 29. The Larder
- 30. The Larder

Places

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swell places
Your local guide to dine, shop, and explore the Sunshine Coast.

Welcome to Coolum Beach
Your local guide to dine, shop, and explore the Sunshine Coast.

Welcome to Coolum Beach
Your local guide to dine, shop, and explore the Sunshine Coast.

Launch Editions



Welcome to

Coolum Beach

Your local guide to dine, shop, and explore the Sunshine Coast.



Welcome to

Alexandra Headland

Your local guide to dine, shop, and explore the Sunshine Coast.



Welcome to

Moffat Beach

Your local guide to dine, shop, and explore the Sunshine Coast.



Why should you advertise with us?

- We build awareness about local businesses
- We create conversation about home-grown talent
- We foster community pride and connection
- We encourage local exploration
- We transform curiosity into action

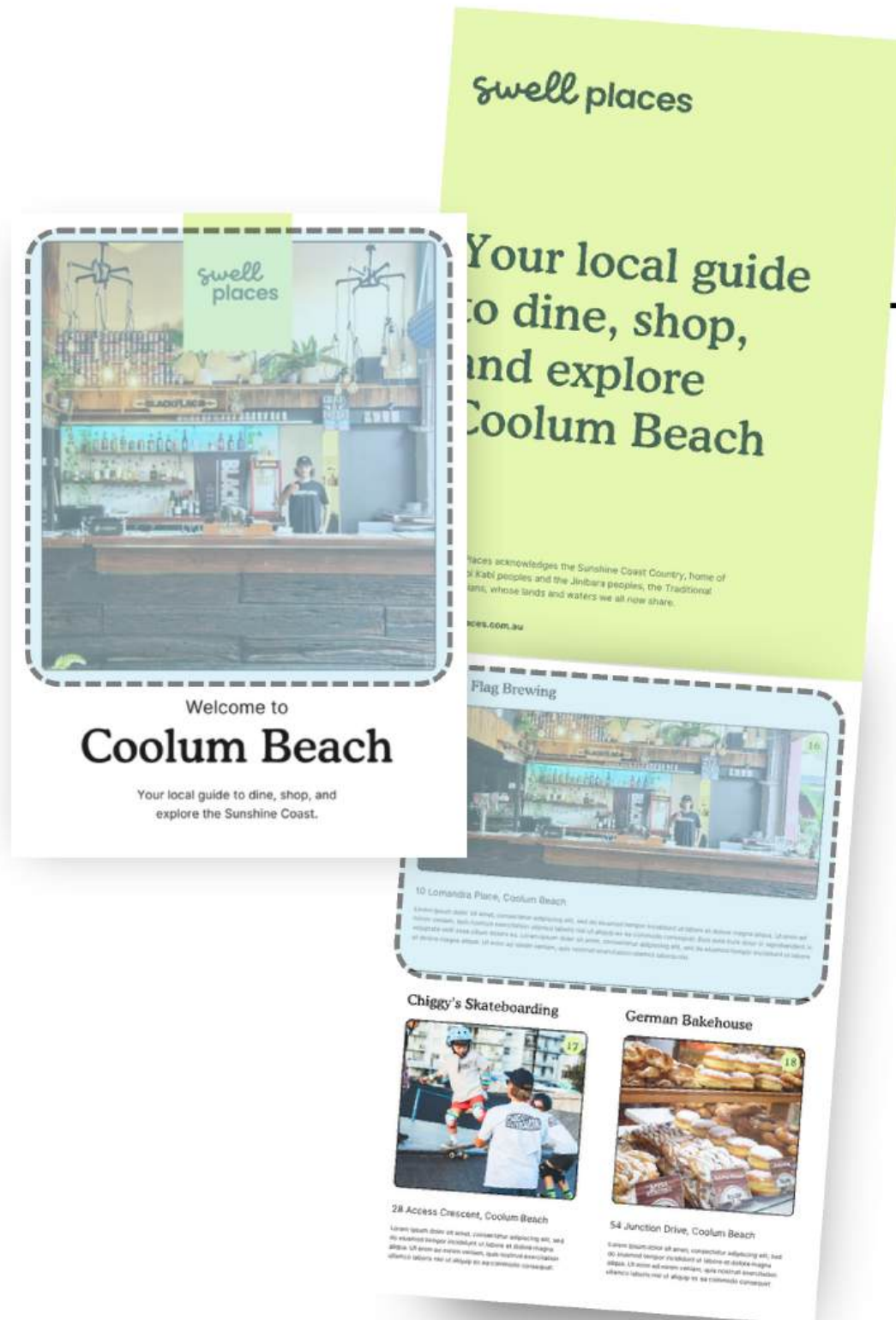
Advertising Rates

Pocket Guide Cover \$1,200

Inclusion in the bi-annual pocket guide with 20,000 distributed copies

Exclusive launch edition extras

- Professional photo and video shoot of your business
- First opportunity to host the official Swell Places launch party with up to 50 invited guests and media
- Featured listing on the digital publication swellplaces.com
- Exclusive editorial opportunities and feature stories
- Access to the what's on guide
- Exclusive Swell Places e-newsletter solely featuring your business and events
- Promotion via Swell Places social media channels
- Opportunities to cross promote with council, tourism bodies, and business associations



Advertising Rates

Premium Pocket Guide listing \$600

Inclusion in the bi-annual pocket guide with 20,000 distributed copies

Exclusive launch edition extras

- Professional mini photo and video shoot of your business (up to 4 hero shots)
- Listing on the digital publication swellplaces.com
