



SHARP

MAGAZINE

For people with their head in the clouds.



SHARP

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SHARP is an innovative and exciting magazine, designed to cater to businesses by giving them the opportunity to reach a wide and captivated audience through advertising. Our goal is to provide our readers the most up-to-date, stimulating news from within in their community and from across the nation. Our commitment is to ensure we provide a quality, comprehensive and reliable publication.

Whether you are settling back into a long flight or searching for a quality publication to advertise your business, SHARP can cater to your every need. Through this cutting-edge and inventive new magazine, we offer a diverse range of industry information, including the best and most up-to-date contacts for a variety of travel needs, thought-provoking articles, and professional advice. As well, readers are able to view the latest in deals and specials on offer, exclusive to Sharp Airlines' customers.

SHARP is not a time-filler while taking a plane ride; it is a relevant and refreshing publication which passengers will still be reading long after they've left the hangar.

Magazine Overview

SHARP is a professional magazine, built on the foundation of inspiring and entertaining readers by providing them with an interesting and informative publication they'll want to carry off the plane.

Distributed quarterly, SHARP is a unique way of promoting your business to a wide target audience for minimal cost, whether in your local area or nation wide.

SHARP is built on the reputation of providing world-class, relevant information to the most important people in our business – our customers. Our goal is to provide our readers with the most up-to-date, interesting information about the regional aviation industry and beyond. Our commitment is to ensure quality, reliability and customer satisfaction.

SHARP Readership

SHARP's customer base extends to people from all walks of life, from those accessing Sharp Airlines' scheduled commercial airline services, charter and FIFO services, professional pilot training, engineering services and specialist aerial work.

Sharp Airlines currently operate from seven locations within regional Victoria and South Australia. Ports include Essendon, Geelong, Portland, Hamilton, Port Augusta, Adelaide, Mildura.

From July 2008 to July 2009 Sharp Airlines carried in excess of 55,000 passengers. From the 12 October Sharp Airlines will commence services from Adelaide to Portland and Adelaide to Avalon, no other Australian regional airline currently offers Avalon to Adelaide services. Numbers are expected to grow to approximately 80,000 passengers in the next year.

Sharp Airlines' website currently has in excess of 20,000 subscribers, that will receive each edition of the SHARP magazine. Can your business afford to exclude a customer base this large?

Currently, Sharp Airlines' clients include:

- Alcoa Australia (primary customer)
- Ace Radio Network
- BHP Billiton
- Department of Primary Industry
- Federal Government
- GlaxoSmithKilne
- Healy Homes
- Iluka Mining Resources
- Incetec Pivot
- Keppel Prince Engineering
- Kitset Kitchens
- Midfield Meats International
- Pacific Hydro
- Port of Portland
- Roche Mining
- Southern Hydro
- State Government
- Timbercorp
- Tourism Victoria
- Warrnambool Cheese & Butter Factory
- Western District Health Services
- VFR passengers

No matter who your business appeals to, an advertisement in SHARP is sure to be the sharpest thing to stick in their mind.

SHARP Magazine

SHARP Magazine is sleek, modern and reader-friendly. It is an attractive space for providing information and promoting your business' products and services. More importantly, it offers unique advantages absent from other advertising media.

SHARP Magazine provides an opportunity for you to have a presence if you don't already have one. Enabling you to gain a bigger slice of your potential market-share, print advertising increases the familiarity and recall of your brand, product, services and offers to readers who might not otherwise be aware.

Take advantage! Maximise your marketing plans through integrating your advertising activities in partnership with SHARP. It's not an alternative, but the best option, for precisely targeting your primary or segmented audiences.

Maximum Exposure

People in regional communities have as much disposable income to spend on life luxuries as those in cities. Print media, integrated with TV, web and public relations exposure, is the principle marketing and promotional means for any successful business.

Sharp Airlines' website is a highly-visible, frequently-visited, space for providing information and promoting brands, products and services, and by advertising your business in SHARP, you automatically receive a 40 per cent discount on all Sharp Airlines web advertising options.

Sharp Airlines operates on an international booking engine function. Indeed, more than 90% of passengers use the 24/7 access, on-line reservation system to make their bookings.

We use the latest technologies, marketing practices and search engine optimization expertise to achieve results. We work constantly to achieve higher search-engine rankings and to increase visitor traffic to www.sharpairlines.com.au which in turn translates into increased market share, brand awareness and sales.

Sharp Airlines search engine listing is No. 1 with:

- Ninemsn
- Google Australia
- Google Worldwide

Optimizing key search phrases and key words, Sharp Airlines currently averages 31,000 monthly hits on the website, increasing its ranking each month across various national and international search engines. This, in conjunction with print advertisements in SHARP Magazine, means your business will be receiving optimal exposure with Sharp Airlines – first when they make their online bookings and again when they're on the plane.

The Sharp Airlines site statistics for 2009 are below:



Month (2009)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Unique visitors	5691	5471	5570	5270	6813	5468	5215	5313
Number of visits	8874	8534	8917	8495	10477	8692	7592	8035
Pages	28001	26532	26809	25901	34957	26794	17476	17065
Hits	384225	368840	378625	365460	448821	373216	299867	287965

