

# People advertise in **RESIDENT MAGAZINE** because they get **instant results**. Here is what the **advertisers** had to say...

## **Vintage Twist**

I've only advertised once, and I had people walking into the shop with the book under their arm – I was stoked. That response just blew me away. The day that magazine came out, one woman literally ran in for a top she'd seen. There was no trying it on, she bought it immediately. I have lots of people commenting about the shop now; we've only been open nine months and I know for a fact that a lot of my clients have come from Resident magazine. I'm totally rapt with it, and Mark and Tim are just lovely too.

**Gill Rebecchi,**  
**Vintage Twist**

## **FronD**

The coverage FronD gets in Resident has been like a gift that keeps on giving. People have come into my shop looking specifically for things they've seen advertised in the mag – it's fantastic. I was really hesitant at first because of the expense, but I needn't have been – the ad has more than paid for itself. Much more. The guys are total gems too. When they first came to talk to me about advertising they were so professional, and by the end of it I was completely convinced it was the only thing to do. And it was.

**Tess Durack,**  
**FronD**

## **Me and my llama**

What Resident does so well for us is transform our shoes into great editorial pieces. Pairing our shoes with other beautiful fashion pieces in Darwin to create a complete outfit and showcasing how the shoes can be worn. The ads are always fantastic, but the editorial is the splash that shows you can get this type of glamorous, exclusive shopping here in Darwin, just the same as everywhere else in the world.

**Kim Fletcher,**  
**Me and my llama**

## **Mette**

For us, Resident has been the most successful advertising we've done in the Northern Territory. It reaches local, national and international clients, we love it. I mean, it's in every single hotel room! "We read about you in Resident and we're coming in," – we hear that all the time when people call. We get fantastic response from both the wet and dry season editions too, it's successful all year round for us. Granted we have a fantastic product, but the response really is extraordinary.

**Mette, Mette**

## **Little Lamb**

Being in Resident has let us tap into a market we haven't tapped into that well – many of the customers that saw our ad said they hadn't even known the store existed. The last issue before Christmas was our most effective form of advertising to date – people were coming in every day in the lead up to Christmas, all who'd seen us in the magazine. They were coming in to buy the outfits and gifts they'd actually seen in Resident; the ad paid for itself super fast. I can't rave about Resident enough – we were so rapt.

**Stevie Vowles,**  
**Little Lamb**

## **Arafura Marketing**

We're new to magazine advertising; we have an existing market but wanted to branch out. We chose Resident because it's so well known in Darwin, and it's really put us on the map, particularly as to where we are. Mark and Tim are so accessible and easy to contact, we'll certainly be using Resident in future.

**Heidi McDonald,**  
**Arafura Marketing**

## **Wardrobe World**

Resident gives us the opportunity to really showcase our doors – it's a fantastic vehicle for tropical-designed homes. It really fits our product perfectly; we aim for the higher end of the market because we always provide high-quality work. Our ad always pays for itself, sometimes in one transaction. And the fact that it hangs around so long is great for us.

**Sharon Kelly,**  
**Wardrobe World**

## **Territory Colours**

For our unique Darwin-designed and made product, Resident works splendidly. It has long legs for us and the response continues for a long time – we like the fact that people really love their Resident magazine and keep them or forward them on to friends and family. This magazine especially reaches our target market – free-thinking people who'll purchase original pieces for their homes. It's the one advertising form that completely works for us.

**Peter Cholmondeley,**  
**Territory Colours**

## **Manoli's Greek Taverna**

I've advertised in Resident since we opened two years ago and it was the best decision. We always get a big response from our ads; people come in and tell us they saw us in the mag. We always take two full pages and it's definitely worth the spend. Mark and Tim are great too – you tell them sort of what you want and they take care of everything, and they always get it right. The photos, the layout, it's all beautiful.

**Manoli Papatomas,**  
**Manoli's Greek Taverna**

## **Birds of Paradise**

We don't normally advertise – people know us from the markets and through word of mouth. But it's a good local magazine, and the fact that it's current for six months really suits us. We'd seen it in hotels and there's always one in the doctor's or the dentist's – we decided Resident would be a good way to reach both local and visiting customers. After our first ad lots of people were coming in with the mag in their hand, and many of them didn't say they didn't realise we had the new location. So it's been well worthwhile!

**Susan Barry,**  
**Birds of Paradise**

## **Positive Kids**

For me, advertising in Resident directly targets the people I want to talk to. We're a new business, and after one ad in Resident the response was incredible – I ask clients where they heard of me and the majority say Resident. Being in the 'what's new' section right up the front of the magazine was a real bonus too – it caught people's eye before they saw the ad later in the magazine, which proved really successful. I mean, I've had people tell me they cut it out and put it on the fridge! That's exactly what I want to hear.

**Robynne Dixon, Positive Kids**

## **Bodyfit**

After each spread we do the response is just amazing. The magazine is so concise and sharp and professional; everyone holds Resident in such high regard, and if you're in it, your business is seen to share those qualities. Mark's a magician and Tim's so meticulous and precise. They've gone the extra mile to make sure we get exactly what we want – they don't just sell us an ad and that's the end of it. It's all so beautifully done from start to finish – a 300-page magazine and every page is perfect.

**Kia Naylor,**  
**Bodyfit NT**

#### **Lexus of Darwin**

Resident's coverage is phenomenal; the amount of talk it generates around our brand is incredible. The relationship Resident creates, not only directly between the magazine and the advertiser but with the wider community is really very important. Its level of professionalism sits well with us too – for a high-end market Resident is one hundred percent the most suitable advertising method for us.

