

Media kit 2021

All you need to know on why and how to advertise in Australia's most popular monthly boating magazine.



(02) 9417 6499 | afloat.com.au

Take monthly with water



ABOUT

AFLOAT is Australia's most popular monthly boating magazine.

Keenly sought after and well respected by the entire boating community, AFLOAT provides an informative and entertaining read.

With over 22,000 magazines distributed Australia wide, and a much larger online readership, AFLOAT provides a platform for advertisers to engage with everyone on the water.

OUR READERS

are your prime target audience with the majority aged 36-65. They have an average income over \$100,000 with 27% earning over \$140,000

Engaged Audience

76% read AFLOAT for an hour or more every month

Enthusiastic Readers

92% read AFLOAT cover to cover

Trusted Source

85% of readers consider AFLOAT to be a good source of information on purchases.

Focused Readers

78% take notice of ads in AFLOAT

Active Buyers

79% purchased or are considering purchasing products or services advertised in AFLOAT

Advertising Longevity

Readers keep each issue of AFLOAT an average of 5 months.

Source: 2013 AFLOAT Readership Survey





ADVERTISING SPACE RATES

Frequency	Back Cover	Inside Cover	Full Page	Double Page	Half Page	One Third Page	1/4 Page colour	1/4 Page mono	1/6 Page colour	1/6 Page mono	1/8 Page colour	1/8 Page mono
12x	2649	2173	1845	3317	1078	846	571	429	461	292	376	233
6x	2958	2374	2043	3771	1204	947	642	481	512	324	413	260
3x	3207	2541	2153	3887	1315	990	673	503	531	340	449	279
1x	3322	2680	2361	4209	1433	1085	727	552	578	386	473	299

AFLOAT Advertising Production Charges*

Size	Price	
Full page	\$225	*GST will be added to all prices
1/2, 1/3, 1/4	\$175	
1/6, 1/8	\$150	
Display classified	\$50	

Display Classified advertising rates

Size	Frequency	Price per cm per month	EXTRAS
Column width 5.5cm	12x	27	FULL colour \$60
Max height 10cm	6x	30	
Min height 4cm	3x	33	SPOT colour \$25
	1x	37	

EXTRAS:

Spot Colour for mono ads: + one colour \$50

Guaranteed position (subject to availability) - contract rate +15%

Inserts - from \$125 per 1,000. Please enquire for more details.

PAYMENT TERMS:

Invoices are **7 day terms**.

Rates are **PER MONTH** and are **Ex-GST**.

* PLEASE NOTE:

Basic ad production will be charged at the above subsidised rates. Complex Artwork design, (e.g. deep-etching and vignettes) can be prepared by AFLOAT's in-house design team and will be charged at trade-house rates. Any changes made to repeat material or changes made to electronic files will also be charged at trade-house rates. For more information or if you have any questions please call the Production Manager on (02) 9417 6499. **All rates subject to change.**

Prices do not include Agency commission.





MECHANICAL SPECS

All measurements in Millimetres

Full Page

Image 175 (w) x 245 (h)
 Trim 195 (w) x 270 (h)
 Bleed 205 (w) x 280 (h)

Double Page Spread

Image 365 (w) x 245 (h)
 Trim 390 (w) x 270 (h)
 Bleed 400 (w) x 280 (h)

1/2 Page Horizontal

175 (w) x 120 (h)

1/2 Page Vertical

85 (w) x 245 (h)

1/3 Page Vertical

55 (w) x 245 (h)

1/3 Page Horizontal

175 (w) x 80 (h)

1/4 Page

85 (w) x 120 (h)

