

Wildlife

AUSTRALIA

**MEDIA
TOOL KIT**



OUR MISSION

Wildlife Australia is the country's leading nature journal with feature articles by expert naturalists and researchers, showcasing stunning photography of landscapes and animals by Australia's top photographers. **Wildlife Australia** promotes important research projects and environmental education initiatives to gain community support for wildlife. Every reader makes a difference!

The magazine, first published in 1963, is a quarterly publication by Wildlife Queensland, a not-for-profit wildlife organisation with a proven track record of contributing to conservation efforts and achieving outcomes. Wildlife Queensland's mission is to protect wildlife, influence choices and engage communities. Proceeds from sales of **Wildlife Australia** go towards funding wildlife conservation projects as well as campaigning for marine sanctuaries and habitat protection.

We at **Wildlife Australia** are committed to creating an entertaining and stunning wildlife magazine. We are also dedicated to ensuring we offer our advertisers unique advertising options that are relevant to our readership. This ensures **Wildlife Australia** is enjoyable for our customers and provides an effective marketing platform for our advertisers. As a print and digital wildlife magazine with its own mobile app and website, **Wildlife Australia**, provides a unique opportunity for advertisers to reach nature lovers and conservationists through a variety of channels.



WILDLIFE AUSTRALIA READERSHIP

Wildlife Australia provides advertisers with access to a targeted group of individuals through advertising in our digital and print issues and through our app and website platforms.

With **Wildlife Australia** covering themes including wildlife viewing, conservation initiatives, wildlife photography and nature travel destinations, our magazine reaches a wide audience. Our audience spans the generations, with children and adolescents devouring the magazine for education and to inspire their love of nature, and conservation professionals and retired professionals reading the magazine to keep up-to-date on wildlife projects and technologies. Wildlife Australia's advertising options can help you target these demographics, and any in between.

DISTRIBUTION

Wildlife Australia has a distribution network that includes council and state government facilities, schools, state and federal departments, and environmental organisations, so we are well placed to get your advertising seen by a large network of readers. Not only does advertising in **Wildlife Australia** help you reach an Australian audience, but with our network of subscribers reaching across the globe, we will also help you advertise to an international market.

OUR READERS ARE INTERESTED IN

- Nature travel including adventure travel, hiking and camping;
- Wildlife photography and viewing;
- Conservation projects and technologies; and
- Pet and native animal care and rescue.

Photo: Russell Bonduriansky

A close-up photograph of three damselfly nymphs perched on a mossy, textured branch. The nymphs have long, thin legs and segmented bodies with brown and yellow markings. They are positioned in a line, with the top two facing each other and the third one below them. The background is a soft, out-of-focus green.

"Advertising is no longer simply about brand recognition or cost per quantity of viewers, it's about the quality of leads we can get to engage with us. Wildlife Australia offers a greater potential for return on investment than generic advertising spaces, including social media."

Simon Mustoe, director Wildiaries and Digital Travel Marketing

Wildlife
AUSTRALIA

WILDLIFE AUSTRALIA ADVERTISING CHANNELS

Wildlife Australia offers three advertising channels: in-magazine advertising (print and digital), web advertising, and app advertising.

PRINT

WEB

APP

IN-MAGAZINE ADVERTISING OPPORTUNITIES:

- Full page
- Back cover full page
- ½ Page (horizontal or vertical)
- ¼ Page (horizontal or vertical)
- 2 Page Advertorial (double page spread)

WEB ADVERTISING OPPORTUNITIES:

- MREC (square banner)
- Horizontal Banner

APP ADVERTISING OPPORTUNITIES:

- Splash Page
- Horizontal Banner

WILDLIFE AUSTRALIA SPONSORSHIP PACKAGE

Wildlife Australia's sponsorship package offers advertisers maximum exposure to our distribution network, including advertising in print and digital issues as well as on our website and through our app. Our sponsorship package includes:

- A full back page advertisement featured in our print and digital issues of **Wildlife Australia**
- A splash page advertisement in our app that opens each time users open the **Wildlife Australia** app
- A horizontal banner on the **Wildlife Australia** website

AD RATES

IN-MAGAZINE ADVERTISING RATES

A 10% discount applies when advertising in two issues and a 20% discount applies when advertising in four issues.

2-page Advertorial Spread to our advertisers. This is a great option for you to spread the word about your organisation and your products through the style of an editorial. Your advertorial will feature in our print and online magazines. For this option, we ask that you provide a title, text and photos, which our design team will turn into a 2-page spread.