**Jarrold Berrington,**  
**Lexus of Darwin**

#### **Muk Muk Indigenous Fine Art**

I'm one of those advertisers that desperately waits for the magazine to come out! We've been advertising for three years now and the whole experience has been fantastic. Our product is such that we target the premium end of the market, and Resident allows us to do that perfectly. Two years ago we had a group come to see us, in their own private charter plane, because one of the ladies had seen our ad in Resident and said "take me there". We can't ask for a better response than that.

**Sharon Mitchell,**  
**Muk Muk Indigenous Fine Art**

#### **Picture This**

The very first time we advertised, people started coming in the next day – it was pretty well instantaneous. The best thing is those customers hadn't even known we were here. In fact we've found a hell of a lot of people just didn't know the shop existed. Plenty of customers come in and tell us they saw us in Resident, it's been a fantastic result.

**Trevor and Bev Fong,**  
**Picture This**

#### **Helen Summers Optometrist**

Resident is a must for us. It's professional, glossy, well-read and has fantastic distribution. And it's really part of the Territory now, part of our lifestyle. Being associated with Resident means quality and an awareness of current market trends, be they interstate or international. Resident is a great avenue to keep the people of the Northern Territory up to date and showing them the international brands they can access here in the Territory.

**Helen Summers,**  
**Helen Summers Optometrist**

#### **il Lido and Hanuman**

Resident is a very good publication; I'm happy to be associated with it. They are the pioneers, Tim and Mark. The photography in particular is brilliant; Mark is an excellent photographer. The visuals created by him are always great.

**Jimmy Shu,**  
**il Lido and Hanuman**

#### **Dunlop and Wright**

Resident's shelf life means it's something everyone sees. We find that people are always talking about us and our ad in Resident. Tim and Mark spend a lot of time researching what we're looking for and the image we want to project. The concepts we're presented with are always fantastic; clean, uncluttered, concise and sharp. They also work so well with me and the team – the photo shoot and creating our ad is a fun experience, we always walk away with a big smile on our faces.

**May Dunlop,**  
**Dunlop and Wright Real Estate**

#### **Event Solutions**

Resident has been extremely successful for us. And every time we advertise I find the service is so much better than we get with anyone else. The response from clients and potential clients is fabulous – genuine enquiries as soon as the mag is released. For us the exposure is so valuable; it's the right type of magazine for our business – we shoot at the higher end of the market and we've found our ads in Resident really reach those customers. People say "I loved what that ad said to me – it said class," and that's what our brand is all about.

**Kristie Foreman,**  
**Event Solutions**

#### **Darwin Honda**

We've been in Resident for quite a while now, it's a quality publication and I'm very happy to be associated with it. Everyone talks about it, it's widely read and it's testament to the Darwin lifestyle. It's really lovely to pick up a magazine and see things you aspire to. For us, our advertising is about brand recognition; we see ourselves as a prestige and corporate Darwin company that places importance on being a good corporate citizen. Resident ticks all those boxes for me.

**Catherine Phillips,**  
**Darwin Honda**

#### **Migration Corporation**

Initially I wasn't sure about advertising, but Mark instilled the importance of branding in me and I haven't looked back. I've fully established my brand through Resident; we want to be seen as professional, ethical and efficient, and Resident has facilitated that awareness. All the photography and design was their idea, and I now use that to promote a consistent image throughout other areas of my business, like my website and stationery. The editorial space is also a real value-add for me; being able to share the stories of my clients that have migrated to Australia that way has been fantastic.

**Margie Dizon,**  
**Migration Corporation of Australia**

#### **Saddleworld**

We've just ran our first ad in Resident and we're very happy with the magazine. We actually had people come out to Coolalinga from the city just to see our store – it's definitely reached clients we haven't been able to reach yet. Heaps and heaps of people have been coming in and telling us they saw us in the magazine, it's been fantastic. We definitely have a wider customer base now.

**Lisa Mutimer,**  
**Saddleworld**

#### **Cerbis**

What impresses us is the professionalism of Resident. For Darwin, it shows we aren't a backwater town. In the building industry, we're about professionalism, high quality and beauty. Advertising in Resident shows that we can deliver on these qualities. The guys are great to deal with; they're happy to do what we think we need, and give us some subtle direction too. And we're always 100 percent happy with the finished product. We want to be seen as a professional local company and shown off in a beautiful way. That's what Resident offers us.

**Mario Tsirbas,**  
**Cerbis**

#### **Pina Furniture**

Resident is presented in such a classy way; and as an advertiser that naturally translates to the products we offer. We've been in it since the very start, and we get a great response. Because it sits around longer than anything else and people send it on to family and friends interstate, we've even had customers from outside the Territory, thanks to Resident. I think those people are sometimes surprised when they read Resident to see that Darwin is sophisticated and glamorous. Tim and Mark are so well respected – they are very good at what they do.

**Angela Steel,**  
**Pina Furniture**

#### **Ella Bache Fannie Bay**

I'm finding that the page the guys put together for us is generating really good feedback. We always run a full page, but as a franchise it's usually generic in content. The local photos of the salon and clients that Mark puts together really make a difference. I love the quality of Resident, it's extremely classy. It's also a winner for the fact that it's so spread out – it's just everywhere. It makes advertising very successful. And Resident isn't just a book full of ads, there's some great content in there too.

**Debbie Bell,**  
**Ella Bache Fannie Bay**