



# OUT inPerth

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MEDIA PACK  
2017

## ▶ ABOUT US

OUTinPerth is Western Australia's queer media focusing on diversity in sexuality and gender. Alongside our monthly print publication we publish stories online and through our social network platforms including Facebook, Twitter and Instagram.

Each month we talk to the most interesting people in the fields of politics, fashion, music and the arts. Through OUTinPerth you'll find conversations with people from all facets of the community; from interesting local people to a superstar on the international stage.

## ▶ LGBTIQ MARKET

- ▶ Around 10% of the population are estimated to be gay or lesbian.
- ▶ Australian and international market research have found that the gay and lesbian community:
  - Possess a high level of disposable income;
  - Are more likely to buy from companies they perceive to be gay/lesbian friendly
  - Live in both urban and suburban areas;
  - Encompass singles, couples, and families.
- ▶ The discretionary income of gays and lesbians is growing every year, along with their presence in the workplace and marketplace.
- ▶ Companies who have tapped into the gay and lesbian advertising market include Australian Tourism Commission, Smirnoff Vodka, Johnson & Johnson, IB M, Sony Music, Sky Television, Virgin Blue, Avis, Subaru, Jaguar, IKEA, Levi, Motorola, SkyBlue, ANZ, Coopers, Volkswagon & Volvo, Oreos, Rayban + more.

**OUT**  
inPerth

CALL SALES  
(08) **9227 0360**  
sales@outinperth.com  
**www.outinperth.com**

**Our mission is to:**

- ▶ Connect a community, creating a sense of understanding of ourselves in relation to the people and places surrounding us.
- ▶ Highlight positive role models showcasing their achievements, lessons and experiences.
- ▶ Question our community's practices, standards and behaviour.
- ▶ Provide an understanding of what it is to be same sex attracted in the 21st Century.
- ▶ Encourage our audience to engage with the local community, to get out of the house and experience music, theatre, arts, politics and life.

**OUTinPerth aims to be:**

- ▶ Reliable, conversational, dynamic, strong, confident, enjoyable, intelligent, anticipated, sleek, debatable, desirable, connecting, cutting edge, factual, transcending and accessible.



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## ▶ REACH

### Publication

Free to street press

Frequency / monthly

Distribution / over 300 points

Circulation / 10,000

### Website

Frequency / Updated Daily

Average Sessions / 62,000+ month

Jan - Mar 2017

### E-News

Frequency / Daily

Subscribers / over 2.500



## ▶ OUR AUDIENCE

48.5%

48.5% are in management, professional positions or are business owners.

48%

48% have bachelor degrees or higher.

31%

31% have TAFE or trade qualifications.

50.6%

are aged 18-35

41.2%

are aged 36-65

51%

are women

49%

are men

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### Website

OUTinPerth continues to reach a wide and diverse audience online, publishing unique content several times daily. Covering breaking news, community discussions, exclusive content, extended articles, reviews, social photos and featured print articles, there's always something new and dynamic to catch up on at [outinperth.com](http://outinperth.com).



### E-Newsletter

OUTinPerth delivers it's E-Newsletters sharing engaging content and directing traffic to our successful online presence. Using the latest in E-News systems we document comprehensive reporting on click through rates for advertising banners and articles to ensure we continue to provide desirable, anticipated content.



### Social Media

Staying true in our mission statements OUTinPerth engages directly with our audience every day through social media platforms. We converse with our readers through Facebook, Twitter, Instagram, Tumblr and Google+. We constantly look for new, fun ways to continue the conversations. This also allows our team to create unique, interesting and alternative social media campaigns for many clients.



### Flipbook

We are happy to announce that OUTinPerth has introduced an online Flipbook to the many ways readers can access our brand. A digital version of the print magazine is available through ISUU.com so nobody has to miss out. A flipbook helps OUTinPerth reach audiences far across WA and interstate too! Ask your sales rep for up to date flipbook readership numbers.

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# ▶ PRINT SECTIONS

Local, National & World News / Theatre / Visual Art / Film  
 Television / Music / Celebrity Interviews / Personal Stories  
 Fashion / Community / Social Photos / Fitness / Health  
 Social Trends / Events / Bars / Restaurants / Clubs  
 Technology / Motoring / Real Estate / Classifieds  
 Sexuality / Gender / Family / Travel / Festivals

### Isla & Max

...the couple's relationship...

### Diversity Pains

...the challenges of being a minority...

### SM Reproductive

...the importance of safe sex...

### GLENROYD GLAMOUR

...the latest in luxury living...

### HIGHGATE HAVEN

...the ultimate in modern living...

business classifieds

### OUTinPerth's ULTIMATE DATE GUIDE

...the best places to go...

### THE MARRIAGE OF FIGARO

...the new production...

### LEGALLY BLONDE

...the musical...

### Dinner

...the new production...

### Easter & Beyond...

...the new production...

### LOOKING TO THE FUTURE

...the new production...

