

CULTURE

THE  
**SHELTER**  
S.C.

SEEKERS



MEDIA KIT- 2022.

# TABLE OF CONTENTS

- 1 Why we exist
- 2 The magazine
- 3 Event production
- 4 All our services

[INFO@THESHELTERSC.COM](mailto:INFO@THESHELTERSC.COM)

[WWW.THESHELTERSC.COM](http://WWW.THESHELTERSC.COM)

[@THESHELTERSC](https://www.instagram.com/THESHELTERSC)



MEDIA KIT- 2021.

THE  
**SHELTER**  
S.C.

 **WHY WE EXIST**

CULTURE SEEKERS



MEDIA KIT- 2021.

## WHY WE EXIST

**WE CONNECT ARTISTS WITH PEERS AND LOCAL CONSUMERS WHO ARE LOOKING TO PURCHASE WITH PURPOSE. WE ARE HERE ON EARTH TO SHOW WHAT WE BELIEVE IS IMPORTANT; TO CONNECT WITH IDEAS AND MAKE GREAT CONTENT TOGETHER.**



First we want to acknowledge that this project stands on unceded Gubbi Gubbi and Jinibara lands and we pay our respect to their Elders past, present and emerging. It is the land, winds and water of the First Nations people we are all sharing in today.

With our heart we recognise and respect their land ownership and enduring culture. This project will have a special space for this rich culture, which we are fortunate to witness.

In the current world we live in, and in this particular moment of existence, having local consciousness is not only important, but is a matter of emotional and physical survival. We emerging from a time of blind consumerism and entering into an era of awareness around what we purchase. We see its background, decide where our money goes, and support social impact causes and businesses knowing that this will not only impact our neighbours, but also impacts our selves. We are all part of this current (almost existential) conversation.

For us, The Shelter s.c is about connecting mental health, local consciousness, entertainment, art, and culture. Here we all have a safe space to share, learn from each other, experiment, and enjoy.

We take this as a "now or never" moment, so we chose to start working on this platform with the intention to connect the Sunshine Coast and its creatives. In art we find joy, introspection, empathy - all together - culture! We believe this is what makes a society thrive.

We aim to create partnerships, collaborations, and relationships while making high quality content - our magazine - that anyone can collect and keep for free.

We live in an extraordinary land and this is a project for us all. It's a project that celebrates and cheers. We feel grateful and we want to learn more about this wonderful community and it's creations, while encouraging our people to be engaged and learn with us. It's a journey we want to share; this is a project for us all.

The Shelter s.c. shares local creative talent, we receive or create artistic content aiming to inspire current generations.

Thank you for reading, hope to hear from you soon!



# MADE BY AND FOR THE SUNSHINE COAST



**THE SHELTER S.C. IS A CREATIVE PLATFORM FEATURING AN ONLINE AND PRINTED MAGAZINE.**

We highlight the local creative scene on the Sunshine Coast.

This project is crafted by local creatives for culture seekers.

All content, materials, and services are made on the Sunshine Coast.

This magazine offers a space where artists can express themselves; where different worlds interact; where different arts connect, and where self-expression and diversity are welcomed and celebrated.

A space that pays all the attention to the creative local community, shares its greatness, and cheers on local talent.





# IN CONVERSATION WITH LOCALS

## OUR AUDIENCE & OPPORTUNITY

After reaching out to multiple locals, we realised how strong the need is for something that unifies all the wonderful stories, experiences, and products in our local area.

From business owners to creatives, from locals to visitors, the conversation is always similar and concludes in the same question:



"WHERE CAN WE FIND INTERESTING AND DIVERSE STUFF TO DO ON THE COAST?"



WE ARE PROVIDING HIGHLY ARTISTIC ADVERTISING TO AND FOR:

- OPEN-MINDED AND CONSCIOUS PEOPLE
- THOSE LOOKING FOR SPECIAL THINGS TO DO
- OR BUY - BRAVE HEARTS - ADVENTURERS
- HARD WORKERS & PROBLEMS SOLVERS
- ART LOVERS



THE  
**SHELTER**  
S.C.

