

# THE LUXURY OF GIVING



# AUSTRALIA'S MOST ENTERTAINING LUXURY LIFESTYLE MAGAZINE

## WHAT IS BOX MAGAZINE?

Box Magazine is a luxury lifestyle magazine targeting an affluent and discerning audience.

The premise of Box Magazine is the production of a world class, luxury publication with a unique point of difference - 100 per cent of profits from subscription sales go directly to Australian charities, helping sick and disadvantaged children in our community.

Our innovative art direction showcases a range of topics including architecture, art, music, film, photography, exclusive travel destinations, high-end fashion and shopping trends, luxury cars and boats, gourmet food and wine and reviews of chic restaurants and bars. Each section is filled with useful information on leading Australian and international brands who are creating trends in each of their sectors.

The development of our unique fundraising model where all profits from subscription sales go to filling essential grants, ensures that we are regular and generous with our charitable gifting and ensures that we deliver the most targeted luxury publication in the country.

ToyBox International guarantees that 100 per cent of monies received from Box Magazine are used to fill specific grants that improve the lives of Australia's sick and disadvantaged children.

**"Box Magazine is committed to raising money for Australia's sick and disadvantaged children".**

**Troy Barbagallo CEO Box Magazine**



Box Magazine is a proud supporter of ToyBox International.



# INSIDE THE BOX

## BOX MAGAZINE SECTIONS ARE:



### BOUTIQUE

Boutique takes men and women shopping for all the finer things



### PRESS PLAY

Covers the latest in film, music and theatre



### EXHIBIT

Showcases influential international photographers and artists



### MODE

All about fashion including luxury brand features, catwalk updates and editorials



### VOYAGER

Takes readers on a first class journey to luxury holiday spots



### GASTRONOME

The latest in gourmet food and beverages is on display



### FORM

Covers leading architects, interior and industrial designers



### WELLBEING

The latest in health and beauty, products and techniques



### BOUNTY

Featuring luxury boat and car brands as well as stunning jewellery



### TOYBOX

**Box Magazine is a major supporter of ToyBox International which raises funds for special needs children around Australia. In each issue we update readers on how ToyBox is using funds raised by Box Magazine to improve the lives of these gorgeous children**



### LIFT THE LID

Luxury news pages revealing what you know about who you know.

# WHY TOYBOX INTERNATIONAL?

ToyBox International is a charitable trust dedicated to supporting Australia's special needs children. Creditable and responsible, it is audited annually, has one of the lowest cost bases of any Australian charity and provides an efficient, reliable, transparent method of gifting to children's charities.

ToyBox was created with the premise of becoming the "go to" charity for The Luxury Goods and Services Industry, targeting manufacturers, retailers, service providers and their customers alike.

ToyBox works as an umbrella charity, providing a medium to accept general donations and work with partners to create revenue opportunities such as the one provided by Box Magazine. This revenue is directed to any number of children's charities to enable specific grants to be filled. ToyBox will only provide money to fill specific grants. No cash is handed over without knowing where it will be spent.

The reasons outlined above are compelling in our decision to partner with ToyBox International in our quest to support Australian children's charities.

## TOYBOX MISSION

To light up the faces of Australia's sick and underprivileged children.

## TOYBOX VISION

To create Australia's most successful fundraising organisation aimed at raising funds for children in need via partnership with a world class communication platform that engages the Australian community.



Box Magazine is a proud supporter of ToyBox International.



# LOVE LETTERS

"ToyBox International is a fantastic supporter of the Leukaemia Foundation. ToyBox International distributes 100% of the profits to charities, which is very appealing to our existing supporters and new partners alike."

**Peter Cox, Chief Executive Officer, The Leukaemia Foundation of Australia**

"I am delighted to acknowledge ToyBox International's contribution to The Centre's Equipment Sponsorship Programme and children living with cerebral palsy through the purchase of specialised equipment. It is through the generous support we receive from organisations like ToyBox International that The Centre can continue providing equipment such as trikes, walkers and wheelchairs for families in need, for which we are very grateful."

