



smorgasboarder SURF magazine



Media Guide

2025/26



smorgasboarder.com.au

ALIVE & THRIVING AFTER 16 YEARS

16 years on and over 60 editions later, it's fair to say we've carved out our own niche in the surf industry.

The longevity of our grassroots surf magazine is testament to its popularity and resilience. We've seen turbulent economic times, a pandemic, and unfortunately countless large surf operations and competitor publication closures.

We mention these closures not out of delight, but merely to illustrate how we've continued to succeed where others with way bigger budgets and workforces have faltered.



WE'RE A LITTLE DIFFERENT

Many of the original surf magazines back when we started did an incredible job covering pro surfers and the world of competitive surfing with content expertly tailored towards serving the needs of their core target audience, namely shortboarders under the age of 25. The alternative was 'in-crowd' longboard

publications. We didn't want to serve up more of the same, so we did something entirely different.

Let's face it – most of us aren't pro surfers and will never be. We surf for enjoyment, to catch up with friends and family, and to unwind. We surf to make the most of our lives, and we just love surfing for what it is.



“Smorgasboarder’s success is no fluke or miracle. Far from it. In fact, it has ushered in a new, much broader, and more realistic coverage of the recreational sport of surfing.”

mr

The late, great Geoff McCoy,
McCoy Surfboards

WHAT WE'RE ALL ABOUT

In an editorial sense

Our intent from the outset has been to publish a down-to-earth surf magazine of substance with plenty of in-depth reads and not just pretty pictures – an engaging and informative magazine that will be picked up and read countless times over a three-month period, not merely flicked through in a matter of minutes or a two-second social media scroll.

We have tailored our content to focus on:

- interesting people who love surfing, whether they're musicians, photographers, chefs, business entrepreneurs, artists, sports stars, or everyday people
- topical issues affecting the surfing community
- all the latest gear
- surfboard design discussions
- lifestyle, mental health, and the ocean
- shaper profiles
- feel-good, fun stories
- surf travel, both locally and abroad

In the mix, we also included a fair share of stories on skateboarding, snowboarding, and related board sports while remaining at heart an inclusive surf lifestyle publication.

Our coverage has continued to be grounded. We don't follow what's uber-cool and pseudo-fashionable. Why be another try-hard? Plus, socks and Birkenstocks don't appeal to our fashion sense. That said, we've somehow managed to set an editorial trend for others to follow – and that they do.

In a design sense

Because of the depth of content, we want readers to be able to easily navigate through the magazine. This will allow them to tailor their reading experience to suit their individual needs.

In a business sense

We're about supporting and championing local businesses. Our goal is to profile as many local shapers, surf photographers, artists, retailers, clothing/accessory manufacturers, and surf travel companies as possible. We're also only too happy to get behind local tourism bodies.

We've kept advertising rates affordable so smaller operators, as well as larger ones, can still afford to market their business to a substantial Australian, New Zealand, and overseas audience (we have a number of advertisers who have been delighted to inform us of how they are fulfilling orders across Europe, Asia, and America).

We have a vested interest in the success of your business, so we will go to extraordinary lengths to help you succeed.



“Like most, I’ve been critical of the mainstream mags for a long time, but I have to say I enjoyed this immensely. Really IN-DEPTH articles on a variety of subjects.”

TrevG

TrevG, reader



WHO IS THE MAGAZINE FOR?

Smorgasboarder is simply for people who love the ocean.

More specifically, our content is tailored towards those from age 15 through 85 years – many of whom are young hobbyists, have families, are more often than not time-poor, and have a reasonable disposable income. Our readers like visiting cool places and buying the latest and greatest gear, and want to make the most of their limited 'free time'.

CIRCULATION & READERSHIP

Smorgasbaorder is distributed throughout Australia and New Zealand to surf retailers, cool cafés, coffee shops, surfboard shaper workshops, ding repairers, board riding clubs, caravan parks, and general surf hangouts.

