

The **biggest** and **best** selling magazine in the Northern Territory

RESIDENT

YOUR **KEY MARKETING** PUBLICATION

readership 30,000+
distribution 15,000



Here is what the **premium** newsagents in the Northern Territory have to say...

Darwin Newsagency

It's really the best-selling mag I've seen... Resident outsells everything when it first comes out; it literally flies off the shelves. And the build up – oh my God! It gets to the stage where I'm calling to ask where it is – they're always asking for it at least a month before.

**Tracey Wedel,
Darwin Newsagency**

NewsXpress Parap

It's beyond compare with anything else in its first week of sale time – when Resident hits the shelves it quadruples even Women's Weekly. Resident's also got a considerably longer 'tail wag' than any other title on sale longer than a month; that is, where sales of others peak sharply on release then flatten after the second week, Resident continues an elevated sales line for months. Other local mags don't cause a ripple. And this magazine really makes Northern Territorians. They really can turn a sow's ear into a silk purse.

**Philip Kobelt,
NewsXpress Parap**

Leanyer Newsagency

Oh it definitely sells much more quickly than everything else... It's the local content; people are always interested in reading about their Territory. Everyone really anticipates each issue – customers always want to know when the next one's coming. And it's just such a lovely magazine... beautiful photography and the gorgeous glossy finish."

**Robyn Wright,
Leanyer Newsagency**

Casuarina Nextra News

It's incredible how our magazine sales rocket as soon as Resident is released. It's also a steady seller throughout the year; we have it on the counter as well as in priority positioning in the stands, and it just flies. It makes Darwin and the Territory look so glamorous, and it's very well supported and professional with real local content and product that everyone just loves. I've never heard a bad word about it.

**Stephanie Cooke,
Nextra News Casuarina**