

# AUSTRALASIAN

# LEISURE

M A N A G E M E N T

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

# MAGAZINE

## MEDIA PACK

## 2020 & beyond

Aquatics, Attractions, Entertainment, Events, Fitness, Parks, Recreation, Sport, Tourism, Venues.



Official Publication



**SPORTS & PLAY**  
INDUSTRY ASSOCIATION LIMITED

In Association with



Published six times a year, *Australasian Leisure Management* is the required reading for more than 11,500 industry personnel: academics, business owners, governments, investors, managers, manufacturers and suppliers, and students.

# 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	1400
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	1250
Golf Clubs	200
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
Swim Schools	500
Theatres and Performing Arts	200
Wildlife Parks, Zoos and Aquaria	150
Others	200
<b>Total Circulation Australia</b>	<b>9,350</b>

### NEW ZEALAND

Sectors	Numbers
Aquatic, Recreation and Sport Facilities	300
Architects and Consultants	100
Attractions	100
Fitness Clubs	350
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>Total Circulation New Zealand</b>	<b>1,650</b>
Distribution at industry trade shows	500
Other countries	350
<b>TOTAL CIRCULATION</b>	<b>11,850</b>



## SELLING YOUR PRODUCTS AND SERVICES

The 11,500+ 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 Issue	3 x Issues	6 x Issues
Double Page	\$4000	\$3800	\$3600
Full Page	\$3000	\$2800	\$2600
Half Page	\$2000	\$1800	\$1600
Third Page	\$1500	\$1400	\$1300
Quarter Page	\$1000	\$900	\$800

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

Brochure inserts (91 to 250 grams) \$3,500 per mailing  
 (\$350 per 1,000)

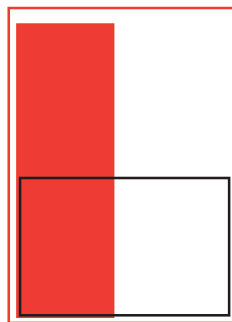
Inserts can also be sent to part of the readership based on state and/or sector

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

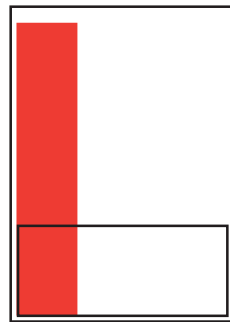
## SPECIFICATIONS



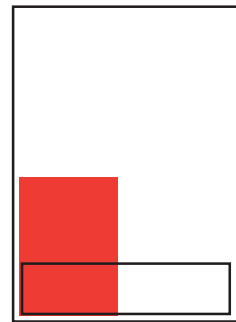
Full Page  
 297mm (vertical) x  
 210mm (horizontal)



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 over-lap 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.



# 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](http://www.ausleisure.com.au)  
and be seen by thousands of new, potential customers



In addition to advertising within the printed *Australasian Leisure Management* magazine, you can place either a banner ad or a box ad on the *Australasian Leisure Management* website and in the weekly *Australasian Leisure Management* e-newsletter.

The [www.ausleisure.com.au](http://www.ausleisure.com.au) website attracts almost 100,000 unique visitors and five million impressions each month, with the average visitor staying on the site for eight minutes and viewing nine pages.

We expect these numbers to grow even higher as our all new design takes *Australasian Leisure Management* mobile, targeting an even bigger audience across a range of devices.

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

T: 02 9970 8322

F: 02 9970 8355

E: [leisure@ausleisure.com.au](mailto:leisure@ausleisure.com.au)

[www.ausleisure.com.au](http://www.ausleisure.com.au)