



2020

MEDIA GUIDE



PROFILE

The **VISUAL IMPACT MAGAZINE** is the publication for the print, display, signage, digital printing and graphic design industries.

Regularly featuring the latest reviews, news and articles from manufacturers and suppliers, VISUAL IMPACT MAGAZINE is a must have source of information for the industry.

VISUAL IMPACT MAGAZINE will give you unparalleled access to both new and established companies, with the largest readership of industry professionals.

Distributed bi-monthly, this publication gives suppliers to the industry a unique promotional and advertising opportunity. Our news and editorial content is provided by manufacturers, suppliers, industry experts and our production staff from all over the world.

If you are looking at ways to develop your business and reputation within the industry, the place to be seen is the VISUAL IMPACT MAGAZINE.

ADVERTISING MATERIAL AND EDITORIAL DEADLINES 2020-2021

These are final and critical deadlines for this publication.

> Buyers Guide Jan/Feb 2020	Artwork due 22 Nov 2019	Inserts due 6 Dec 2019
> March/April 2020	Artwork due 13 Mar 2020	Inserts due 3 Apr 2020
> May/June 2020	Artwork due 8 May 2020	Inserts due 20 May 2020
> July/August 2020	Artwork due 27 Jul 2020	Inserts due 17 Aug 2020
> September/October 2020	Artwork due 14 Sep 2020	Inserts due 5 Oct 2020
> November/December 2020	Artwork due 2 Nov 2020	Inserts due 16 Nov 2020
> Buyers Guide Jan/Feb 2021	Artwork due 20 Nov 2020	Inserts due 4 Dec 2020

Advertising bookings cancelled within 7 days of deadlines will incur a cancellation fee of 10% OF THE TOTAL COST OF ADVERTISING BOOKED.

DISTRIBUTION

Each issue of **VISUAL IMPACT MAGAZINE** is distributed to 6,000 readers across Australia and New Zealand to the following industry segments:

- Airbrush Artists
- Architects
- Commercial Printers
- Display Builders / Designers
- Embroidery
- Engraving / Router Industries
- Flags / Banner
- Graphic Designers
- Laser Cutting
- Large Format Digital Printing
- Neon and Illuminated
- Offset Printers
- Screen Printers
- Sign Fabricators
- Signwriters
- Trophies
- Vinyl Only Signs

MAGAZINE ENQUIRIES

All Advertising, editorial and production enquiries can be made to:

PETER HARPER, Chief Executive Officer (CEO) – Visual Connections Australia Ltd

T: +61 2 9868 1577 M: 0418 267 952 E: peterh@visualconnections.org.au www.visualconnections.org.au

VISUAL IMPACT MAGAZINE can provide editorial and advertising design support on request. Additional costs apply. Please contact VISUAL IMPACT MAGAZINE for more details.



