



The WALKLEY Magazine

Celebrating excellence

The Walkley Magazine: Inside the Media in Australia and New Zealand is Australia's premier media publication, produced by The Walkley Foundation for Excellence in Journalism, custodians of the nation's most prestigious media accolades, The Walkley Awards.

The Walkley Magazine is issued five times annually. Each full-colour edition is filled with original stories, opinion, reviews, photographic essays and cartoons. Content is solicited from those journalists, photographers and artists at the forefront of their respective fields.

The Walkley Magazine is not only read by the Australian media's finest, it is discussed, debated and kept as a record of the most relevant media issues of the day.

The magazine for opinion leaders

Readers of *The Walkley Magazine* are opinion leaders. They form the ideas, stories, editorial, and images that mould our view of the world.

Over 10, 000 journalists, photographers and artists across Australia receive *The Walkley Magazine* and it is also distributed to premier sponsors, libraries, universities, public relations companies and private subscribers.

The readers of *The Walkley Magazine* are:

- at the media forefront
- influential in leading public opinion
- high consumers of technology, information and books
- people with home office equipment
- regular travellers for both work and home
- considered and thoughtful consumers.

A telephone survey of 150 AJA section members showed the magazine was widely read and popular among members. Ninety per cent thought the magazine was excellent or good and over 70 per cent read more than half of each issue.

Your message in their hands

Advertising in *The Walkley Magazine* will get your message to the source – the source of Australian media messages. Whether you're promoting a product or an idea include *The Walkley Magazine* as part of your media relations strategy.

Deadlines for 2011

Issue	Distribution Date	Bookings Close	Artwork required
Feb/April Issue 65	February 18	January 25	February 1
May/June Issue 66	April 29	April 6	April 15
August/Sept Issue 67	July 20	June 26	July 1
Oct/November Issue 68	October 20	September 21	October 2
Dec/Feb 2012 Issue 69	November 24	October 25	November 7

Advertising Rates and Sizes

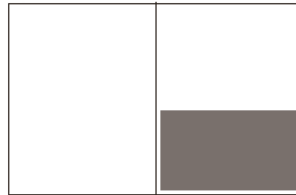
Single Page	Trim Size	Type Area	Bleed Size*	Cost	Cost incl. 10% GST	Special Yearly Rates	
						15% discount for 5 issues (prices include 10% GST) per ad	year total
Full page	297 x 230	261 x 202	307 x 240	\$2415	\$2657	\$2259	\$11295
Half page horizontal	202 x 120	-	-	\$1512	\$1664	\$1415	\$7075
Quarter page horizontal	202 x 55	-	-	\$1014	\$1116	\$949	\$4745
Strip ad – horizontal	202 x 30	-	-	\$566	\$623	\$530	\$2650
Double page spread**	297 x 460	261 x 425 (allow 4mm for centre gutter)	307 x 470	\$3812	\$4194	\$3565	\$17825

Technical Specifications for Artwork

The Walkley Magazine format is wide A4 (297 mm x 230 mm) and includes between 32 and 72 pages of full colour, depending on the issue.



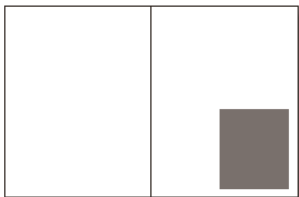
FULL PAGE
230x297mm + 5mm bleed



1/2 PAGE - Horizontal
202x120mm



Tribute ad 202x100 mm
WALKLEYS YEARBOOK ONLY



1/4 PAGE - Vertical
98x120mm



1/4 PAGE - Horizontal
202x55mm



STRIP ad
202x30mm

TECHNICAL SPECIFICATION FOR ARTWORK:

- Please supply finished artwork as a high resolution pdf with all images and colours CMYK, resolution of 300dpi. Fonts must be embedded.
- We can also accept Adobe InDesign CS4, Illustrator CS4, Photoshop files (please include all images and Mac fonts).
- We prefer tribute ads which need to have winners names dropped in supplied as Adobe InDesign CS4 (include all images and Mac fonts), but we can also accept Illustrator CS4 (fonts not outlined - include all images and Mac fonts) or pdf (with area for name left blank with instructions and/or sample of font to be dropped in).

Any advertising design or layout will attract an additional charge. If you have other requirements regarding placement or size of ad please contact the advertising coordinator.

For advertising queries, please contact:

Julian Larnach
Program Co-Ordinator
The Walkley Foundation
T: 02 9333 0968
E: julian.larnach@alliance.org.au



Fax To: Barbara Blackman – The Walkley Foundation

Fax number: 02 9333 0933

Email: barbara.blackman@alliance.org.au

Phone: 02 9333 0921

I confirm my advertising/listing booking for *The Walkley Magazine*.

Please circle one:

Feb-April May-June Aug-Sept Oct-Nov Dec-Feb

Contact name:

Position:

Organisation:

Contact telephone:

Contact Fax:

Description of Advertisement:

.....

Size and Cost:

Please sign below to confirm the booking of advertising space and the details above.

Signed: Date:

Please circle below if you would like us to contact you prior to each issues advertising deadline.

Yes

No