**2**  
**THE MAGAZINE**

CULTURE SEEKERS



MEDIA KIT- 2021

# THE VALUE OF PRINTED

WE WANT TO GIFT PEOPLE



# THE SHELTER

ISSUE #4

S.C.

## CITIZEN RAT

Kate Florence  
'In residency'

"That floating feeling"  
with Jude and Molly

Homegrown Tim Birch

RISO print is here to stay

FOR FREE

LAST ISSUE OF THE YEAR 2021

SUNSHINE COAST



CULTURE SEEKERS

WE BELIEVE PRINT IS A PRIVILEGE, AND WE WANT TO GIFT THAT PRIVILEGE TO OUR PEOPLE: TO TOUCH, TO SMELL, TO TAKE HOME AND SHARE WITH LOVED ONES, WHILE KNOWING THE PAPER COMES FROM LOCAL SUSTAINABLE TIMBER PLANTATIONS

It is for you to keep and collect, or maybe, to spread creativity, or even give you the option of cutting-out the bit you loved to frame it. It is art from your local artists!

This is why we believe it is so important to keep the print world alive. It makes people happy, and it brings their attention into the present and the tangible world. Far away from screens and the cyber world, print is a part of our reality that is growing in importance, and today it remains a vital communication.

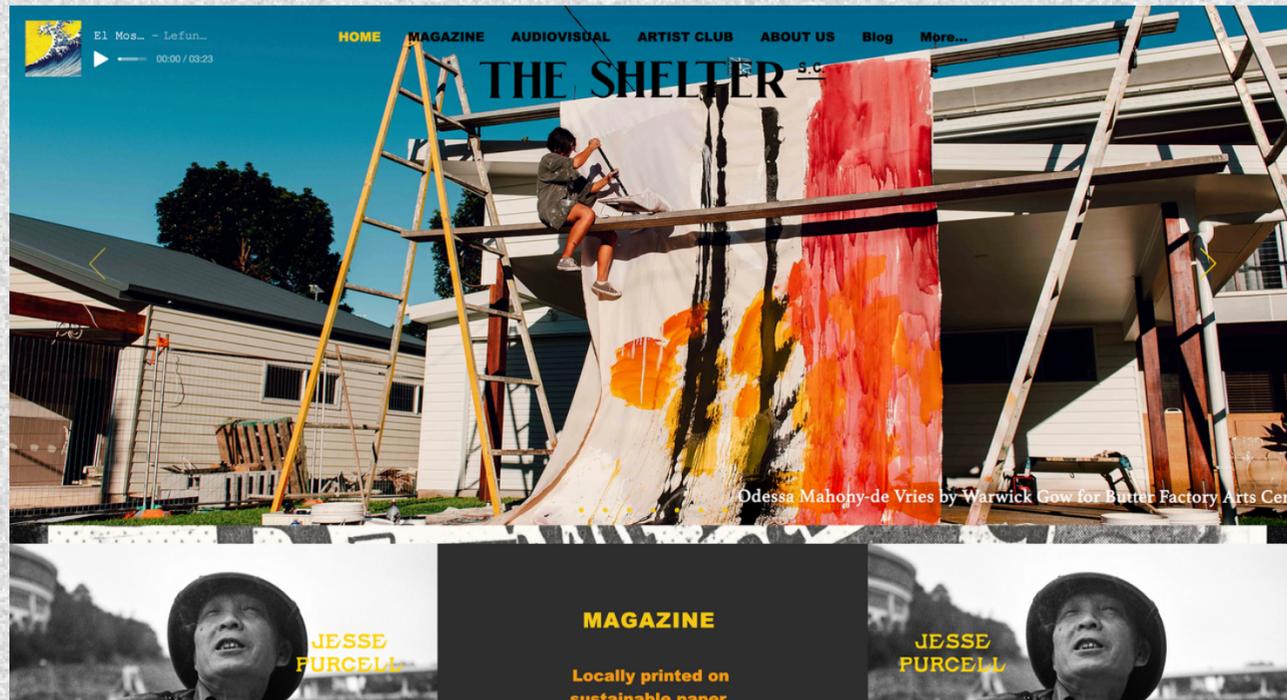
PRINT IS NOT DEAD.



