



Galah: Issue 1

Galah is a new lifestyle print magazine that focuses on rural and regional Australia, and strives to be a 'modern voice from the bush'. Galah aspires to provide readers in metro areas with content that will connect them to the country, and to create inspirational and relatable content for country people, with all content aiming to reflect the diversity of life in regional Australia.

Objective:

For the release of their first issue, Galah's primary objective was to sell their product, and then to increase and build their subscriber base and network of readers. >>

GALAH.



ISSUE 01. *limitations*

83%

of Galah readers plan to keep their copy of the magazine.



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artist
DAN KYLE

FRAMING

I inherited this piece, a profile of artist Dan Kyle, from another writer. Before I drove up the long, winding road to Kurrjong Heights in the Blue Mountains of New South Wales, I'd already seen the photos, read someone else's notes about Dan and his partner Andy Macdonald. When the wide metal gate slid open, I knew I'd see a four-metre-high sculpture of a deep-sea diver, the work of Dan's uncle. I knew that Dan's work captured fire management in delicate paint; that if the wind hadn't changed on 21st December 2019, this quirky space of succulents, art and shade crafted through the decades would have been ash, like the ridges above.

Words Megan Holbeck
Photographs Luke Burgess

Galah won 'Launch Of The Year' and 'Editor Of The Year' at the Mumbrella Publish Awards.

17% of Galah readers plan to gift their magazine copy to someone else.

Method:

Galah printed 8,000 copies of the first issue, direct mailing to their subscribers and selling back issues from their website. Galah uses Instagram as their main avenue and driver of direct sales, posting a range of stunning Australian photography and engaging reels. Galah also sells magazines through stocking in 100 varying rural and metro gift shops and boutiques, and does a limited distribution run to News agencies. Galah is unique in the fact that they are advertisement free, and rely on their cover price of \$30 to stay viable and make a profit. This necessitates the creation of quality content that justifies the cost.

Results:

The first issue of Galah completely sold out and won the Farm Writers Star Prize. Galah has been recognised and awarded 'Launch of the Year' and 'Editor of the Year' at the 2021 Mumbrella Publish Awards for their first three issues. The results from a survey of over 900 Galah readers revealed that 83% of Galah readers plan on keeping the magazine and 17% plan to gift their copy to someone. ●