



The WALKLEY Magazine

Celebrating excellence

The Walkley Magazine – Inside the Australian Media is part of the ongoing program of the Walkley Awards – Australia’s premier awards for excellence in journalism.

The Walkley Magazine, issued five times in 2009, is Australia’s major publication dedicated to exploring media issues for media people. The magazine is published by the Walkley Foundation, an organisation run for journalists by journalists.

Each full-colour edition is packed with original stories, opinion, reviews, photographic essays, illustrations and cartoons. Only those journalists, photographers and artists considered to be at the peak of their profession are asked to contribute.

The Walkley Magazine is not only read by Australia’s finest media people, 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 ten thousand journalists, photographers and artists across Australia receive the Magazine in their mailboxes. *The Walkley Magazine* is also distributed to premier sponsors, libraries, universities, media and PR 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% read 50% or more 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.

Advertising queries: Alison Larsen, 02 9333 0917 or email alison.larsen@alliance.org.au

Deadlines

| Issue | Distribution Date | Bookings Close | Artwork required by | Inserts required by |
|---------------|-------------------|----------------|---------------------|---------------------|
| February 2009 | February 19 | January 20 | January 30 | February 9 |
| May 2009 | April 20 | March 23 | April 4 | April 10 |
| July 2009 | July 6 | June 8 | June 12 | June 29 |
| October 2009 | August 12 | July 14 | July 24 | August 3 |
| December 2009 | November 27 | October 27 | November 6 | November 17 |

Advertising Rates and Sizes

| Single Page | Trim Size | Type Area | Bleed Size* | Cost | Cost incl. 10% GST | Special Yearly Rates | |
|-------------------------|-----------|--|-------------|--------|--------------------------|----------------------|------------|
| | | | | | | per ad | year total |
| Full page | 297 x 230 | 261 x 202 | 307 x 240 | \$2415 | \$2657 | \$2259 | \$13554 |
| Half page horizontal | 202 x 120 | - | - | \$1512 | \$1664 | \$1415 | \$8490 |
| Quarter page horizontal | 202 x 55 | - | - | \$1014 | \$1116 | \$949 | \$5694 |
| Strip ad – horizontal | 202 x 30 | - | - | \$566 | \$623 | \$530 | \$3180 |
| Double page spread** | 297 x 460 | 261 x 425 (allow 4mm for centre gutter) | 307 x 470 | \$3812 | \$4194 | \$3565 | \$21390 |



Preferred Positions

| | |
|------------------------------------|-------|
| Outside back cover or Inside front | + 20% |
| Inside back cover | + 15% |
| Adjacent to first news page | + 15% |

Education and Award listings

The Walkley Magazine includes a section listing journalist and media education providers and a section listing journalism awards. The cost of an education or award listing is \$510 including GST or \$865 including GST for 2 listings. Education and award listings appear in the June and December magazines only.

Inserts

The cost of a basic national one-page insert in *The Walkley Magazine* is \$2290 (incl. GST) delivered direct to our mail house. Details will be provided when booking is confirmed.

Technical Specifications for Artwork

The Walkley Magazine format is wide A4 (297 mm x 230 mm) and includes 32-72 pages of full colour.

Artwork can be supplied by email, or on CD (with laser print) as a high resolution pdf (embedded fonts, cmyk at 300dpi).

We can also accept files in Adobe InDesign, Illustrator, Photoshop or Quark Xpress – please include all images (300dpi) and fonts (Mac).

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, contact Alison Larsen on 02 9333 0917 or via email at alison.larsen@alliance.org.au.



Fax To: Alison Larsen – The Walkley Foundation

Fax number: 02 9333-0933

Email: alison.larsen@alliance.org.au

Phone: 02 9333 0917

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

Please circle one:

February April June August October December

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