

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

2023 & beyond

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



Official Publication



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 |
| Total Circulation Australia | 9,350 |

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 |
| Total Circulation New Zealand | 1,650 |
| Distribution at industry trade shows | 500 |
| Other countries | 350 |
| TOTAL CIRCULATION | 11,850 |



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

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 | \$4800 | \$4500 | \$4200 |
| Full Page | \$3600 | \$3300 | \$3000 |
| Half Page | \$2400 | \$2200 | \$2000 |
| Third Page | \$1800 | \$1600 | \$1400 |
| Quarter Page | \$1250 | \$1100 | \$950 |

FRONT COVER

Want your story to feature as a cover story \$3,000 plus minimum half page advertisement

INSERTS

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

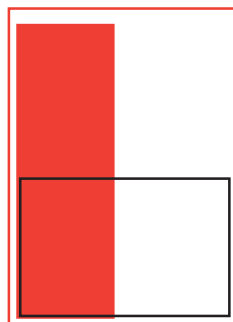
Brochure inserts (91 to 250 grams) \$3,500 per mailing (\$350 per 1,000)

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

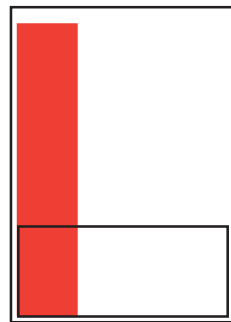
SPECIFICATIONS



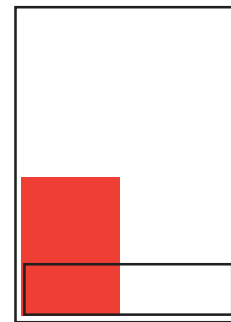
Full Page
 297mm (vertical) x
 210mm (horizontal)



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
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 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

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