MEDIA KIT- 2021.

# ONLINE PRESENCE

WEBSITE & ONLINE



## WE ARE MORE THAN JUST A PRINT MAGAZINE

The Shelter's website is working to become a highly interactive, easy to navigate, and fun online experience. It will soon include a directory of local creatives, makers and places.

It will have a 'buy local' shop for makers and artisans to sell their goods on a user-friendly platform. In supporting the print side of our project you will also support our future online platform.



## DIGITAL ADAPTATION

### WE HAVE A BIG PLAN FOR OUR DIGITAL PRESENCE.

We are building an interactive, fast, modern [WEBSITE](#)

Our [INSTAGRAM](#) is full of only local creative content followed by a local audience.

We regularly publish local events through [FACEBOOK](#) and share local stories.

**WE WANT TO SERVE OUR COMMUNITY AND ENTERTAIN THEM. WE ARE CREATING UNITING EXPERIENCES AND FOND MEMORIES.**





ebb & flow studio

# NEXT DOOR

THE SHELTER S.C.

## OUR MARKETING STRATEGY

- 5.000 FREE STREET PRESS COPIES DISTRIBUTED OVER 50 STOCKISTS ON THE SUNSHINE COAST & BRISBANE - YOU CAN FIND THEM AT [WWW.THESHELTERSC.COM/COPY-OF-STOCKISTS](http://WWW.THESHELTERSC.COM/COPY-OF-STOCKISTS)
- FACEBOOK & INSTAGRAM - ADVERTISING SPEND
- FACEBOOK & INSTAGRAM - CREATIVE ADVERTISING & MANAGEMENT
- YOUTUBE - CREATIVE ADVERTISING & MANAGEMENT
- PUBLIC RELATIONSHIPS
- VIDEOGRAPHY
- PHOTOGRAPHY
- WEBSITE UPDATES
- GRAPHIC DESIGN
- EDM



# CHOOSE YOUR ADVERTISING PACKAGE

WITH THE SHELTER <sup>S.C.</sup>



## PICK PACK

- A** - WE CREATE THE CONTENT - PHOTO + TEXT  
- ADD EXTRA CONTENT = 6 IMAGES + 30 SECONDS VIDEO FOR YOUR SOCIAL MEDIA AT \$350
- B** - YOU PROVIDE THE CREATIVE CONTENT READY TO PUBLISH

## PICK SPACE

EXAMPLE:  
I WANT SPACE 3 WITH PACK A  
+ EXTRA CONTENT.  
= \$ 1.200

### 1 HALF PAGE

**A** \$650  
**B** \$450

### 2 FULL PAGE

**A** \$850  
**B** \$650

### HALF PAGE 145 mm (w) x 72.5 mm (h)



### FULL PAGE 145 mm (w) x 145 mm (h)



### 3 DOUBLE PAGE

**A** \$1300  
**B** \$1100

### COVER + DOUBLE PAGE

BY APPLICATION  
INFO@THESHELTERSC.COM

### DOUBLE PAGE 2x145 mm (w) x 145 mm (h)



### COVER + DOUBLE PAGE



For collaborations contact: [info@thesheltersc.com](mailto:info@thesheltersc.com)

# KEY PAGES

- **Back Cover**  
**Pack B \$1300 - Pack A \$1550**
- **Inside Cover on first page**  
**Pack B \$1000 - Pack A \$1250**
- **Inside Cover on last page**  
**Pack B \$850 - Pack A \$1100**

