



# OUT inPerth

---

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, Oreo's, Rayban + more.



## 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.



# OUT inPerth

CALL SALES  
(08) 9227 0360  
[sales@outinperth.com](mailto:sales@outinperth.com)  
[www.outinperth.com](http://www.outinperth.com)

## ► REACH

### Publication

Free to street press

Frequency / monthly

Distribution / over 300 points

Circulation / 10,000



### Website

Frequency / Updated Daily

Average Unique visitation / 34,000 month

417,434 over 12 month period Dec 2015 - Nov 2016 News

### E-News

Frequency / Daily

Subscribers / over 2,500

## ► OUR AUDIENCE



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



48% have bachelor degrees or higher.



31% have TAFE or trade qualifications.



are aged 18-35



are aged 36-65



are women



are men

# OUT inPerth

CALL SALES  
(08) 9227 0360  
[sales@outinperth.com](mailto:sales@outinperth.com)  
[www.outinperth.com](http://www.outinperth.com)



## 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 its 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.



## ► 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 media are notorious for setting trends, but they are also the first to break them. The latest trend to sweep the nation is the desire for a more youthful appearance. And they are leading the way.

It's not just about looking younger; it's about feeling younger. The desire to look good and feel good is what drives people to seek out cosmetic treatments. And they are doing it in droves.

From facials to fillers, from liposuction to tummy tucks, people are turning to cosmetic surgery to achieve their goals. And they are getting results.

But there is a downside to all this. As the demand for cosmetic treatments grows, so does the risk of complications. And that's where Isla & Max come in.

Isla & Max are a team of experienced cosmetic surgeons who specialize in providing safe and effective treatments. They have a wealth of knowledge and experience, and they are dedicated to providing the best possible results for their patients.

If you're considering cosmetic surgery, Isla & Max can help you achieve your goals safely and effectively. Call today for a free consultation.

**Skin Tightening  
(Endermologie)  
Skin Rejuvenation  
Total Eye Assumption  
Non-Surgical Facelift**

**Cosmetica Images**  
The Medical Edge of Beauty

**Our priority is always you!**  
Knowing needs for a surgical intervention  
the best treatment for you and your  
style combination best!

To book your appointment call  
**108 9574 6852**  
Prop. 2155 Belvoir Street, Mount Lawley, WA 6050

**Diversity Pains**

The diversity of our population is a source of strength and resilience. However, it can also lead to challenges and conflicts. In this issue, we explore the various ways in which diversity can impact our lives, from the workplace to the community. We also look at how we can work together to build a more inclusive and equitable society.

**Dr. John Smith**  
Medical Doctor

**Dr. John Smith**  
Medical Doctor

**OUTinPerth's**

# ULTIMATE DATE GUIDE

Looking for a more intimate date? Here's a list of 10 things to do in Perth. From a romantic dinner for two to a night out with your gal pals, whether it's a romantic date or a girls' night out, we've got you covered.

**1. Dinner for two**

From a romantic dinner for two to a girls' night out, we've got you covered.

**2. Movie night**

From a romantic dinner for two to a girls' night out, we've got you covered.

**3. Concerts**

From a romantic dinner for two to a girls' night out, we've got you covered.

**4. Wine tasting**

From a romantic dinner for two to a girls' night out, we've got you covered.

**5. Spa day**

From a romantic dinner for two to a girls' night out, we've got you covered.

**6. Picnic**

From a romantic dinner for two to a girls' night out, we've got you covered.

**7. Museum**

From a romantic dinner for two to a girls' night out, we've got you covered.

**8. Art gallery**

From a romantic dinner for two to a girls' night out, we've got you covered.

**9. Bookshop**

From a romantic dinner for two to a girls' night out, we've got you covered.

**10. Live music**

From a romantic dinner for two to a girls' night out, we've got you covered.

**LOVE & RELATIONSHIPS**

**LOVE & RELATIONSHIPS**

**GIRLS NIGHT OUT**

**SWAN THEATRE**

**THE MARRIAGE OF FIGARO**

**LOCUS**

"Quality without compromise. The jeweller you can trust!"

**Easter & Beyond...**

Thursday April 4th - EASTER FORTÉTIC  
All your favorite camp PCP classics. All right to both rooms.

Friday April 5th - EASTER EGG HUNT  
Two of London's hottest DJs. (That's them below)

Sunday April 6th - THE HAUS OF EDWARD  
in the Dark Room. The most bizarre Eggstrange Entries LIVE!

Monday April 7th, 10th & 11th - LOVESTICK  
The most bizarre Eggstrange Entries LIVE!

Tuesday April 8th - LE CLUB  
The Monarchy present: Love, Lust & Fartfuehren

Sunday April 26th - MASON ANDREW  
Great Egg Hunt. The most bizarre Eggstrange Entries GALS.  
Meanie returns for the  
ANZIC. All love welcome



**LOOKING TO THE FUTURE**

Wednesday April 1st - EASTER EGG HUNT  
Two of London's hottest DJs. (That's them below)

Friday April 3rd - THE HAUS OF EDWARD  
in the Dark Room. The most bizarre Eggstrange Entries LIVE!

Monday April 6th - LOVESTICK  
The most bizarre Eggstrange Entries LIVE!

Tuesday April 7th - LE CLUB  
The Monarchy present: Love, Lust & Fartfuehren

Sunday April 26th - MASON ANDREW  
Great Egg Hunt. The most bizarre Eggstrange Entries GALS.  
Meanie returns for the  
ANZIC. All love welcome

**OUT**  
inPerth

CALL SALES  
(08) 9227 0360  
[sales@outinperth.com](mailto:sales@outinperth.com)  
[www.outinperth.com](http://www.outinperth.com)

## 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

**OUTinPerth**  
ISSUE 176 • FEBRUARY 2016 FREE MONTHLY

**ROLL UP!**  
FOR A TWISTED BOYLESQUE EXPERIENCE

Georgi Kay | Bachelli | Dani Marti | Limbo | Robots | Ivan King | Azaria Universe

THE NEW MINI CLUBMAN HAS ARRIVED AT AUTO CLASSIC MINI GARAGE.

MINI CLUBMAN  
LET YOUR INSTINCTS DRIVE YOU.

MINI

# ► 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

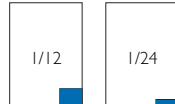
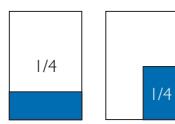
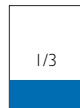
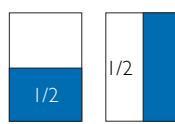
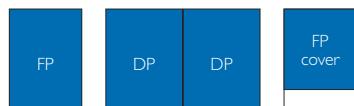
\* At Editor's discretion.

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.

# OUT inPerth

CALL SALES  
(08) 9227 0360  
sales@outinperth.com  
[www.outinperth.com](http://www.outinperth.com)