

# Australian Deer Magazine rate card 2021

## About Australian Deer Magazine

Now in its fifty-second 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 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 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
June 2021	May 14 2021	May 17 2021	June 7 2021
August 2021	June 22 2021	June 29 2021	August 2 2021
October 2021	August 31 2021	September 7 2021	October 4 2021
December 2021	November 1 2021	November 9 2021	December 6 2021



### Advertising Enquiries

#### Pulse — Media Sales

**P:** Steve Luxford — 0429 699 553

**E:** [steve.luxford@pulsehub.com.au](mailto:steve.luxford@pulsehub.com.au)

**W:** [pulsehub.com.au](http://pulsehub.com.au)



### Editorial Enquiries

#### Australian Deer Association

**P:** (03) 9111 0102

**E:** [editor@austdeer.asn.au](mailto:editor@austdeer.asn.au)

**W:** [austdeer.com.au](http://austdeer.com.au)

## 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) (Height x width)
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	68 x 210	N/A	N/A
Eighth Page Vertical	68 x 51	N/A	N/A
Sixteenth Page Vertical	34 x 25	N/A	N/A

## 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](mailto: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.