

Trailwalker

Magazine of the Friends of the Heysen Trail

Advertising

The Trailwalker is the magazine of the Friends of the Heysen Trail. 1,050 copies are printed each quarter and distributed to all club members (around 800), landholders, and to most Adelaide outdoor retail outlets (distributed as free copies). Copies are also available in regional information offices, libraries, and some caravan parks and other outlets along the Heysen Trail.

Distributed as a free publication, the Trailwalker is effective in penetrating the outdoor recreation market in South Australia, particularly amongst bushwalkers.

Advertising Specifications

- Format:** Adverts are preferred to be supplied in pdf format. It is not possible to determine or guarantee whether the final ad will appear as intended when ads are supplied in other formats. We are also able to provide limited typesetting assistance.
- Size:** Adverts should be supplied to the sizes detailed overleaf
- Colour:** Ideally two versions should be supplied, a colour version and a black & white version
- Deadlines:** The Trailwalker is published quarterly:
- March
 - June
 - September
 - December
- The deadline for each edition is normally the first Friday of the month one month prior to the month of publication.

Key Figures

Distribution:	1,050
Readership:	1,700 (estimated)
Frequency:	quarterly
Cover charge:	free
Media format:	Printed - A4, 32 pages, colour covers, black and white pages
	Online - colour PDF, A4, 32 pages www.heysentrail.asn.au

Advertising Contact

Robert Alcock, of the Friends of the Heysen Trail:

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Cost

Full Page \$150 per issue	Half Page \$100 per issue
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Quarter Page \$60 per issue	Eighth Page \$40 per issue
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Position

Adverts are placed throughout the magazine.

An additional loading can be paid to guarantee placement on the colour pages or cover. This is only available for Full Page and Half Page adverts.

Positions are subject to availability. Full pages will take preference for the back cover. Loading is only charged when a position is available.

Position	Colour	Additional Loading
Pages 6-30	Black & white	0%
Back cover	Colour	25%
Inside front cover	Colour	20%
Inside back cover	Colour	20%

Size Specifications

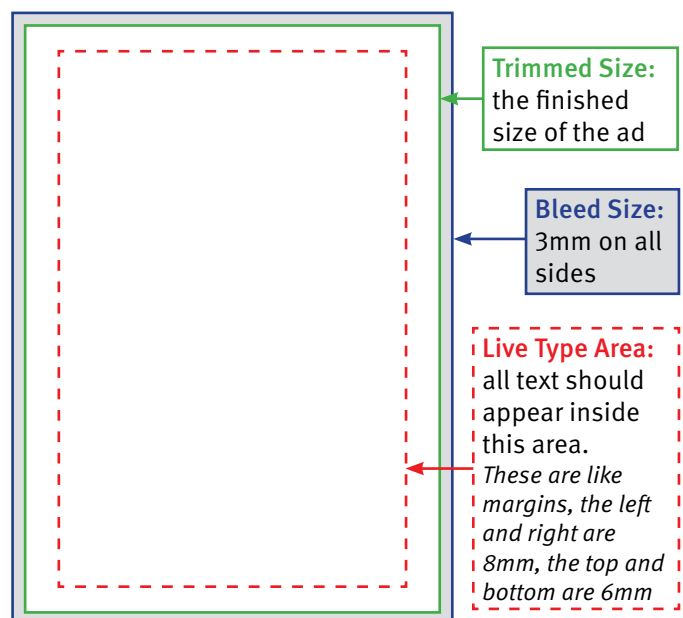
	Trimmed Size	Bleed Size	Live Type Area
Full Page	210mm wide x 297mm high	216mm wide x 303mm high	194mm wide x 285mm high
Half Page	210mm wide x 148mm high	216mm wide x 154mm high	194mm wide x 136mm high
Quarter Page	n/a	n/a	90mm wide x 136mm high
Eighth Page	n/a	n/a	90mm wide x 62mm high

A simple ad with a minimal background can be supplied at the Trimmed Size.

Quarter and Eighth Page ads should be supplied at the Live Tye Area size.

Understanding the Size Specifications

This diagram explains the three dimensions for each ad size listed above.



Discount

A commitment for 12 months advertising - four issues - will attract a 10% saving when invoiced for the four ads at the first issue. The advert content can be altered with each issue.