Our bulk deliveries are backed up by an extensive subscriber base within Australia, New Zealand, and across the globe. Yep, it freaked us out at first too when people started to subscribe from as far away as Lake Michigan, forking out \$100+ to get our magazine delivered to their door.

Indeed, we have many, many people paying to get our free mag home delivered to ensure they don't miss an edition – such is the popularity of Smorgasboarder.

Taking into account that we print 8,000 magazines, and that each edition throughout the entirety of our 16 years is readily available to be downloaded or read in full online, our readership is well over 20,000 per edition. That's not even considering our combined social media and newsletter following, which is over 12,000.

Furthermore, we are even open to potentially expanding our distribution network through strategically aligned partnerships and could also look to include research on such. Our circulation is truly limitless.



“Came across Smorgasboarder at Natural Necessity in Gerringong the other day and was amazed it was free... Your mag seems to have a good connection with ‘reality’. Thanks, and I look forward to further reads.”

sm

Phil, subscriber



HARDCORE OR WEEKEND WARRIOR?

'But are your readers hardcore surfers?' Well, what's hardcore? No money, living on the dole, smoking bongos, and surfing all the time? Then... uh, sorry – no, they're probably not.

We publish a grassroots community surf mag for everyday people with jobs, lives, and – to our advertisers' joy – expendable income. 16 years on, we reach all corners of the surfing community and are constantly amazed how our magazine has transcended all age, sex, and socio-demographic boundaries.

In an age where you'd be hard-pressed to get anything more than a click of the 'like' button, we're regularly inundated with emails, letters (yes, they still exist, with stamps and all), and loads of reader photos – real-life communication from everyone, whether it's a CEO of an ASX Top 50 company or a five-year-old 'grom'.

Smorgasboarder appeals to all, from weekend warriors to the surf-obsessed. Readers see the mag as the voice of the everyday surfer, and for this reason we enjoy an unrivalled engagement with our audience.



SO... WHY FREE?

The internet and social media have ingrained within the psyche of almost every person that content should be free nowadays. As such, the quality and quantity of content across digital platforms is second to none.

We have simply taken this principle a step further by packaging it up in a convenient and engaging print format so that you can sit back, with a drink by your side and your feet up, flicking through your own personal edition of Smorgasboarder. There's nothing quite as immersive as kicking back with a good surf lifestyle mag.

Best of all, as publishers, we don't have to lie awake at night sweating about declining magazine sales. Being free means every mag we print is out and about in the hands of a keen reader, not gathering dust in a newsagent or warehouse. It also enables us to work across various media platforms without the limitations

of needing to 'protect our cover price'.

Our circulation is completely unhindered, so each edition can be downloaded in digital form from anywhere in the world. It's part of the reason we get regular photo submissions from an acclaimed, award-winning photographer in Vancouver Island of all places.

In short, you can consume Smorgasboarder however you choose, wherever you want.

"It's a great mag and a much better read than all those others for us grassroots surfers. Keep up the good work."

mm

Glen, subscriber



MASSIVE SMALL BUSINESS SUPPORT

Our approach has clearly worked.

Each issue on average has 70 to 80+ surf/affiliate surf businesses featured. Many are small businesses that are very watchful of spending their hard-earned dollars unless they're confident in getting a result.

They have confidence in our publication, as they witness firsthand the popularity of Smorgasboarder with each and every surfer that comes into their business seeking a copy.

UNWAVERING SMALL BUSINESS LOYALTY

Incredibly, more than a quarter of those businesses have advertised in each and every one of our 64 editions to date. That's a huge commitment. Those businesses have played a significant role in the success of our magazine, but would not have done so unless they too were getting results.

“Does Smorgasboarder work? I have advertised in every edition of the mag since inception. Nowadays I take out a double-page spread advertisement and have done so for probably the last 10 years. I have built my business on the back of Smorgasboarder.”

mr

Mark Riley,
Riley Balsawood Surfboards



Special Packages

Aside from the norm, we also have specific packages tailored towards surfboard shapers, retailers, and manufacturers to name a few.

