

Australian Deer Magazine rate card 2019

About Australian Deer magazine

Now in its forty-fourth year, Australian Deer is Australasia's premier deer hunting and management publication and is renowned for its market leading production and editing qualities. Australian Deer is posted directly to all members of the Australian Deer Association, Australia's largest deer hunting organisation and is also distributed via newsagents nationwide.

Australian Deer offers advertisers the unique opportunity to reach a targeted market of passionate and informed deer hunters whilst associating with two of the most recognisable and trusted brands in the Australian hunting scene.

In addition to world class photography, reviews, educational articles and adventure hunting stories; Australian Deer also leverages of its unique position to provide unrivalled insights in to the management, environmental, philosophical and political aspects of deer and hunting.

Advertisers in Australian Deer also access exclusive marketing opportunities through the Australian Deer Association's website, social media channels, major events and exhibitions and branch network.



Publishing dates

| Month | Bookings | Artwork | On-sale date |
|-----------------------|----------------------------|---------------------------|--------------------------|
| February/March 2019 | Friday, December 21, 2018 | Friday, January 11, 2019 | Monday, February 4, 2019 |
| April/May 2019 | Monday, March 4, 2019 | Friday, March 8, 2019 | Monday, April 1, 2019 |
| June/July 2019 | Monday, May 6, 2019 | Friday, May 10, 2019 | Monday, June 3, 2019 |
| August/September 2019 | Monday, July 8, 2019 | Friday, July 12, 2019 | Monday, August 5, 2019 |
| October/November 2019 | Tuesday, September 3, 2019 | Friday, September 6, 2019 | Tuesday, October 1, 2019 |
| December/January 2019 | Monday, November 4, 2019 | Friday, November 8, 2019 | Monday, December 2, 2019 |



Advertising Enquiries

Pulse — Media Sales

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W: pulsehub.com.au



Editorial Enquiries

Australian Deer Association

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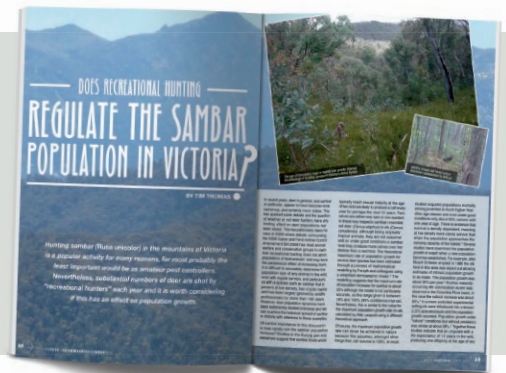
Advertising rates

| Size | Casual | X 2 Issues | X 6 Issues |
|--------------------|---------|------------|------------|
| Double-page spread | \$1,850 | \$1,650 | \$1,450 |
| Full page | \$1,200 | \$1,150 | \$1,100 |
| Half page | \$850 | \$800 | \$750 |
| Quarter page | \$650 | \$600 | \$550 |
| Eighth page | \$395 | \$365 | \$335 |
| Sixteenth page | \$295 | \$270 | \$260 |

*All advertising rates exclude GST

Premium positions

| | Casual | X 2 issues | X 6 issues |
|---|---------|------------|------------|
| Inside front cover (Double-page spread) | \$2,200 | \$2,000 | \$1,800 |
| Inside front or back cover (Single page) | \$1,350 | \$1,300 | \$1,250 |
| Outside back cover | \$1,500 | \$1,450 | \$1,400 |



Advertising specifications

| Size | Trim size (mm) | Bleed size (mm) | Type area (mm) |
|-------------------------------|----------------|-----------------|----------------|
| Double-page spread (A88) | 297 x 420 | 307 x 430 | 277 x 180 (x2) |
| Full page (A84) | 297 x 210 | 307 x 220 | 277 x 180 |
| Half page horizontal (A44) | 134 x 188 | N/A | N/A |
| Half page vertical (A82) | 272 x 92 | N/A | N/A |
| Quarter page horizontal (A24) | 65 x 188 | N/A | N/A |
| Quarter page vertical (A42) | 134 x 92 | N/A | N/A |
| Eighth page (A22) | 65 x 92 | N/A | N/A |
| Sixteenth page (A12) | 30 x 92 | N/A | N/A |

(Height x width)

Technical specifications

Screen ruling

300 dpi

Colour

CMYK

Solid blacks

When using large areas of solid black place 50% cyan underneath.

Format

CD/DVD, Email, PDF, TIFF, EPS to be of high resolution. All relevant fonts to be supplied or preferably converted to outlines if illustrator files.

Artwork via Email

Email artwork to artwork@pulsehub.com.au.

Images are ideally formatted as JPG at 300 dpi with little or no compression. PDF files must be high resolution (300 dpi) and fonts to be included.

Layout

The type is specified to be 12 mm inside final trim size. All type should be within these guides or risk being cut off when the magazine is trimmed. No responsibility will be accepted for artwork received outside these guidelines and specifications.