IN-MAGAZINE ADVERTISING RATES	
Full page	\$1000 + gst
1/2 Page (horizontal or vertical)	\$500 + gst
1/4 Page (horizontal or vertical)	\$250 + gst
Back cover (full page)	\$1200 + gst
2 Page Advertorial	\$1500 + gst

SPONSORSHIP PACKAGE

Our sponsorship package offers maximum exposure by giving access to all three advertising channels; a full back page ad in the print and digital issues, a splash page ad in our app and a horizontal banner on our website

SPONSORSHIP PACKAGE RATES	
One Issue	\$1750 + gst
Two Issues	\$3150 + gst
Four Issues	\$5600 + gst

APP & WEBSITE ADVERTISING RATES PER ISSUE

A 10% discount applies when advertising in two issues, a 20% discount applies when advertising in four issues and a \$50 discount applies when website advertising is coupled with in-magazine advertising in the same month.

WEBSITE ADVERTISING RATES PER ISSUE	
MREC (square banner)	\$500 + gst
Horizontal Banner (page-end)	\$250 + gst
APP ADVERTISING RATES PER ISSUE	
Splash Page	\$500 + gst
Horizontal Banner	\$250 + gst

INSERTS

Inserts are accepted only for a full mail run of 3000 items and are to be delivered to Wildlife Queensland, Level 1, 30 Gladstone Road, Highgate Hill, 4101, QLD, Australia.

Inserts are set subject to weight. A 10% discount applies when including advertising inserts in two issues and a 20% discount applies when including advertising inserts in four issues.

INSERTS	
Up to 6 grams	\$600 + gst
6.1 grams to 14 grams	\$1000 + gst
14.1 grams - 25 grams	\$1500 + gst
Over 25.1 grams	subject to negotiation

ADVERTISING DEADLINES			
Issue	Booking Deadline	Material Deadline	Insert Deadline
Winter	1 March	11 April	28 May
Spring	1 June	11 July	28 August
Summer	1 September	11 October	28 November
Autumn	1 December	11 January	28 February

IN-MAGAZINE AD SPECS

Wildlife Australia in-magazine ads will be shown in the print and digital issues of the magazine. The digital version can be equipped with a one-click to website functionality.

Magazine trim size: 297 mm x 210 mm saddle-stitched.

Digital Artwork specifications:

Press Quality PDF with a SWOP coated v2 colour profile recommended.

All high-resolution images and fonts must be included when the PDF is created.

We recommend the use of Postscript fonts – no font substitutions are allowed.

Images must be (CMYK or Grayscale) at 300dpi. Do not embed OPI information in files. All required image trapping must be included in the file.

The file must be 100% size. All spot colors converted to CMYK.

File dimensions and marks

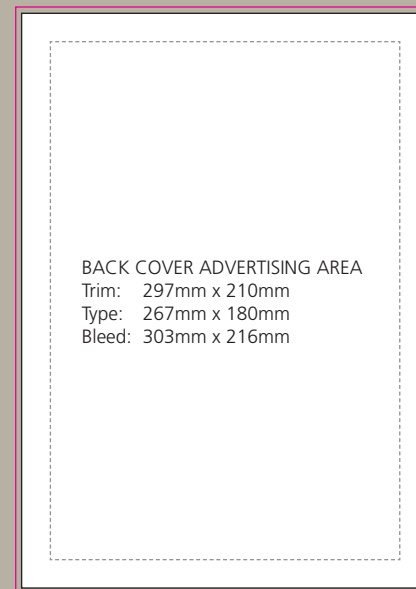
Registration, trim, bleed and center marks, in all separations, must be located .25" outside trim size.

Type Reproduction

Reverse lettering and fine lettering (thin lines, serifs) should be restricted to one (1) colour and no smaller than 7pt.

PRODUCTION SPECIFICATIONS

	Bleed HEIGHT X WIDTH	Image/Live Area HEIGHT X WIDTH	Trim HEIGHT X WIDTH
Full page	303mm x 216mm	267mm x 180mm	297mm x 210mm
1/2 Page (horizontal)	n/a	n/a	135mm x 193mm
1/2 Page (vertical)	n/a	n/a	273mm x 95mm
1/4 Page (horizontal)	n/a	n/a	66mm x 193mm
1/4 Page (vertical)	n/a	n/a	135mm x 95mm
Back cover (full page)**	303mm x 216mm	267mm x 180mm	297mm x 210mm



** (Above) Back cover specifications

Send advertising material to:

advertising@wildlife.org.au

Contact:

