



TR↑ILWALKER

2024 MEDIA KIT



TRAIL
WALKER

SA's foremost outdoor publication

With its roots dating back to 1986, the Friends of the Heysen Trail's **Trailwalker** is one of South Australia's longest-running outdoor publications.

Distributed three times a year as a free magazine, Trailwalker has reliably informed the state's outdoor recreation community for over three decades.

Trailwalker is a volunteer-run outdoor magazine for South Australia's walking community. It is produced by a small but dedicated team who are passionate about creating an engaging publication that celebrates the experience and joy of walking the Heysen Trail.

Community Reach

1,500 copies are printed three times a year and distributed to Trailwalker subscribers, landholders, and a number of Adelaide outdoor retail outlets.

Copies are also supplied to regional tourist information offices, libraries, caravan parks and other outlets along the length of the Heysen Trail.

Trailwalker is also provided as an online PDF through the Friends of the Heysen Trail website. Current and previous issues are located at

heysentrail.asn.au/trailwalker

Readership



FIT & ACTIVE



**ENJOY
OUTDOORS**



**SOUTH
AUSTRALIAN**

By the numbers

37

years in circulation

1,670

FOHT members

1,500

copies per issue

2,500

estimated readership

3

issues per year



Supporting South Australia's 1,200 kilometre adventure hike

The **Friends of the Heysen Trail** is a voluntary organisation, whose members are involved in the development, maintenance and recreational aspects of the Heysen Trail and other walking trails throughout South Australia.

Content Focus



Heysen Trail

South Australia's Heysen Trail is lined with fascinating history and ongoing growth. We feature stories on what has come before and the exciting developments that continue to expand our facilities and expose our wonderful trail both locally and internationally.



Friends News

FoHT volunteers are the lifeblood of the Heysen Trail. Trailwalker regularly features volunteer profiles, trail maintenance reports, end-to-end group updates, seasonal walking schedules, leadership training sessions and other information for members.



SA's Walking Community

South Australia's energetic walking community breathes life into FoHT. We highlight upcoming hiking events and expos, as well as favourite short walks along the Heysen Trail, around Adelaide and throughout the State.



Hiking & Camping Tips

Trailwalker features regular 'how to' tips and tricks to make your time in the wild that little bit easier. Our readership enjoy everything from what to pack in your first aid kit to what to eat in your scroggin mix.



Nature & Environment

What is the Heysen Trail without South Australia's spectacular natural backdrop? Trailwalker articles identify our native flora and fauna, emphasise the Trail greening efforts and highlight the need to manage our environmental impact.



Interstate & International Trails

As well as trekking South Australia's iconic Heysen Trail, FoHT members actively seek out and report on the most unique hiking trails from around Australia and across the globe.

Rates

(as at April 2024)

| AD SIZE | 3 X ISSUES* |
|---------------------|-------------|
| Full Page | \$660.00 |
| 1/2 Page | \$450.00 |
| 1/3 Page Horizontal | \$315.00 |
| 1/3 Page Vertical | \$315.00 |
| 1/4 Page Horizontal | \$270.00 |
| 1/4 Page Vertical | \$270.00 |
| 1/8 Page Horizontal | \$180.00 |
| 1/8 Page Vertical | \$180.00 |
| Additional Options: | |
| Flyer insert* | \$265.00 |

Prices are GST exclusive.

*Price per edition

Supply your own ad artwork?

All ads must be submitted as a high-resolution PDF with embedded graphics (set at 300 dpi) and fonts. All colours set to CMYK (no spot or RGB).

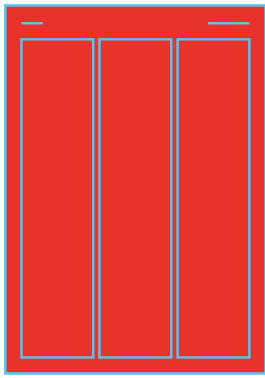
Don't have a graphic designer?

Don't have a graphic designer? We have an enthusiastic volunteer who is ready to help create your artwork for **free**, although layout options are limited.

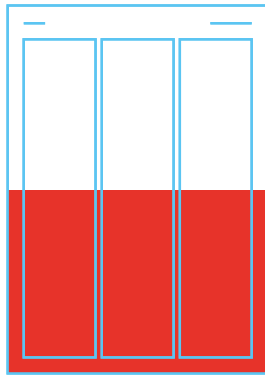
To ensure your business and the Trailwalker publication both maintain the highest possible visual standards, we recommend engaging a professional graphic design service for your ad artwork.



