

# Trailwalker

The Friends of the Heysen Trail

South Australia

## Advertising

The Trailwalker is the magazine of the Friends of the Heysen Trail. 1,200 copies are printed each quarter and distributed to all club members (over 1,000 individual members), landholders, and to most Adelaide outdoor retail outlets (distributed as free copies). Plus multiple copies are also supplied to regional tourist information offices, libraries, and some caravan parks plus other outlets along the length of the Heysen Trail. The Trailwalker is also provided as a PDF through the Friends of the Heysen Trail website.  
<http://heysentrail.asn.au>

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

## 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 only limited typesetting assistance.

**Size:** Adverts should be supplied to the sizes detailed overleaf. All adverts to be supplied in colour unless they are to be published in black & white.

**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.

V4 3/11/2017

## Key Figures

**Distribution:** 1,200 printed  
Web PDF version

**Readership:** 1,800 (estimated)

**Frequency:** quarterly

**Cover charge:** free

**Media format:**

Printed - Full colour  
A4, 32 pages,

Online - colour PDF,  
A4, 32 pages

[www.heysentrail.asn.au](http://www.heysentrail.asn.au)

## Advertising Contact

Robert Alcock, of the Friends of the Heysen Trail:

**Mobile:** 0419 819 345

**Fax:** 08 8396 6866

**Email:** [rralco@bigpond.net.au](mailto:rralco@bigpond.net.au)



## Cost full color advertising

<b>Full Page</b> \$200 per issue	
<b>Half Page</b> \$135 per issue	

<b>Quarter Page horizontal</b> \$80 per issue	
<b>Quarter Page vertical</b> \$80 per issue	
<b>Third Page</b> \$95 per issue	
<b>Eighth Page</b> \$55 per issue	

## Size Specifications

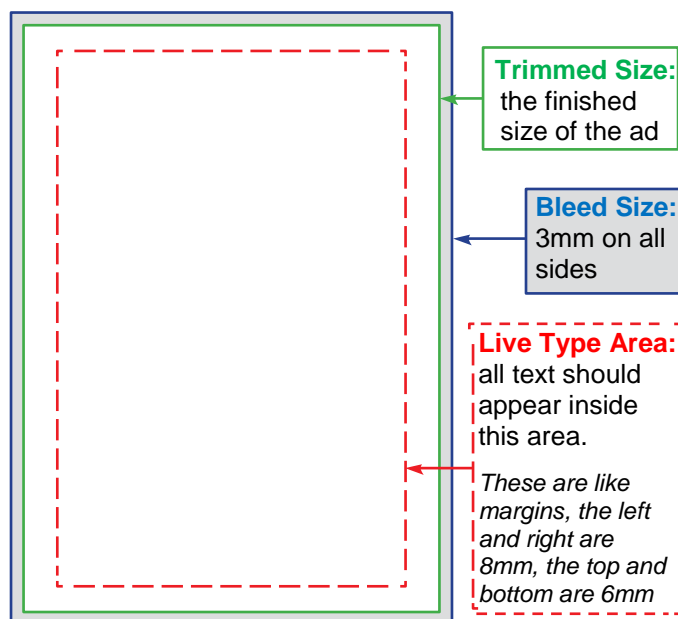
	Trimmed Size	Bleed Size	Live Type Area
Full Page	210mm wide x 297mm high	216mm wide x 303mm high	194mm wide x 285mm high
Half Page	210mm wide x 148mm high	216mm wide x 154mm high	194mm wide x 136mm high
Third Page	n/a	n/a	184mm wide x 86mm high
Quarter Page vertical	n/a	n/a	90mm wide x 136mm high
Quarter Page horizontal	n/a	n/a	184mm wide x 68mm high
Eighth Page	n/a	n/a	90mm wide x 68mm 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 Type Area size.

## Understanding the Size Specifications

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



## Position

Adverts are placed throughout the magazine.

Inside cover positions are only available for Full Page and Half Page adverts and subject to availability. Full Page adverts will take preference for the back cover.

## 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.