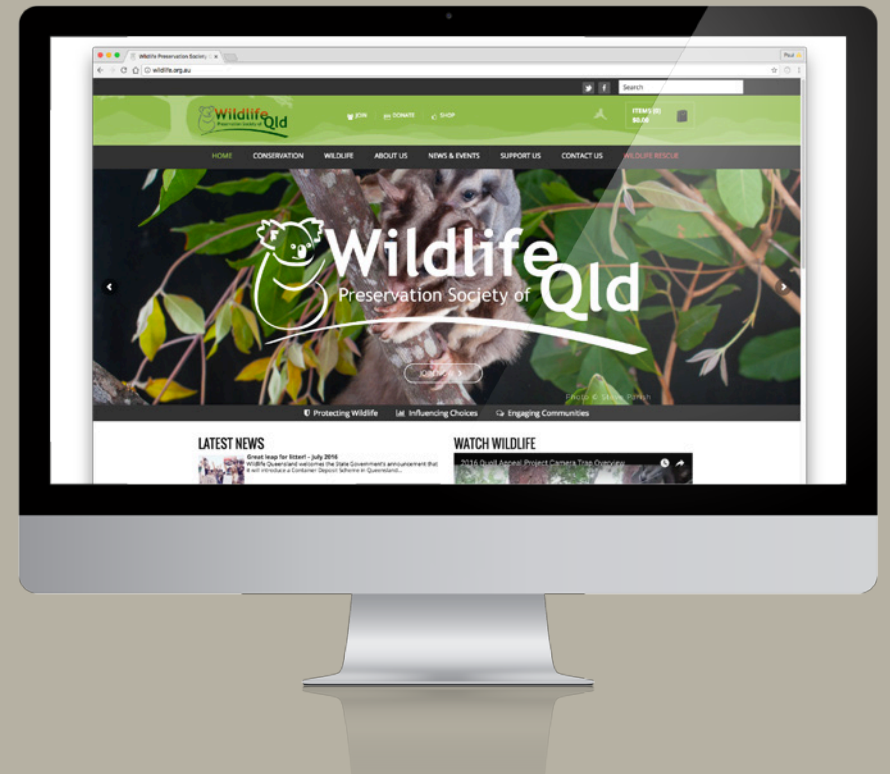
For all advertising enquiries contact Operations Manager on 07 3844 0129 or email advertising@wildlife.org.au

WEBSITE AD SPECS

The following file types are allowed: .gif, .jpg and .png files. If the corners of banners are rounded, please ensure that you include a transparent background. Please provide the URL and alternative text for each advertisement. The maximum allowable file size is 2MB. All ads will be automatically scaled up or down in size depending on the size of the users' screen. For this reason, it is recommended small text be avoided. The vertical banner will be displayed on the home page, while the horizontal banner will be displayed on all pages, including the home page

WEBSITE SPECIFICATIONS

	Dimensions WIDTH X HEIGHT	Link capable
MREC (square banner)	300px x 250px	Yes
Horizontal Banner (page-end)	728px x 90px	Yes



APP AD SPECS

The **Wildlife Australia** app allows for advertising through banner adverts and splash pages. Banner adverts will be visible on pages within the app while the splash page is displayed every time the app is opened and will remain visible for 5 seconds. Banners are fully 'touchable' which allows users to go to your designated URL with a single touch. The **Wildlife Australia** app is compatible with both iOS and Android devices.

APP SPECIFICATIONS

	Dimensions WIDTH X HEIGHT	Link capable
Horizontal Banner	Retina – 1536px x 296px Non-retina – 768px x 148px	Yes
Splash Page	Tablet – 768px x 1024px Smartphone – 320px x 480px	No



CONTACT US

For all advertising enquiries contact:

Operations Manager on 07 3844 0129 or email advertising@wildlife.org.au

Terms and Conditions

Advertisers and agencies that lodge or authorise the placement of advertising material in Wildlife Australia Magazine (WAM) undertake to ensure that all such material does not infringe copyright, trade mark, breach of confidence defamation, libel, slander or title, does not contain anything indecent or obscene, does not infringe the Trade Practices Act or other laws, regulations or statutes. Advertisers and agents agree to indemnify the publisher or its agents against any claims, demands, damages, cost penalties or judgements arising from publication of the material.

The advertiser shall pay Wildlife Queensland the advertising fee upon receipt of the invoice from Wildlife Queensland. Unless otherwise agreed, the payment of the advertising fee is non-refundable. Should the advertiser require Wildlife Queensland to alter supplied material, Wildlife Queensland shall be entitled to charge additional fees. In exchange for the payment of the advertising fee, Wildlife Queensland shall include the insert material in WAM.

Should Wildlife Queensland be unable to include the insert in Wildlife Australia for any reason whatsoever, Wildlife Queensland shall be entitled to refund the advertisement fee to the advertiser whereupon the advertiser shall have no further claim against Wildlife Queensland.

Wildlife Queensland reserves the right to refuse ads if they contradict the philosophy of Wildlife Queensland and/or do not meet Wildlife Queensland's advertising policy. If you are concerned that your ad may be refused, please contact us via the email and phone number above.