**Judy Hogben CEO of The Centre for Cerebral Palsy**

"Variety is delighted to have a relationship with ToyBox, which uses unique fundraising strategies to successfully raise more money each year to help Variety fill urgently needed grants for Australian children in need. We are continually grateful for their generous ongoing support and assistance and hope that the relationship continues."

**Katie Hoskins National Communications Coordinator, Variety**

"ToyBox's support is where the rubber hits the road as it allows children with cancer the opportunity to participate in programs that celebrate life through fun and optimistic behaviors. Their commitment, innovative thinking and support has allowed our relationship to think outside the square and benefit more families than initially imagined. For this we are extremely grateful."

**Simon Rountree CEO, Camp Quality Ltd**

# TOYBOX IN ACTION

Over the last twelve months Box Magazine subscriptions have enabled ToyBox to provide valuable assistance to:

Camp Quality, The Centre for Cerebral Palsy, Kidney Health Australia, The Leukaemia Foundation, Redkite, Royal Children's Hospital VIC, Starlight, Strike a Chord for Cancer Inc., Telethon Speech & Hearing Centre, Very Special Kids, WA AIDS Council and Youth Focus.

## LOVING THE KIDS

Here are some examples of grants that have been filled due to Box Magazine's support of ToyBox:



- Marlon who is hearing impaired has received a one-year gold sponsorship to the Telethon Speech & Hearing Centre to help him learn to listen and speak.



- Jack has received a new specialised communication device to give him a 'voice' to communicate independently with his parents and peers.



- Ryan and other children requiring supplemental oxygen have received continued access to vital medical equipment while spending time at Princess Margaret Hospital.



- Sophie and her family received a weekend escape in Western Australia's South West for some close bonding time to celebrate life and enjoy the thrills of childhood.



# HOW TO GET INVOLVED?

## HOW YOU CAN HELP

There are many exciting and innovative ways to encourage subscriptions to Box Magazine. They are wide and varied and all have the same underlying goal, to raise funds and fill grants for Australia's sick and disadvantaged children.

Your company can get involved using the imagination of its management, staff and/or clients to assist in achieving your Corporate Social Responsibility commitments.

Some examples include:

- Purchase bulk Box Magazine subscriptions for staff, existing and prospective clients and other key personnel
- Encourage subscriptions through fun incentives to raise funds for specific grants
- Become a partner with ToyBox promoting the arrangement through your current communication lines such as the internet and intranet, website and any direct mail
- Set goals for your team, encouraging them to involve their friends and family
- Provide incentives for individual or team performances
- Allow the use of payroll deductions for staff subscribers, less than \$1.00 per week
- Offer to double any staff or client contributions
- Choose the charity you want to support
- Choose the specific grant you want to fill
- 100 per cent of profits from your purchase will go directly to filling the grant

Box Magazine will work with you to develop a campaign to suit your unique needs. Campaign assistance includes customised letters, gift cards, prize incentives and PR.

# TAKING RESPONSIBILITY

Box Magazine is committed to positively impacting the lives of special needs children around Australia.

We employ responsible practices and processes to ensure that our activities have minimal negative social or environmental impact.

To reduce the environmental impact of producing and printing our publication we:

- Minimise the use of paper in the pre-production and printing approval process
- Employ a Green Stamp accredited printer that adheres to strict regulatory guidelines
- Box Magazine is printed on stock that is sourced from a paper manufacturer that secures pulp from a sustainable tree plantation
- Box Magazine is printed using environmentally friendly soy based inks

In addition Box Magazine:

- Ensures our activities are in compliance with applicable laws and standards of behaviour
- Switch off lights, computers and other electrical equipment every night
- Recycle printer and toner cartridges
- Pay staff, suppliers and creditors on time
- Promote a healthy and flexible working environment for staff