- Access to online editorial opportunities and what's on guide
- Feature in the Swell Places e-newsletter
- Promotion via Swell Places social media channels
- Opportunities to cross promote with council, tourism bodies, and business associations

Alley Cat



1790 David Low Way, Coolum Beach

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Les Artisans & Co



1794 David Low Way, Coolum Beach

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Estancia Maria



1806 David Low Way, Coolum Beach

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Advertising Rates

Yum Gelato



1778 David Low Way, Coolum Beach

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Yiani's Greek Restaurant



7-13 Beach Road, Coolum Beach

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My Place



1768 David Low Way, Coolum Beach

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Classic Pocket Guide listing \$500

Inclusion in the bi-annual pocket guide with 20,000 distributed copies

Exclusive launch edition extras

- Listing on the digital publication swellplaces.com
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Deadlines



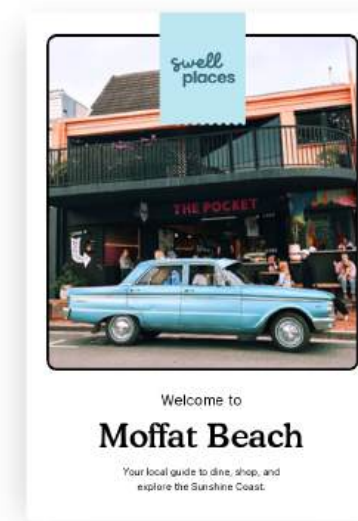
Coolum Beach

Bookings close 14 December 2024
Content deadline 11 January 2025
Launch February 2025



Alexandra Headland

Bookings close 31 January 2025
Content deadline 14 February 2025
Launch March 2025



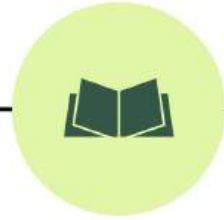
Moffat Beach

Bookings close 28 February 2025
Content deadline 14 March 2025
Launch April 2025

More opportunities to get seen



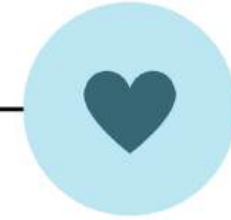
Partnership Opportunities



Custom Guides



Event Promotion



Campaign support including
pocket guide, digital editorial,
and event activations



swell
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Let's connect!



Kobi Facto

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☎ 0419 652 446

