

# AUSTRALASIAN LEISURE MANAGEMENT MAGAZINE

## MEDIA PACK 2008



*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.

*Australasian Leisure Management* is also distributed at the major leisure industry conferences and trade shows in Australia, New Zealand and the Asia-Pacific region.

# AUSTRALASIAN LEISURE MANAGEMENT

## 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
Architects and Consultants	300
Art Galleries and Museums	250
Children's Play	200
Cinemas and Entertainment	100
Climbing Walls	50
Coin-op Amusements	50
Council Aquatic, Recreation and Sport Facilities (Community Recreation)	1,100
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
<b>Total Circulation Australia</b>	<b>7,950</b>

### NEW ZEALAND

Sectors	Numbers
Architects and Consultants	100
Attractions	100
Council Aquatic, Recreation and Sport Facilities	300
Fitness Clubs	150
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
<b>Distribution at industry trade shows -</b>	<b>500</b>
<b>Other countries -</b>	<b>350</b>
<b>TOTAL CIRCULATION</b>	<b>10,250</b>

Advertisers in *Australasian Leisure Management* are listed on the magazine's web site: [www.ausleisure.com.au](http://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)

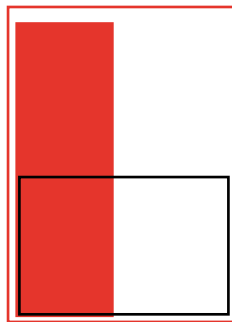
Inserts can also be sent to part of the readership based on state and/or sector

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

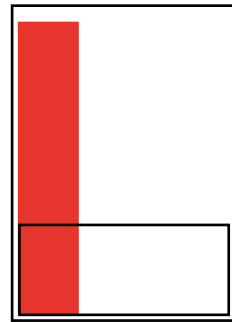
## SPECIFICATIONS



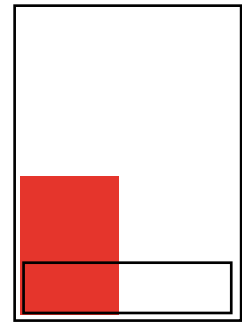
Full Page  
297mm (vertical) x  
210mm (horizontal)



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.

Material for double page spreads must be split with a 3mm overlap in the gutter unless booked and confirmed as a centrespread.

### 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.

### Bound Inserts

Must be supplied untrimmed and folded. Please allow a minimum of 8mm for binding. A minimum 100 gsm stock paper is recommended.

### 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
- Arranging for typesetting or colour separations
- Supply of photocopy proof for approval

Typewritten copy, all pictures and logos must be supplied as we do not offer copywriting or photographic services. We can accept text for these advertisements via e-mail or on disk.

For editing, design, artwork and mono proofs add 10% to the single insertion cost. For colour separations and chromalyn colour proof add: double page \$700; full page \$450; half page \$300; third page \$250; quarter page \$200.

### Author's Corrections

Minor changes are acceptable but complete rewrites or extensive changes will incur charges.

### Coupons

Advertisements bearing coupons should be booked as confirmed left or right hand corners.

### Special Instructions

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

## 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.

*Australasian Leisure Management*  
is supported by:



**AUSTRALIAN LEISURE MEDIA PTY LTD**

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