Profile your latest design

Model, shaper, dimensions, ideal conditions, ability level, board description, construction, fin setup, and shaper comment – detail it all.

Mates Rate	\$250
Best of Mates	\$230
On-the-spot	\$200

Or go the whole hog...

Shaper profile

Five editorial pages plus a full-page ad for around the price of a surfboard.

Mates Rate	\$2,400
Best of Mates	\$2,210
On-the-spot	\$1,800

We profile you and your operation with a focus on your designs and where you draw your inspiration. We also feature a double-page spread on select boards from your range within an engaging read.

Gear profiles

Just as with shapers, we will feature the latest accessories, clothes, sunglasses, and more in every edition.

Product placements range from \$200 to \$280 per item

Random road test

Our random road test reviews everything from surfboards to camping gear, cars, jet skis, surf accessories, and more. This double-page spread can be designed as two editorial/pictorial pages or a single page with a facing full-page ad.

Mates Rate	\$1,300
Best of Mates	\$1,200
On-the-spot	\$980

NOTE: This is an editorial review. As such, the product(s) will be reviewed in our own words. Rest assured, however, no damaging or disparaging comments will be published.

RATES

In support of small businesses, we've kept our rates realistic and comparable to the likes of a digital or social media campaign, but rather than merely garnering a few thumbs up over a two-second scroll, your brand messaging will hang around for three months (and even longer, our stories really are timeless) until the next edition.

With an endless number of success stories from advertising businesses and constant positive feedback and communication from our readers, we know that Smorgasboarder resonates with a dedicated and passionate community – people with jobs, families, and lives outside of the surfing industry, yet with a shared love for the ocean and all that surrounds it.

As it turns out, we're a surf mag that appeals to all kinds of surfers, from shortboarders to longboarders, SUPs to kneeboarders, beginners to guns, and weekend warriors to old salties. Our most common comment from readers is that we are inclusive of the entire surfing community and not trying to be too cool for school. It's good to know.

That said, we don't want our magazines to be evaluated on just price alone.

As the advertiser, you need to ask yourself whether the publication resonates with you and whether it will

resonate with your customers. It's clear after 16 years, we've developed a very loyal and dedicated following.

If the answer is yes, Smorgasboarder is a wise investment for your business. And with that, you have our unyielding commitment to ensure your promotional efforts are a success.

Mates rates

You decide you want to advertise in Smorgasboarder on a regular basis, and we appreciate your support and consider you a friend. We always look after our mates.

Best of mates rates

These are the people who never let you down and are always there, in each and every edition without fail. As a result, you always reserve your best rate for your best mates.

On-the-spot rates

This rate is reserved for our decisive customers. Basically, you see the mag, like it, decide you want to advertise in it, and pay 'on-the-spot'. It pays to be decisive because it saves up to 50% on our standard rates.

Ad Size	DPS	Full page	Half page	Quarter page	Eighth page
Standard	\$3,000	\$1,900	\$1,100	\$650	\$400
Mates Rates	\$2,400	\$1,400	\$800	\$550	\$260
Best of Mates	\$2,210	\$1,200	\$740	\$510	\$240
On-the-Spot	\$1,800	\$1,000	\$600	\$440	\$200

Please note: All rates shown are subject to GST.

"Just wanted to say thanks for making a great magazine. It's great to finally find a magazine where the articles relate to normal surfers, rather than being a fanzine for all the top pros. The articles are really interesting, and I love the variety of the magazine. Well done."

mr

Oli, reader

PRIME POSITIONS

First double-page spread	25%
First right-hand full page	25%
Back page	25%
Specific position requests	15%

INSERTS

Inserts are welcome, providing they are a full run and meet our material specifications. Price is on application, as cost is determined by both the size and weight of the catalogue. As a general guideline, the cost to insert a standard eight-page catalogue is from \$1,600.