1/6 Page Vertical

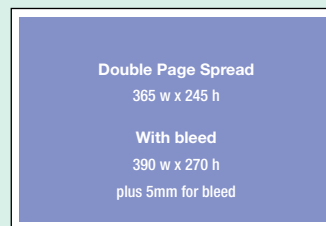
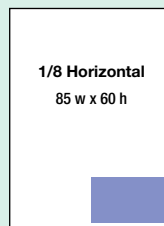
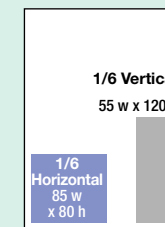
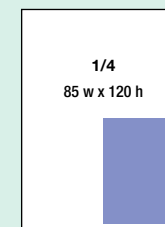
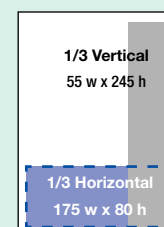
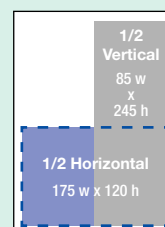
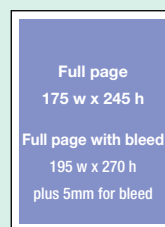
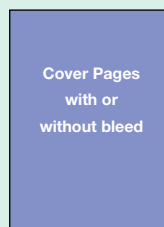
55 (w) x 120 (h)

1/6 Page Horizontal

85 (w) x 80 (h)

1/8 Page

85 (w) x 60 (h)



Advertising material requirements

Electronic Art Files – can be supplied on CD, via email or DropBox.

Preferred

1. **PDF file** – high resolution for press.
2. **JPEG image** – 300 dpi minimum.

AFLOAT WEBSITE

AFLOAT's website offers the opportunity to directly access your boating target market through multiple advertising opportunities:

- **Sponsored Content**
- **Medium Rectangle (MREC) 300x250**
- **Leaderboard 728x90**
- **Half Page Vertical 300x600**

Formats accepted: GIF, JPG, PNG

All Prices Per month ex-GST	Home Page	Article pages	Directory Pages	Classified Pages	Boats For Sale
Sponsored Content*		\$1,100			
MREC 300 x 250	475	350	350	350	350
Leaderboard 728 x 90	350				
Half Page Vertical 300 x 600		425	425	425	425
Newsletter per Edition ex-GST (distribution approx 4,200 subscribers)					
Newsletter Tile 728 x 250	\$350 / edition				
Newsletter Leaderboard	\$150 / edition				
Newsletter MREC	\$150 / edition				
Newsletter PR	\$200 / edition - includes one photo, text (40 words max) and linked button				

Prices do not include Agency commission.

DIGITAL MAGAZINE

The AFLOAT digital magazine is published monthly and released to coincide with distribution of the print edition.

Print advertisers gain added value through the digital publication with interactivity throughout the magazine with Live URLs and the option of QR Code links from ads to websites.

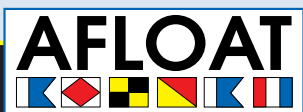
Specifications

JPG, PNG, GIF or Animated GIF	Pixels
Leaderboard	728 x 90
MREC	300 x 250
Half Page Vertical	300 x 600

Production Costs - GIFs

Leaderboard, Half Page Vertical - static	\$125
Leaderboard, Half Page Vertical - animated	\$150
MREC	\$75
MREC - animated	\$100

Prices are exclusive of GST



Media kit 2021



DEADLINES 2021

Cover date	Ad booking / copy deadline	Ad material deadline	Magazine distribution
January 2021	Dec 7	Dec 11	Dec 29
February	Jan 11	Jan 15	Jan 29
March	Feb 8	Feb 12	Feb 26
April	March 15	March 19	April 1
May	April 12	April 16	May 1
June	May 10	May 14	May 28
July	June 11	June 18	July 2
August	July 12	July 16	July 30
September	August 9	August 13	August 27
October	Sept 13	Sept 17	Oct 1
November	Oct 11	Oct 15	Oct 29
December	Nov 8	Nov 12	Nov 26
January 2022	Dec 6	Dec 10	Dec 30

HEAD OFFICE

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ADVERTISING

For Advertising Enquiries contact:
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