**MIDDLE PAGES UNDER APPLICATION.**

- A** - WE CREATE THE CONTENT - PHOTO + TEXT  
- ADD EXTRA CONTENT = 6 IMAGES + 30 SECONDS VIDEO  
FOR YOUR SOCIAL MEDIA AT \$350
- B** - YOU PROVIDE 5 IMAGES FOR US TO CHOOSE FROM.  
- YOU PROVIDE TEXT

PLEASE SEND US YOUR ENQUIRIES TO [INFO@THESHELTERSC.COM](mailto:info@thesheltersc.com)



**WANT TO BE IN OUR COMING ISSUES?**

**CONTACT US!**

[info@thesheltersc.com](mailto:info@thesheltersc.com)  
[www.thesheltersc.com](http://www.thesheltersc.com)  
[@thesheltersc](https://twitter.com/thesheltersc)

**The Design Series.**

Events examining the dimensions of design, its traditions, its people, and its inspirations.  
Art, Architecture, Digital, Engineering, Environment, Landscape, Planning.

Our Partners

**CCCA** CREATIVE ALLIANCE  
**PIA** Planning Institute Australia  
**ENGINEERS AUSTRALIA**  
**Australian Institute of Architects**  
**Australian Institute of Landscape Architects**  
**PARKS & LEISURE AUSTRALIA**

For news on upcoming events see our website.  
[mccmetropolitan.com.au](http://mccmetropolitan.com.au)

The MET is an initiative of SunCentral

WE PROUDLY PRINT LOCALLY WITH GT PRINTERS ON SUSTAINABLE PAPER

**ADD EXTRAS!**

# MARKETING BUNDLES

**MARIA GRANA** IS OUR MARKETING AND SOCIAL MEDIA STRATEGIST AND SHE OFFERS THREE DIFFERENT PACKAGES SO WE CAN ACCOMODATE EVERYONE'S NEEDS. YOU CAN BUY THESE PACKAGES INDIVIDUALLY - WITHOUT PUBLICATION IN THE MAGAZINE. IF YOU PURCHASE 'PACK A' FOR PRINT IN OUR MAGAZINE, PART OF 'BUNDLE 2' IS ALREADY INCLUDED.

THESE PRICE ARE BASED ON YOU PROVIDING YOUR CREATIVE CONTENT. IF YOU DON'T HAVE, WE HAVE 'ADDS ON' WITH OUR CONTENT CREATORS IN THE FOLLOWING PAGE. YOU'LL HAVE A 15% DISCOUNT WHEN USING OUR SERVICES IN PACKAGES.



## **BUNDLE 1: BASIC SOCIAL MEDIA**

- 1 Instagram and Facebook Post
- 2 Instagram stories + CALL TO ACTION
- 1 Newsletter

**\$350**

## **BUNDLE 2: SUPER ONLINE COMMUNICATION**

- 1 Instagram and Facebook Post
- 3 Instagram stories + CALL TO ACTION
- 1 Newsletter
- Feature on our website calendar
- Article on the BLOG

**\$450**

## **BUNDLE 3: ULTRA WHOLE PACKAGE**

- 1 Instagram and Facebook Post
- 3 Instagram stories + CALL TO ACTION
- 1 REEL feature on reels library  
+ Share in stories
- 1 Newsletter
- Feature on our website calendar
- BANNER in homepage (www.thesheltersc.com)
- Article on the BLOG

**\$550**

FOR MORE INFORMATION ABOUT MARKETING AND HOW WE CAN HELP YOU CONTACT US AT [MARIA@SHELTERSC.COM](mailto:MARIA@SHELTERSC.COM)



MEDIA KIT- 2021.

ADD EXTRAS!

# WE CAN DO YOUR CREATIVE CONTENT

OUR TEAM COUNTS WITH A PHOTOGRAPHER A VIDEOGRAPHER AND A WRITER.  
YOU CAN BUY THIS PACKAGES INDIVIDUALLY, EXCLUDING PUBLICATION IN THE MAGAZINE.  
IF YOU PURCHASE PACKAGES A OF OUR MAGAZINE, PART OF EACH PACK IS ALREADY INCLUDED.