2020

DISPLAY ADVERTISING VISUAL IMPACT MAGAZINE AUSTRALASIA AD RATES

All prices in AU\$ – All prices exclude GST 10%

Size/Position	Casual Advertising		3 Insertions		6 Insertions	
	Member	Non Member	Member	Non Member	Member	Non Member
Front Cover*	\$4,500.00	\$5,500.00				
Back Cover	\$3,000.00	\$3,700.00	\$2,700.00	\$3,000.00	\$2,700.00	\$3,000.00
Inside Front Cover	\$3,000.00	\$3,600.00	\$2,700.00	\$3,000.00	\$2,600.00	\$2,900.00
Inside Back Cover	\$3,000.00	\$3,600.00	\$2,700.00	\$3,000.00	\$2,600.00	\$2,900.00
Double Page Spread	\$5,000.00	\$6,000.00	\$4,500.00	\$5,600.00	\$4,300.00	\$5,000.00
Full Page	\$2,700.00	\$3,300.00	\$2,300.00	\$3,000.00	\$2,200.00	\$2,500.00
Half Page Horizontal	\$2,100.00	\$3,000.00	\$2,000.00	\$2,800.00	\$1,600.00	\$1,900.00
Third Page Vertical	\$1,650.00	\$1,850.00	\$1,550.00	\$1,750.00	\$1,400.00	\$1,600.00
Quarter Page	\$1,350.00	\$1,550.00	\$1,300.00	\$1,450.00	\$1,200.00	\$1,500.00
Strip Advertisement	\$350.00	\$400.00	\$350.00	\$400.00	\$350.00	\$400.00
Insert Single Page A4	\$2,500.00	\$3,300.00	\$2,200.00	\$2,800.00	\$1,600.00	\$2,200.00
Insert Four Page A4	\$4,950.00	\$5,800.00	\$4,950.00	\$5,800.00	\$3,500.00	\$4,800.00
Insert Six Page A4	\$6,500.00	\$7,200.00	\$6,500.00	\$7,200.00	\$5,500.00	\$6,750.00
Insert Eight Page A4	\$7,900.00	\$8,500.00	\$7,900.00	\$8,500.00	\$6,500.00	\$7,900.00

- All advertisements are to be supplied to the **VISUAL IMPACT MAGAZINE** advertising sales representative.
- The finished size of the publication is A4 and is printed on high quality stock in 4 colour process.
- All rates for advertisements are inclusive of 4 colour process (unless otherwise stated).
- All artwork must be supplied as **CMYK at 300 dpi** (maximum line screen of 150 lpi). **No RGB or spot colour.**
- The following format is preferred: **High resolution PDF with all fonts embedded or converted into outlines.**
- The following formats are accepted via CD or DVD: **MAC Format InDesign CS file (with all fonts and pictures supplied on CD/DVD); Illustrator EPS (with all fonts and pictures supplied on CD/DVD); High resolution CMYK TIFF file.**
- All advertisements are to be supplied to the correct specifications.** Failure to supply an advertisement to the correct specifications may result in extra charges being incurred by the advertiser.
- Crop marks/registration marks are to be placed on the outside of the trim/bleed area.** Please ensure that crop marks do not sit inside the advertisement artwork as they risk being printed.
- Should you require assistance with the production of artwork, please contact Peter Harper, General Manager. Assistance with artwork may then be considered. Additional costs apply.
- Production costs of any loose or bound inserts are at the advertiser's own expense, as well as the cost of delivery to the publisher's specified address.
- The publisher takes no responsibility for advertisements that print incorrectly, or for any omissions that occur, unless a hard copy high resolution digital colour proof is supplied with the advertisement
- 10% positional load applies for inside front cover, back cover and inside back cover positions.

*Please note that the **COVER ADVERTISEMENT** will be designed by Visual Connections, with all material supplied to our specifications. Artwork will be supplied to client for final approval.

Please note: items highlighted in **BOLD** indicate the specific parameters your advertisement must adhere to.

SPECIFICATIONS

Double Page Spread: (bleeding advertisement)

Trim	297mm (h) x 420mm (w)
Image*	277mm (h) x 400mm (w)
Bleed (5 mm on all sides)	307mm (h) x 430mm (w)

Single Page: (bleeding advertisement)

Trim	297mm (h) x 210mm (w)
Image*	277mm (h) x 190mm (w)
Bleed (5 mm on all sides)	307mm (h) x 220mm (w)

Half Page Horizontal: (floating advertisement)

Trim	138.5mm (h) x 200mm (w)
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Third Page Vertical: (floating advertisement)

Trim	287mm (h) x 60mm (w)
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Quarter Page: (floating advertisement)

Trim	138.5mm (h) x 95mm (w)
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Strip Advertisement: (floating advertisement)

Trim	29mm (h) x 190mm (w)
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Trade Services: (floating advertisement)

Trim	60mm (h) x 125mm (w)
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*Please allow for 10mm of clear space between the spine free of type and critical elements.

