

AUSTRALASIAN LEISURE M A N A G E M E N T

MAGAZINE

MEDIA PACK 2010



Australasian Leisure Management is the only magazine for decision makers & professionals in all areas of the leisure industry in Australia and New Zealand.

Published six times a year, *Australasian Leisure Management* is mailed directly to 10,000+ decision makers and professionals in the leisure industry.

Advertise online at
www.ausleisure.com.au
and in our
weekly e-newsletter.



Official Publication



In Association with



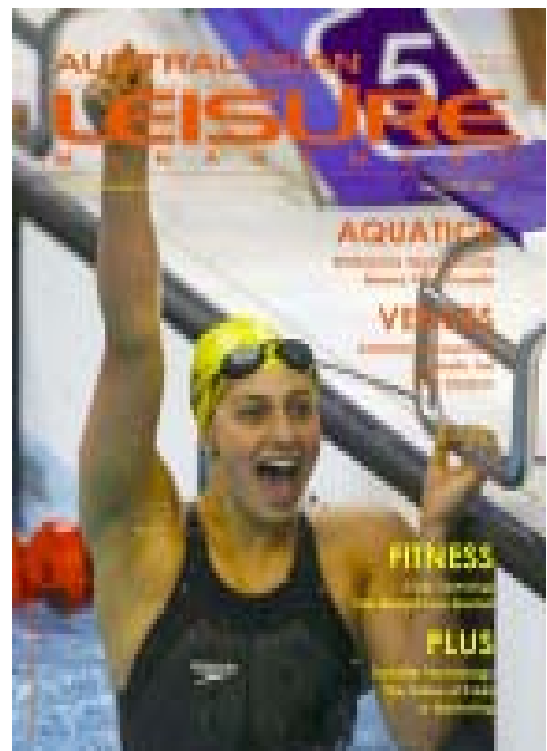
The only magazine for decision makers and professionals in all areas of the leisure industry in Australia and New Zealand.

CONTENT

Through authoritative news, features and comment, *Australasian Leisure Management* addresses best practice, development, industry trends, innovation, investment, planning, policy and strategic management.

- Feature articles**
- Industry news**
- Association and organisation news**
- People news**
- Product information**
- Event previews and reviews**
- Leisure trends**
- Education and training**
- Employment and legal matters**

Australasian Leisure Management pursues an independent editorial policy - we report on all that is best about this vibrant and vital industry.



READERSHIP PROFILE AND CIRCULATION

AUSTRALIA

Sectors	Numbers
Amusement Parks, Theme Parks and Waterparks	400
Aquatic, Recreation and Sport Facilities (Community Recreation)	1,100
Architects and Consultants	300
Art Galleries and Museums	250
Children's Play	200
Cinemas and Entertainment	100
Climbing Walls	50
Coin-op Amusements	50
Environment and Ecotourism	350
Events and Festivals	600
Fitness and Health Clubs	950
Leisure Education	200
National Parks	300
Outdoor Recreation and Education	400
Parks, Botanical Gardens and Open Spaces	600
Registered Clubs, Casinos and Gaming	150
Resorts	150
Sport Associations and Sports Management	750
Stadia and Major Venues	450
Theatres and Performing Arts	200
Wildlife Parks, Zoos and Aquaria	150
Others	200
Total Circulation Australia	7,950

NEW ZEALAND

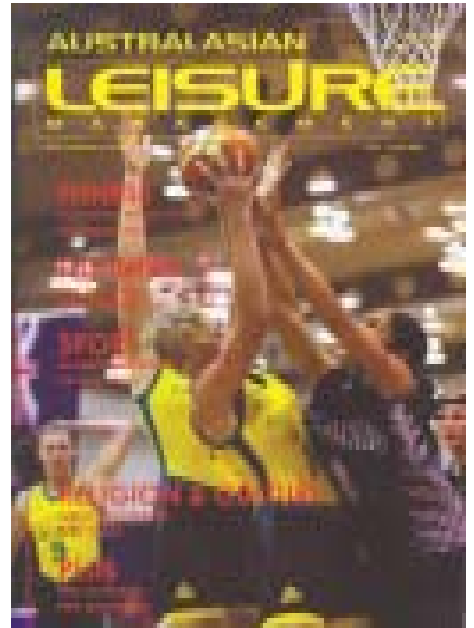
Sectors	Numbers
Aquatic, Recreation and Sport Facilities	300
Architects and Consultants	100
Attractions	100
Fitness Clubs	250
Leisure Education	50
Outdoor Recreation and Education	100
Parks, Botanical Gardens and Open Spaces	150
Sport Associations	250
Stadia and Major Venues	150
Others	100
Total Circulation New Zealand	1,550

Distribution at industry trade shows - 500

Other countries - 350

TOTAL CIRCULATION 10,350

Advertisers in *Australasian Leisure Management* are listed on the magazine's web site:
www.ausleisure.com.au, and in an advertisers index in each issue.



SELLING YOUR PRODUCTS AND SERVICES

The 10,000+ leisure industry decision makers and professionals who read *Australasian Leisure Management* make purchasing decisions on over \$3 billion worth of products and services each year.

In a survey of leisure industry decision makers and professionals, 80% of respondents said that they consider purchasing products and services advertised in *Australasian Leisure Management*.