FOR MORE INFORMATION ABOUT CREATIVE CONTENT AND HOW WE CAN HELP YOU,  
CONTACT US AT: [INFO@SHELTERSC.COM](mailto:INFO@SHELTERSC.COM)



## PHOTOGRAPHER MICA SCHETTINI

- Fashion
- Documentary
- Events
- Brands
- Product
- Behind the scenes

\$110 PER HOUR

## VIDEOGRAPHER ALEX LANGE

- Video documentary
- Interviews
- Edits for Reels and Instagram tv
- Events / festivals
- Backstage
- Behind the scenes

\$90 PER HOUR

## WRITER BROOKE BUSH

- Interview
- Newsletter
- Article for blog
- Website information
- Artist / company bio
- Reviews

\$75 PER HOUR

FOR MORE INFORMATION ON HOW WE CAN HELP CONTACT US AT [INFO@THESHILTERSC.COM](mailto:INFO@THESHILTERSC.COM)



MEDIA KIT- 2021.



# STATS

- PRINT OF **5.000** COPIES DISTRIBUTED ALL AROUND SUNSHINE COAST & BRISBANE
- OVER **50** LOCAL STOCKISTS
- **2.9K** LOCAL INSTAGRAM FOLLOWERS
- **500** EDM EMAIL DATABASE
- **600** MONTHLY WEBSITE HITS



## SUBSCRIBERS

Largely local to the Sunshine Coast and Brisbane areas, but we also have Gold Coast, Melbourne, and Sydney followers.

## READERSHIP

The Shelter s.c. has an engaged audience of local creatives, artists, doers, and professionals who are interested in contemporary art and underground culture.

## CONTENT

Advertisers and collaborators are featured alongside local council projects and cultural programs.

## CULTURE LEADERSHIP

Delivered to leading art and culture stakeholders on the Sunshine Coast, including directors, curators, editors and gallerists'. This means your pages will be seen by them first.



