

How to book ads? Well, some initiative is needed.

SEA Media is a partnership of just two full time people, principals Peter Webster and Ruth Cunningham. We do everything from cleaning to publishing.

We're it. The whole staff. Just the two of us. We don't have any salespeople to go around and bang on doors, month after month.

To 'sell' advertising in the magazine, SEA Media relies on a disarmingly simple premise:

- *If the ads work, and help build our client's business, our clients will want to keep advertising.*
- *If the ads don't work, then we don't deserve their business.*
- *And if the client doesn't know whether they work or not - that's even worse. We do something about it, fast!*

We have an unusually close relationship with our clients. We've worked with many of them for periods stretching back 30 years, and at least 60% of them for the last 8-9 years since we started again in 1993.

No other magazine group offers the direct, personal involvement of the key principals as we do. We care for our clients like no other; we network all our clients very carefully; and ensure that each and every client is deeply involved in the

many exciting projects we have running through the magazines at any given time.

Booking an ad campaign is as simple as

- Picking up the phone and talking directly to Ruth or Peter.

- E-mailing
- Faxing

We're Often Away

For periods of up to 10 days a month, *in the 'window' when F&B is being printed and distributed*, we are frequently away in the north of Australia for research, filming and photography.

But no matter where we are, we clear the phone system every day. Even when we're working out in the far western Gulf or some where in the Top End, and literally 'out of range' for E-mails we're still in **daily contact** with the computerised office telephone system.

If you need to talk to either Peter or Ruth, just pick up the phone, and please **leave a message**. With no message, there's no contact.

We'll be back to you within hours, even when we've 'gone bush'.

Otherwise, we're in the office on the Gold Coast during all normal business hours.

We're looking forward to meeting with you.



Above: Filming barramundi sportfishing in the pristine Hinchinbrook Channel in far north Queensland.



Above: Ruth Cunningham & Peter Webster.

Below: SEA Media's 'mothership' and research vessel *Dusty Rover* is equipped with sophisticated radio, cell and sat-phone facilities to enable the crew to stay in day-to-day contact with their office infrastructure.

