

A U S T R A L A S I A N PARKS & LEISURE

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MEDIA KIT



Australasian Parks and Leisure is the official journal of Parks and Leisure Australia and the New Zealand Recreation Association – the leading professional bodies for people working in the parks and leisure industries in the region.

This promotional avenue provides the ability to “package” complimentary information from a single strip advertisement through to a combined journal advert/advertorials; web exposure and National conference trade shows for organisations to meet their marketing objectives. This widely acclaimed journal provides readable and reliable information covering all aspects of the parks and leisure industry in Australia, New Zealand and overseas.

All prices in Australian dollars and inclusive of GST.

Prices quoted are per inclusion for each of 4 editions • Single inclusions are an additional 10%

Circulation

Australasian Parks and Leisure is circulated on a quarterly basis, to **2,500** industry professionals and has a readership with a readership base of **6,000**.

- ❖ Members and subscribers include:
- ❖ Local Government Parks and Leisure personnel
- ❖ National and regional parks personnel
- ❖ Managers and operatives at State and Federal Government levels
- ❖ Town and Urban Planners
- ❖ Aquatic Centre Managers
- ❖ Leisure Centre Managers
- ❖ Tourism Development personnel
- ❖ Horticulturalists
- ❖ Open Space Planners
- ❖ Landscape Architects
- ❖ Health Promotion Workers
- ❖ Leisure planners
- ❖ Consultants
- ❖ Tertiary Education lecturers and students
- ❖ Manufacturers and distributors of parks and leisure equipment



Journal Specifications

Publication / Distribution Dates:

Summer (First week of January)

Autumn (First week of April)

Winter (First week of July)

Spring (First week of October)

Advertising Material Deadline:

Five weeks prior to publication

Cancellations: Late cancellations will attract a 10% cancellation fee

Mechanical Data: Printed Offset
Trimmed Size 297 mm x 210 mm (A4)
Text Area 174 mm x 247mm
Two Column Width 85 mm ea.

Material Requirements: Please supply all advertisements as high resolution (300dpi), press ready, pdf files. All fonts should be outlined or supplied with the job.

All colour files must be cmyk, not rgb.

Preferred placement loading: 10%

Advertising Agencies:

All rates listed are NETT to direct advertisers. Add agency fees to amounts shown.

Advertising Design:

Strip adverts can be designed at a nominal cost of \$50 plus GST
Larger advertisements - quotations can be provided.

There are many other ways PLA can help expose your business to our members and readers. Please contact PLA National Office should you be interested in developing a partnership arrangement with Australia's leading parks and leisure organisation.

Please contact PLA Journal Office on 03 5444 1763 should you be interested in developing a partnership arrangement with Australasia's leading parks and leisure organisations.

Contact Details:

Journal Manager, Australasian Parks and Leisure,
15 Neale Street, Bendigo, Vic 3550, Australia

Email: sales@parksleisure.com.au

Tel: +61 +3 5444 1763 Fax: +61 +3 5444 1783

www.parksleisure.com.au

Journal Price List 2012



Prices listed are per edition within a 4 edition contract

Journal	Adverts	Full Page	\$1,000.00	plus Web	\$1,200.00
		Half Page	\$700.00	plus Web	\$900.00
		Strip Ad	\$300.00	plus Web	\$500.00
		Half Strip	\$180	plus web	\$380.00
	Advertorial	inc. Strip Advert includes up to Half page (400words)	\$800.00		
Conference	Trade Show		\$2,200.00		
	Trade Show	plus Strip Advert 2 editions	\$2,600.00		
	Trade Show	plus Half pg Advert 2 editions	\$3,200.00		
Website	Webpage Profile and Logo Link to your website	12 months	\$1,000.00		
<i>Single placements receive an additional 10% loading ... all prices include GST</i>					



Full Page	175mm x 247mm
Half Page	175mm x 124mm
Full Page - bleed	216mm x 303mm includes bleed of 3mm all sides
Half Page - bleed	216mm x 150mm includes bleed of 3mm left and right
Strip Ad	175mm x 50mm
Half Strip	85mm x 50mm

Strip Advert
175mm x 50mm

Samples shown to size

Prices quoted are *per inclusion for each of 4 editions* • Single inclusions are an additional 10%
 Costings for Design/Construction of placements are available on request



FOODSTORE BAKERY CAFE

open 7 days: relax with friends, indulge your senses and enjoy great tastes.
coffee addicts: your rampant addiction will be well catered for by the crew!
foodies: indulge with fresh local produce for breakfast, brunch, lunch or inbetweens.
retail junkies: grab unique gifts, quality food products, kitchen and homewares.
smh good food guide: 2009, 2008, 2007, 2006, 2005, 2004.
the lott crn sharp & soho st cooma 02 6452 1414 www.lott.com.au



relax indulge enjoy

*Strip Ad (175mm x 50mm)	\$300.00	plus Web	\$500.00
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bodytree

simply stunning



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 mobile 0409 568 020
 skype marg mcneil

*Half Strip Ad (85mm x 50mm)	\$180.00	plus Web	\$380.00
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Welcomes our new JOURNAL SPONSOR



Proludic Pty Ltd | 16-18 Tepko Rd, Terrey Hills, NSW 2084
 Tel: 02 9485 8700 Fax: (02) 9485 8750 | e-mail: info@proludic.com.au



Half Page (175mm x 124mm)	\$700.00	plus Web	\$900.00
Half Page with bleed (216mm x 150mm)	\$800.00	plus Web	\$1,000.00



**Parks and Leisure Australia would like to
thank our National Sponsors
for their ongoing support**



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TERRACOTTEM

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**Please support each of these companies -
which in turn supports your organisation
Parks and Leisure Australia**

Full Page
(175mm x 247mm)

\$1,000.00

plus Web

\$1,200.00

Full Page with
bleed
(213mm x 303mm)

\$1,200.00

plus Web

\$1,400.00