# SOCIAL MEDIA

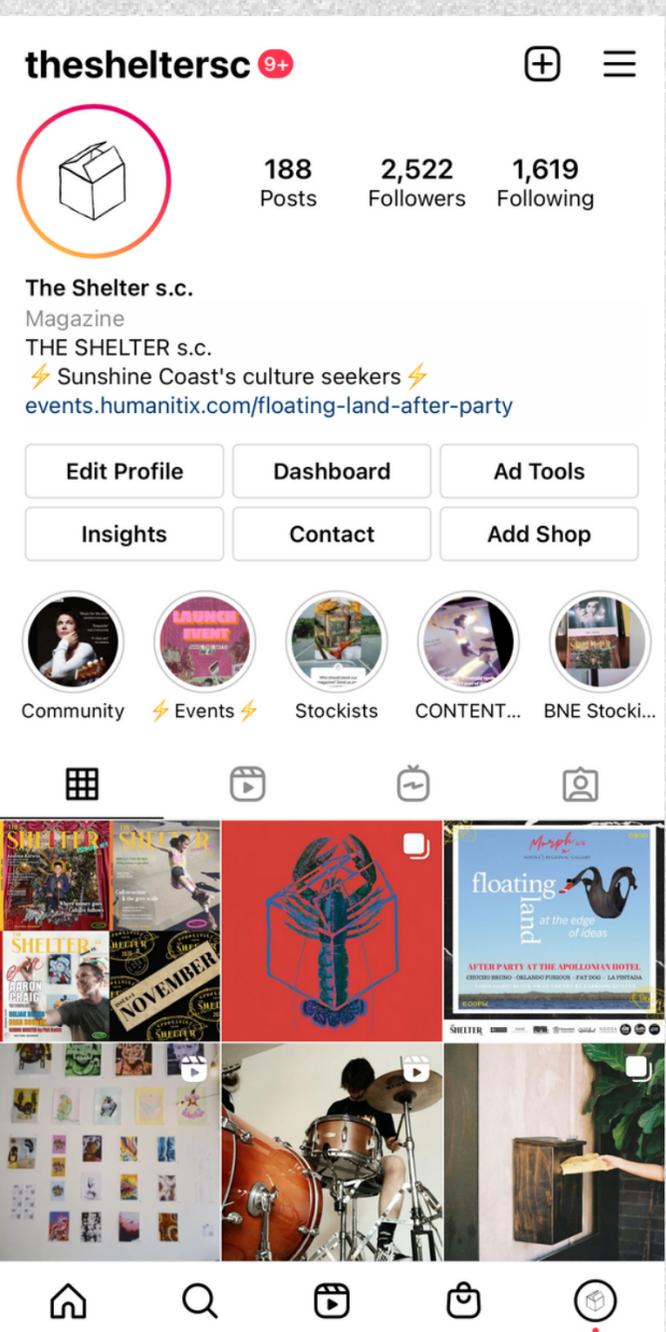


OUR SOCIAL MEDIA IS LESS THAN A YEAR OLD, YET WE HAVE EXPERIENCED A CONSTANT AND STEADY GROWTH. WE TELL STORIES ABOUT OUR LOCAL ARTISTS AND MAKERS, AND WE CONNECT AND INSPIRE OUR COMMUNITY WHILST ALSO SHOWING TOURISTS WHAT IS HAPPENING AROUND THE SUNSHINE COAST.

Our current +2900 followers on Instagram are loyal and highly engaged with our content.

We provide high-quality, inspiring information aimed at growing our audience to connect with as many sides of our diverse community as possible.

Marketing campaigns and sponsored posts will help us reach 5k by the end of 2022.



THE  
**SHELTER**  
S.C.

**3**  
**EVENT PRODUCTION**

CULTURE SEEKERS



MEDIA KIT- 2021

# THE SHELTER'S EVENTS



**SHELTER EVENTS, PEOPLE EVENTS,  
WORKSHOPS, EXHIBITIONS & ART.**

For artists, makers and culture seekers. We are creating a mouldable events, providing space for locals to showcase their passions.

We are dedicated for sharing our cultural gifts, this is how we do it, celebrating the old, the new, and the future.

**INTERESTED?**

**SEND US YOUR ENQUIRIES TO: [INFO@THESHILTERS.COM](mailto:INFO@THESHILTERS.COM)**



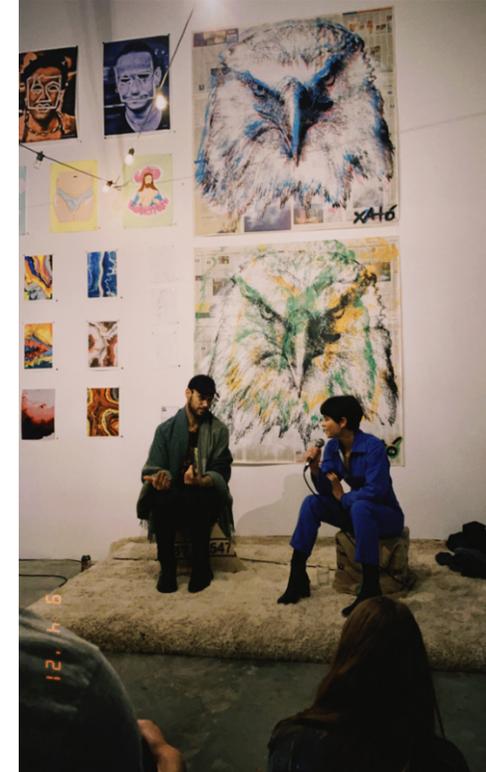
# EVENTS

Launching in June of 2021, we have hosted Japanese degustation evenings, art exhibitions, local slow markets, photography shoots, breath-work workshops, yoga classes, music classes and our own local artist events.

Our last outside gig was with the Noosa Regional Gallery at the Apollonian hotel, boreen point. we had fun they have fun, it was a great experience!