PAYMENTS

Well, here's the thing – we're a free surf magazine, not a bank. For credit terms, we're sure your bank will give you 30 to 40 days to pay your credit card. So, whack it on the plastic if you need to, and we'll publish your ad.

Prepayment allows us to offer our clients the most affordable ad rates by far. Managing credit accounts simply introduces middlemen forcing ad rates up.

Payment for your ad is due by the material deadline.

How do I pay for my ads?

- we accept Visa, Mastercard, debit cards, or bank transfers
- sorry, but that means no Diners Club or American Express
- an invoice and receipt are provided with all transactions

"I love the magazine. We have it at the bar on the first and second floors. When I see people pick it up to read over a pint, it makes me feel so happy - they're immersed in it."

mr

Kylie,
Straddie Brewing Co

DEADLINES

Edition	Booking Deadline	Material & Payment	Out From
Spring	Wednesday Aug 27	Monday Sept 1	Friday Sept 19
Summer	Friday Nov 7	Friday Nov 21	Friday Dec 5
Autumn	Friday Feb 6	Friday Feb 20	Friday March 6
Winter	Friday May 1	Friday May 15	Friday May 29

OUR TEAM & SKILLS

The magazine has thankfully always sold itself – people who know of it are well aware of its popularity. And to those who aren't, you only need to see their reaction when they get their hands on a copy and wonder with amazement how on earth the magazine is free.

Our popularity is not just confined to readers themselves – Smorgasboarder was awarded Best Non-Daily Publication in the Queensland Multi-Media Awards.

Due to the demand for our teams' award-winning skills and capabilities outside of the magazine, the creative agency Horse & Water was established in 2016.

Design and copywriting services quickly grew into a full-service strategic brand development agency with marketing, communication, and advertising services across multiple platforms backed by psychological research.

When it comes to research, brand building, product promotion, and results-driven projects of all kinds across print, digital, and broadcast, hundreds of agency clients have chosen to partner with us from a myriad of different industries.

Extending our services to further assist a supportive Smorgasboarder partner is an easy and exciting step to take. Let us know what you need.

DESIGN CHARGES

All advertisements need to be supplied by the specified artwork deadline in accordance with our material specifications.

If required, we offer a professional advertising design and production service. Rates are available on request and are dependent on the schedule booked.

TERMS & CONDITIONS

All orders are non-cancellable after the booking deadline. Advertisements will be charged in full irrespective of whether or not material is received.

All content is subject to the publisher's approval.

The advertiser assumes liability for the content of advertisements printed and assumes responsibility for any claims made against the publisher.

Positioning of advertisements is at the discretion of the publisher, except where specific guaranteed positions are secured by position loading. Insertion orders will be accepted, but the position within the magazine will not be guaranteed.

All advertisements must be prepaid by the specified payment deadline prior to the printing of the magazine.

"Thought I'd write to let you know that your voice hit a chord with me as a surfer of 48 years – so I write to a mag for the first time ever!"

~

Jim, reader

Advertising

“One of the greatest things about Smorgasboarder is that I can let my daughter (five-year-old) read it with me, and she sees girls surfing and families out having fun! It’s so refreshing, and I appreciate the time you guys put into the content!”

~

Tyler Andrews, reader

ARTWORK DIMENSIONS

Double Page Spread:

470mm x 320mm
+ 3mm bleed

Full Page:

235mm x 320mm
+ 3mm bleed

1/2 Page Vertical:

106mm x 292mm

1/4 Page:

100mm x 140mm

1/8 Page:

70mm x 140mm

1/2 Page Horizontal:

210mm x 140mm

Reach a coastal, lifestyle audience of 8-80 year olds, all over Australia and New Zealand.

A full list of stockists is available on our website.

Advertising specifications:

300dpi PDF (File format), CMYK Colour Mode, Embedded fonts & images.

Contact Nicky Spencer

nicky@smorgasboarder.com.au | 0405 271 247



smorgasboarder.com.au