### HANNAH CONDA'S FESTIVE FAREWELL

...the final show...

### Join us in Celebrating Our 35th Birthday

...the anniversary...

### RICKI-LEE'S GONNA WEAR YOU OUT

...the new album...



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# PUBLICATION DATES & DEADLINES

## 2016 PRINT

ISSUE	MONTH	ON STREET	DEADLINE
186	January	06-01-17	02-01-17
187	February	03-02-17	30-01-17
189	March	03-03-17	27-02-17
190	April	07-04-17	03-03-17
191	May	05-05-17	01-05-17
192	June	02-06-17	29-05-17
193	July	07-07-17	03-06-17
194	August	04-08-17	31-07-17
195	September	01-09-17	28-08-17
196	October	06-10-17	02-10-17
197	November	03-11-17	30-10-17
198	December	01-12-17	27-11-17



# ADVERTISING RATES

(exclusive of GST and Agency Commission)

## Publication - Display Adverts

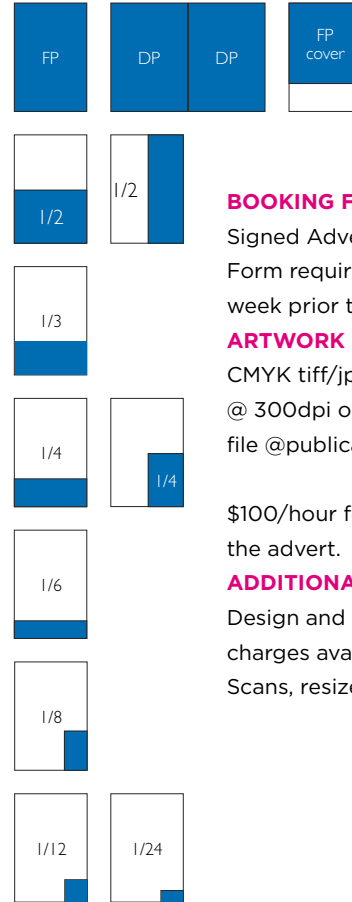
AD SIZE	DIMENSIONS	DETAIL	RATE
Full Page	228mm (W) x 340mm (H)	Full Colour	\$1350.00
+ 5mm bleed	238mm (W) x 350mm (H)		
Double Full Page Spread	456mm (W) x 340mm (H)	Full Colour	\$2700.00
+ 5mm bleed	466mm (W) x 350mm (H)		
Page Front Landscape (Inset)	228mm (W) x 74mm (H)	Full Colour	\$950.00
Front Page Image*	228mm (W) x 232mm (H)		\$1400.00
+ 5mm bleed	238mm (W) x 242mm (H)		
Back Cover	228mm (W) x 340mm (H)		\$1650.00
+ 5mm bleed	238mm (W) x 350mm (H)		
1/2 Page Landscape	208mm (W) x 150mm (H)	1/2 Full Colour	\$950.00
1/2 Page Vertical	102mm (W) x 308mm (H)		
1/3 Page Landscape	208mm (W) x 102mm (H)	1/3 Full Colour	\$700.00
1/4 Page Landscape	208mm(W) x 74mm(H)	1/4 Full Colour	\$580.00
1/4 Page Portrait	102mm x 150mm (H)		
1/8 Page Portrait	67mm (W) x 111mm (H)	1/8 Full Colour	\$320.00
1/12 Page Events	67mm (W) 74mm (H)	1/12 Full Colour	\$250.00

\* At Editor's discretion.  
Specific Ad placement may hold 10% loading

## Publication - Business Classifieds Display

(exclusive of GST and Agency Commission)

AD SIZE	DIMENSIONS	DETAIL	RATE
1/12 Page Display Classified	67mm (W) x 74mm (H)	1/12 Full Colour	\$200.00
1/24 Page Landscape Classified	67mm (W) x 36mm (H)	1/24 Full Colour	\$100.00
1/24 Page Portrait Classified	32mm (W) x 74mm (H)		



### BOOKING FORM

Signed Advertising Booking Form required by 12 noon 1 week prior to publication

### ARTWORK

CMYK tiff/jpeg Photoshop file @ 300dpi or Adobe CMYK pdf file @publication.

\$100/hour for OIP to design the advert.

### ADDITIONAL

Design and photo-imaging charges available on request. Scans, resize, changes \$44.00.



## Website (exclusive of GST and Agency Commission)

POSITION	SIZE	DURATION	RATE
1	728 x 90 pixels	1 week	\$147.50
2	468 x 60 pixels	1 week	\$97.50
3	300 x 250 pixels	1 week	\$175.50
4	300 x 425 pixels	1 week	\$147.50



## E-Newsletter (exclusive of GST and Agency Commission)

POSITION	SIZE	DURATION	RATE
Best Available	640 x 100 pixels	1 Edition	\$350.00

## Social Media

Ask your OUTinPerth representative how you can reach our audience through OUTinPerth's social media platforms.



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