**BRING THE SHELTER S.C. TO YOUR SPACE! LET'S BRAINSTORM TOGETHER AND WE WILL PRODUCE A GREAT EVENT TO REMEMBER.**

**CONTACT US ON [INFO@THESHELTERS.COM](mailto:info@thesheltersc.com)**



ADD EXTRAS!

## FOR YOUR EVENT

SINCE WE ARE GOOD MATES WITH A WIDE, DIVERSE, AND TALENTED RANGE OF CREATIVE LOCALS, WE CAN WORK AS A MEDIUM BETWEEN YOU AND THEM!



### SOUND ENGINEER & MUSICIAN CHUCHO BRUNO

- Solo musician
- Full band
- All sound gear supplied
- + 1 Assistant

UNDER REQUEST

### ARTISTS

- Artist hunt
- We will manage full production (pre-arrangements, minutes at event, and post-arrangements, including payments)

UNDER REQUEST

### GRAPHIC DESIGNER

- Flyers
- Website
- Album art
- Branding
- Personalised art
- Stickers

UNDER REQUEST

FOR MORE INFORMATION ON HOW WE CAN HELP CONTACT US AT [INFO@SHELTERSC.COM](mailto:INFO@SHELTERSC.COM)



MEDIA KIT- 2021.

THE  
**SHELTER**  
S.C.

**4**  
**ALL OUR SERVICES**

CULTURE SEEKERS



MEDIA KIT- 2021.

# TEAM & ALL OUR SERVICES

TELL US ABOUT YOUR IDEA, CHOOSE WHAT SUITS YOU BEST, AND WE WILL TAILOR OUR PRICES TO YOUR INQUIRY.

CONTACT US! [INFO@THESHELTERSC.COM](mailto:INFO@THESHELTERSC.COM)

The sound that is Dear Doonan weaves between continents, picking up musical flavours from the East and West to knit an eclectic and distinct groove. Musically, the band is a luscious blend of psych-rock with subtle harmonies and harlequin instrumentation, delivering a developed and engaging sound in their recordings and live sets. Dear Doonan's influences burst from the music they love, like Dengue Fever, The Bombay Royale, and Khruangbin; from big band afro and habibi styles, and the landscapes they connect with. 'We love afro-beat, we love psych-rock from South America, we love Mongolian throat-singing, French hip-hop. We try to add all the elements of the world into our music - we love it all, it's something to be shared.'

Members Jamie Devers, Julian Homewood, Steve Summers, Zachariah Norton and Jim Smith caught up with The Shelter to talk about their upcoming album - stay tuned - single launch, and tour in August, where they'll be playing venues in the Gold Coast, Brisbane, Byron, Sydney and Sunshine Coast.

Their new single and video due to be released in August is Tunapendah, which 'roughly translates to 'we love' and could also be known as Tunapendah funk - we love the funk'.

Following a self-titled album in 2019, backed up with 'Temple of Doon' in 2020 - both now available on vinyl! - the guys are currently working on their third album with 'fresh juices to squeeze.'

'The third album is a combination of different ideas, more of a developed sound which is more focused on dancing and having a good time', featuring 'tasty riffs' and 'prettier compositions - groovy shit everyone can wiggle their bum to.'

Talking about their song writing, the band said their process focuses on musically painting pictures. 'We want this bit to sound desert-y, and this bit to sound like you're under the ocean, or in space.'

Their message is a 'bit of an anti-system, we want to see a more sustainable and inclusive world' whilst remaining light-hearted, and not sweating the small things and the tomorrows that are out of your hands.

Alongside multiple collaborative and individual side projects, the guys are also concentrating on instrumentally expanding the band, 'adding another dimension [to] Dear Doonan' with more electronic samples for bigger, more expansive pieces, and possibly more Doonans.

Prepare your boogie pants - you can find their jams on Spotify and Bandcamp and be sure to follow their Instagram for the up-coming tour dates, single release, and links to purchase the snazzy vinyl.