# WHY GET INVOLVED?

## **Box Magazine:**

- Has credibility in publishing and philanthropy and over five years experience with all dealings fully audited by the Circulations Audit Board and the Australian Tax Office
- Is an innovative and unique way to give a gift of thanks to your staff and clients that will be appreciated
- Is a world class luxury product that is highly entertaining
- Gives back to the community
- Is an additional tool for raising funds for your elected charity
- Provides four magazine issues per subscription reminding recipients of your generosity throughout the year
- Is a fun way of involving your staff and clients in supporting your charity of choice
- Is a positive team building exercise option where staff can choose the charity and grant and work towards a rewarding end goal
- Demonstrates your social responsibility to your staff and clients
- Creates a sense of pride within the company and/or amongst your clients
- Offers a measurable outcome
- Creates a motivating and aspirational experience
- Offers recognition for your support through several mediums

## **VALUABLE RECOGNITION**

If desired, Box Magazine will provide the following free publicity:

- Large bulk subscriptions receive a double page feature\* in 45,000 copies of Box Magazine with a readership over 250,000
- Your company logo prominently displayed on the ToyBox website
- Framed certificate of participation from ToyBox
- Media release issued to relevant local and national media
- Story samples provided to you for inclusion in staff and client newsletters, your intranet and internet
- Photo opportunity with grant recipient

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magazine

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**AUSTRALIA'S MOST ENTERTAINING LUXURY LIFESTYLE MAGAZINE**

DELAFFÉ CHOCOLATE BENICIO DEL TORO CAROLINE CHRISTIE BROWN'S HOTEL LONDON CLASSIC CARS CHENCHOW LITTLE  
BRIAN ACH ANTON RESCHKE WINES APSLEY'S - A HEINZ BECK RESTAURANT VACHERON CONSTANTIN GREENHOUSE PERTH

VOLUME XXVII  
**WINTER 10**  
\$14.95 inc gst

**27**



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# WHAT IS THE INVESTMENT?

Your investment in the Box Magazine - ToyBox partnership can be tailor made to suit your business. Possibilities are endless, but to keep it really simple:

A one year subscription is only \$60\* per annum

**Just over \$1 per week can ensure the involvement of a staff member, a client or a prospect or a family member or a friend**

**The real investment is your time, your imagination and your connections**

Box Magazine will help to tailor a package that best suits your requirements

ToyBox will guarantee that 100 per cent of profits from your subscriptions will go directly to filling your chosen grant

\* all quoted amounts are plus gst

\* Subscription profit = sale price less cost of goods sold. (Cost of goods sold in includes all direct costs associated with the transaction including print, distribution and selling costs if any) As circulation increases cost of goods sold per unit is decreased. Your involvement improves the profitability for all involved. Note: Box Magazine retains no profit from the sale of subscriptions



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## CONTACT US

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# OPEN A BOX OF CHRISTMAS SPIRIT EVERY SEASON

Give subscriptions to Box Magazine this festive season!

**For only \$65 this Festive Season,  
give the responsible Christmas Gift that keeps on giving**

Great idea for clients, staff and other VIPs

Personalised company Christmas card with your own message

It arrives at their doorstep four times per year reminding recipients of your generosity

You choose the charity and the grant

A quality gift that is very unique


It's responsible and healthy

**All the time, you are contributing to a wonderful cause, making a difference to an underprivileged child or children at a very special time of the year.**



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**AS A VALUED CLIENT** we have purchased you a gift to show our appreciation and aid our local community, a one-year subscription to Box Magazine, Australia's most entertaining luxury lifestyle magazine. 100% of the profits from your gift has gone directly to sending 20 sick teenagers who are spending extended time at PMH on an escape! These teens will be taken on a day trip down to Mandurah to do some dolphin sight-seeing, enjoy a delicious lunch and most importantly put their day to day challenges aside and have some serious fun with their friends.

WE WISH YOU A MERRY CHRISTMAS  
AND ALL THE SUCCESS FOR THE YEAR TO COME.



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