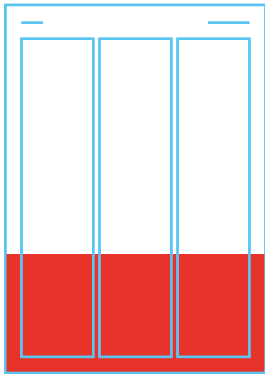
Print Advertising Specifications



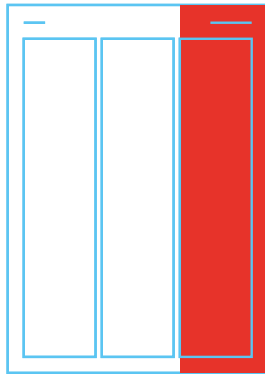
Full Page



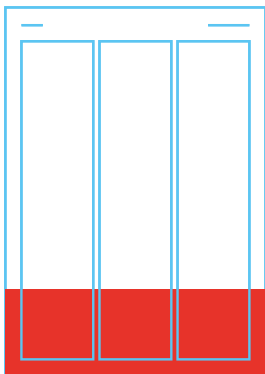
1/2 Page



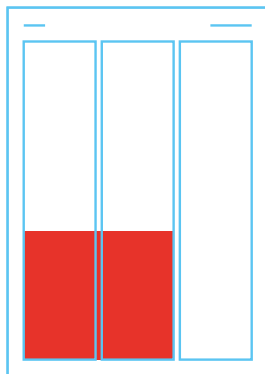
1/3 Horizontal



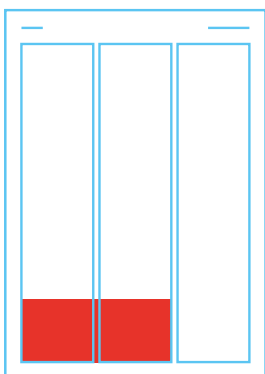
1/3 Vertical



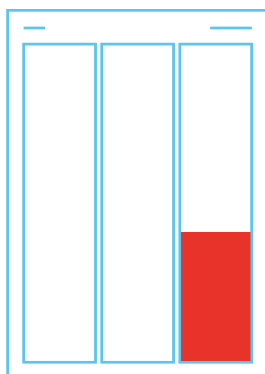
1/4 Page Horizontal



1/4 Page Vertical



1/8 Page Horizontal



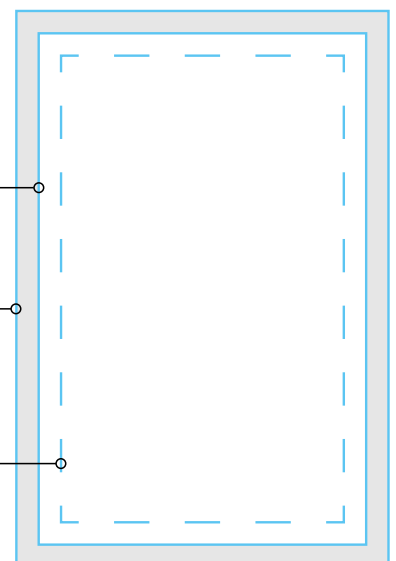
1/8 Page Vertical

| | TRIM | BLEED | LIVE TYPE |
|-----------------|----------------------|----------------------|----------------------|
| Full Page | 210MM W X 297MM H | 216MM W X 303MM H | 194MM W X 291MM H |
| 1/2 Page | 210MM W X 145MM H | 216MM W X 151MM H | 194MM W X 139MM H |
| 1/3 Page Horiz. | 210MM W X 90MM H | 216MM W X 96MM H | 194MM W X 84MM H |
| 1/3 Page Vert. | 71MM W X 297MM H | 77MM W X 303MM H | 71MM W X 291MM H |
| 1/4 Page Horiz. | 210MM W X 70MM H | 216MM W X 81MM H | 204MM W X 69MM H |
| 1/4 Page Vert. | 121MM W X 110MM H | N/A | N/A |
| 1/8 Page Horiz. | 121MM W X 51MM H | N/A | N/A |
| 1/8 Page Vert. | 58MM W X 105MM H | N/A | N/A |

Artwork that does not touch the page border to be supplied at trimmed size without bleed.

Size specs explained

- TRIM** — Finished size of artwork
- BLEED** — Allows graphics to bleed past trim area
- LIVE TYPE** — No critical elements outside this area



Contacts

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