42

43

DEAR DOONAN  
WWW.DEARDOONAN.COM



'I was given some really shit advice once... you're not going to be an artist.'

Between being a fruitful artist, running a fine arts business, and spending time with his family, Pop artist Aaron Craig caught up with The Shelter to give us some valuable insights into the vocation of artists, and the life lessons behind good and bad advice.

Aaron grew up drawing as a child with a dream of animating for Disney, which later evolved into a love of comic books, some unplanned painting and sales in Canada whilst travelling, and his enrolment into Fine Arts in university in his mid-twenties where he was given his first bad piece of advice.

'I was pretty much warned off [art] by the lecturers, saying you can't make money being an artist, which is pretty much the biggest lie that anyone's ever been told.' Sound familiar?

Transferring into a visual communication design degree at the Queensland College of Arts, Aaron graduated and later met his soon-to-be business partner Ben Frost - now one of the biggest contemporary pop artists in Australia.

Whilst in Canada, a friend introduced Aaron to a subscription art poster company, an idea which he bought back to Australia.

'I met Ben at the show, and we got along pretty well, and I pitched him my idea, which was pretty much the company that he already had' - that company was Stupid Krap.

Aaron says Stupid Krap was 'a stepping-stone for emerging artists, bridging the gap between emerging and gallery work' when Ben and Aaron relaunched in 2013.

Stupid Krap, which he now owns outright, propelled Aaron up a steep learning curve into the commercial arts scene, a career trajectory that would continue his development into an established artist.

'I got thrown in the deep end in terms of an art career - I went from what I thought I wanted to be, a designer, to becoming a business manager of an art company that was already well founded in Australia.'

Years later, after surviving a rare form of cancer projected as terminal, Aaron and his wife sold their cafes in Newcastle and relocated back to the Sunshine Coast with their kids.

'I was pretty much warned off [art] by the lecturers, saying you can't make money being an artist, which is pretty much the biggest lie that anyone's ever been told.'

His goal: 'I'm painting everyday, I'm spending everyday at the beach and hanging out with my kids,' which is now a reality after overcoming yet another terrible piece of advice.

'I was given some really shit advice once...you're not going to be an artist,' said Aaron, which suppressed his practicing career as an artist until two years ago when he started painting full-time.

'Everyday when I get up my goal for the day is to be

28



YOU CAN HIRE PACKAGES OR INDIVIDUAL SERVICES. US:

CREATIVE DIRECTOR & PHOTOGRAPHER MICA SCHETTINI

VIDEOGRAPHY AND DESIGN ALEX LANGE

MARKETING MARIA GRANA

MUSIC AND SOUND TEC. - CHUCHO BRUNO

WRITER - BROOKE BUSH

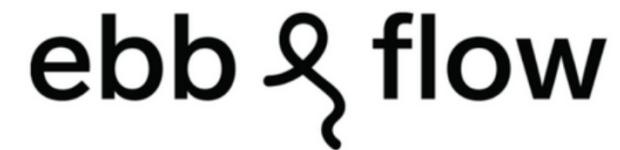
- Editorial publication (and online only)
- Photography (in studio and outdoors)
- Videography
- Social media management
- Event production and creative direction
- Sound engineer
- Live music
- Writing content (interview, website, or blog content)
- Co-work with us



MEDIA KIT - 2021

# OUR COMMUNITY

WE ARE HONOURED TO HAVE THESE RELATIONSHIPS WITH THESE ARTISTS AND ORGANISATIONS THAT SUPPORT US IN OUR ADVENTURE.  
SINCE THE BEGINNING - WE WILL ALWAYS BE GRATEFUL TO THEM.





[INFO@THESHELTERSC.COM](mailto:INFO@THESHELTERSC.COM)

[WWW.THESHELTERSC.COM](http://WWW.THESHELTERSC.COM)

[@THESHELTERSC](https://www.instagram.com/THESHELTERSC)



**JOIN US!**