ADVERTISING RATES IN AUSTRALIAN \$

	Single Insertion	3x	6x
Double Page	\$3800	\$3600	\$3400
Full Page	\$2800	\$2600	\$2400
Half Page	\$1800	\$1600	\$1400
Third Page	\$1300	\$1200	\$1100
Quarter Page	\$900	\$800	\$700

Single sheet flyers, A4, flat or folded (up to 90 grams)	\$1,500 per mailing (\$150 per 1,000)
Brochure inserts (91 to 250 grams)	\$2,500 per mailing (\$150 per 1,000)

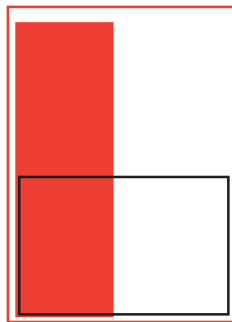
Inserts can also be sent to part of the readership based on state and/or sector

All rates are inclusive of Goods and Services Tax (GST).

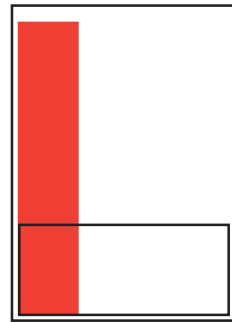
SPECIFICATIONS



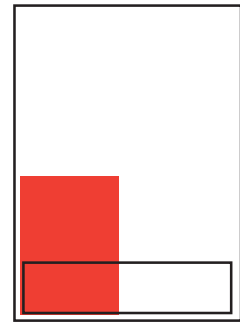
Full Page
 297mm (vertical) x
 210mm (horizontal)



Half page vertical
 265mm x 87mm
 Half page horizontal
 130mm x 180mm



Third page vertical
 265mm x 56mm
 Third page horizontal
 85mm x 180mm



Quarter page square
 130mm x 87mm
 Quarter page Horizontal
 62mm x 180mm

PRODUCTION DETAILS

Receiving Artwork

Advertisements must be provided according to specifications/dimensions on the previous page.

With the recent advances in design technology sending artwork is easy. We can accept artwork for advertisements designed in any of the following high resolution formats; pdf; eps; jpeg; tiff; by email or on cd.

Overlaps

Materials for full page advertisements should have a 3mm overlap on all edges.

Loose Inserts

Must not exceed the trimmed dimensions of the magazine (297mm x 210mm). If they do, the insert(s) will be folded and a charge levied.

Helping to Produce Your Advertisement

For clients who do not utilise the services of an advertising agency or production house, Australian Leisure Media offers a comprehensive advertising production service. This service includes:

- Editing and designing your advertisement
- Producing finished artwork
- Supply of photocopy proof for approval

For editing, design, artwork and mono proofs add 10% to the single insertion cost.

Special Instructions

All special instructions must be given to the Publisher in writing and will be confirmed by the Publisher in writing.

AUSTRALASIAN

LEISURE
M A N A G E M E N T

TERMS AND CONDITIONS

These terms and conditions apply to all advertisements accepted by the Publisher. Other terms and conditions do not apply unless they are accepted in writing by the Publisher.

A verbal advertisement booking constitutes a legally enforceable contract. The Publisher will forward a written statement of costs to the Advertiser following all advertisement bookings. This statement of costs will be subject to amendment if the advertising copy submitted is not in accordance with agreed production details.

All advertising copy submitted by the Advertiser is subject to the approval of the Publisher, which may reject any advertisement considered inappropriate.

The Advertiser acknowledges that the positioning or placing of an advertisement is at the discretion of the Publisher except where specifically instructed by the Advertiser and agreed upon by the Publisher.

All advertising must be delivered by advised deadlines. Any other date must be agreed in writing by the Publisher.

Payment of all advertising accounts is to be made 14 days after publication of the magazine unless agreed in writing by the Publisher.

Advertise online at www.ausleisure.com.au

*More than 750,000 hits a month *More than 300,000 page views a month

Banner Advertisements

Banner Advertisements appear at the top of every page on the website. When a page is requested by a visitor, one advertisement is picked at random by our software from a list of Banner Ads and is displayed on that page. (There may be up to five different Banner Ads at any one time).

When the visitor requests a different page on the site, another advertisement is picked at random and displayed on that page, and so on as visitors click through our site.

All Banner Ads measure 460 pixels wide by 60 pixels tall.

Banner Advertisement Prices

Prices are per month (monthly charge is 30 days) and all advertising is payable in advance.

Monthly Charge - \$250.

*Advertisers generating more than
500 click-throughs a month

Box Advertisements

Box Advertisements are placed within a box measuring 180 pixels square.

Box Advertisement Prices

Prices are per month (monthly charge is 30 days) and all advertising is payable in advance.

Monthly Charge - \$150.

Advertisers taking a full page space (or larger) in *Australasian Leisure Management* magazine receive Box Ads free of charge for the duration of their print advertising (two months per issue in which the advertisement appears).

AUSTRALIAN LEISURE MEDIA PTY LTD

ISSN 1327-5453 ACN: 092 549 721 ABN: 32 092 549 721

102 Taiyul Road, North Narrabeen NSW 2101
(PO Box 478, Collaroy NSW 2097) AUSTRALIA

Telephone (02) 9970 8322

Fax (02) 9970 8355

E-mail: leisure@ausleisure.com.au

www.ausleisure.com.au