



OUT inPerth

MEDIA KIT
UPDATED 21 MAY 2018

▶ ABOUT US

OUTinPerth is Western Australia's queer media focusing on diversity in sexuality and gender.

Alongside our monthly print magazine we publish daily to our website and through our social media 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.

▶ OUR STORY

OUTinPerth was established in 2002, for over 16 years we've provided the latest news, political discussion and events promotion to the LGBTI community in Western Australia.

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 and provide an understanding of what it is to be same sex attracted in the 21st Century.

▶ REACH

Print Publication

Free to street press

Frequency: Monthly

Distribution: Over 300 points

Circulation: 10,000

Website

Frequency: 7 days a week

Sessions logged: 80,000+ monthly*

*August – October 2017

E-News

Frequency: Daily

Subscribers: Over 2,000



CALL GRAEME
0402 549 811
graeme@outinperth.com
www.outinperth.com

▶ NEW ADVERTISING OPTIONS

OUTinPerth's audience has exploded as many new readers discover Perth's LGBTI media outlet has its finger on the pulse of the city's cultural offerings and nightlife. Our team has also broken major political stories drawing in a large audience.

In 2018 we have added several new advertising options.

IN-ARTICLE WEB BANNERS

Our new in-article web banners appear within the text of each story posted on our website.

EMAIL BLASTS

Send an email blast to all our e-news subscribers.

Our team can work with you to create a message just about your business or event.

MAGAZINE INSERTS

Add your flyer or brochure into our magazine.

CUSTOM EDITORIAL

Got an interesting story to tell about your business? Our team can work with you to create native content, stories about your business that sit on our website and in our magazine.



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► PUBLICATION DATES & DEADLINES

ISSUE	MONTH	ON STREET	DEADLINE
198	JAN	12-01-18	08-01-18
199	FEB	02-02-18	29-01-18
200	MAR	09-03-18	05-03-18
201	APR	06-04-18	03-04-18
202	MAY	04-05-18	30-04-18
203	JUN	08-06-18	04-05-18
204	JUL	06-07-18	02-07-18
205	AUG	03-08-18	30-07-18
206	SEPT	07-09-18	03-09-18
207	OCT	05-10-18	01-10-18
208	NOV	02-11-18	29-10-18
209	DEC	07-12-18	03-12-18



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ADVERTISING RATES

(exclusive of GST and Agency Commission)

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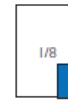
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Publication – Display Adverts

AD SIZE	DIMENSIONS	RATE
Full Page	228mm (W) x 340mm (H)	\$1350.00
+ 5mm bleed	238mm (W) x 350mm (H)	
Double Page Spread	456mm (W) x 340mm (H)	\$2,700.00
+ 5mm bleed	466mm(W) x 350mm (H)	
Back Cover	228mm (W) x 340mm (H)	\$1650.00
+ 5mm bleed	238mm (W) x 350mm (H)	
Cover 1/4 Page	228mm (W) x 74mm (H)	\$950.00
Cover Image*	228mm (W) x 232mm (H)	\$1,400.00
1/2 Page Landscape	208mm (W) x 150mm (H)	\$950.00
1/2 Page Vertical	102mm (W) x 308mm (H)	
1/3 Page Landscape	208mm (W) x 102mm (H)	\$700.00
1/3 Page Vertical	67mm(W) x 304mm(H)	
1/4 Page Landscape	208mm(W) x 74mm(H)	\$580.00
1/4 Page Portrait	102mm x 150mm (H)	
1/8 Page Portrait	67mm (W) x 111mm (H)	\$320.00
1/12 Page Square	67mm (W) 74mm (H)	\$250.00
1/24 Landscape	67mm (W) x 36mm (H)	\$100.00



BOOKING FORM

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

ARTWORK DEADLINE

Ready to print artwork required by 12 noon 1 week prior to publication

MATERIAL DEADLINE

Material for our Creative Department to construct ads is due the Monday prior to publication.

ARTWORK

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

ADDITIONAL

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

*At Editor's discretion

Specific page placement may incur a 10% loading



Website (exclusive of GST and Agency Commission)

POSITION	DIMENSIONS	DURATION	RATE
1	728(W) x 90(H) pixels	1 week	\$147.50
2	468(W) x 60(H) pixels	1 week	\$97.50
3	300(W) x 250(H) pixels	1 week	\$175.00
4	300(W) x 425(H) pixels	1 week	\$147.50
In Article	634(W) x 100(H) pixels	1 week	\$500.00

E-Newsletter (exclusive of GST and Agency Commission)

POSITION	DIMENSIONS	DURATION	RATE
Banner	640(W) x 100(H) pixels	3 editions	\$350.00
Email Blast	Custom designed	1 edition	\$700.00

