



ad specifications

**massage**  
AUSTRALIA

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*Keeping you in touch!*

## snapshot

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Massage Australia Magazine is the premier massage therapy publication in Australia. For more than ten years Massage Australia Magazine has been a trusted, informative resource to people involved and working in the tactile and complementary industry.

This wonderfully designed and illustrated, full colour magazine is sold and distributed to newsagencies throughout Australia and areas of New Zealand. Massage Australia is a quarterly issue with distribution quantities of around 6,500. Each publication is also distributed to around 1,000 financial members of Massage Australia.

## magazine scope

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Massage Australia Magazine seeks to empower, inform and entertain its readers through accurate well-rounded and cutting-edge editorial content. Published quarterly, Massage Australia provides information to the industry and savvy readers, from an experienced team of practitioners and industry educators. For over 10 years, Massage Australia has been providing readers with an insight into industry movement, skills and development, and general interest information without judgment or criticism, offering knowledge, by keeping readers "in the know".

Massage Australia Magazine is Keeping You In Touch.....

## principles & ad placement

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The amount of advertising accepted by Massage Australia is controlled to maintain the integrity of the magazine. By limiting the number of advertisements per issue, the overall design, readability and inviting nature of the magazine is maintained to benefit the reader and the advertiser.

As a general rule, ads are placed according to size, starting with largest to smallest, full page, half page, third of a page and then quarter page. In most cases, the larger ads will appear in the first half of the magazine where as the smaller ads will appear towards the second half of the magazine. Consecutive ad bookings are given priority, were possible, to be placed at the start of their group size.

# explanation of ad specifications

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- The **Document Size** of *Massage Australia* is A4 (210mm x 297mm)
- The **Trim Area** is the size of your ad. Set your artwork up for this size.
- The **Bleed** is the extra artwork required outside the Trim Area to allow for minor inaccuracies when the document is cropped. Wherever any page element touches the edge of your artwork, continue it outside of your Trim Area by 5mm.



## material requirements

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- Supply Macintosh compatible as either high res pdf, inDesign, Illustrator, eps or tiff
- Files under 10MB can be emailed to [info@massageaustralia.com.au](mailto:info@massageaustralia.com.au)
- All logos to be supplied as eps, or high res tiff/jpg
- All artwork to be supplied in CMYK colour mode
- All images to be supplied at 300dpi
- All material to adhere to trim sizes and where relevant to be provided with 5mm bleed
- All fonts to be supplied, or outlined/embedded

## advertising rates

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AD SIZE	CASUAL	2 ISSUES (Consecutive)	3 ISSUES (Consecutive)	4 ISSUES (Consecutive)
COVERS	\$1,480	\$1,380	\$1,280	\$1,200
FULL PAGE	\$1,070	\$1,020	\$980	\$930
HALF PAGE	\$650	\$630	\$590	\$550
THIRD PAGE	\$480	\$450	\$420	\$390
QUARTER PAGE	\$380	\$360	\$340	\$320

## advertising & artwork deadline

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Advertising deadlines are currently the first week in Feb, May, and August and the last week in October. Artwork must be received three weeks prior to the date of issue publication.

## payment

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Payment for all new advertisers is required three weeks prior to the date of issue being published.

**PLEASE SEND ALL ARTWORK TO:**

**MESSAGE AUSTRALIA:** P.O BOX 198, BARGO NSW 2574.  
PH: 02 4883 9500. FAX: 02 4883 9805 EMAIL: [info@messageaustralia.com.au](mailto:info@messageaustralia.com.au)