

# AT LAST, OUR BIG COUNTRY HAS A BIG OUTDOORS MAGAZINE



Your advertisement in our unique annual publication has the potential to reach hundreds of thousands of members and readers per year. *Great Australian Outdoors* has two distinct target audiences: the SSAA's membership and the casual newsstand reader. The majority of our nearly **200,000+ members** are already avid outdoors enthusiasts.

A recent intensive internal survey found that of our membership:



As a perfect-bound, high-quality coffee table-style publication, your advertisement and the magazine itself will have a long shelf life.

In between new issues of *Great Australian Outdoors* we will support and promote your business online to our readers and your potential customers.

Advertisers and supporters of *Great Australian Outdoors* can also be featured on our website ([greastralianoutdoors.com.au](http://greastralianoutdoors.com.au)) and mentioned on the *Great Australian Outdoors* Facebook and Instagram pages.



## 2019 International Creative Media Awards

**Great Australian Outdoors magazine**

- Travel & Photography Magazine Award
- Award for Excellence

## Great Australian Outdoors

The enthralling *Great Australian Outdoors* is an educational and entertaining magazine that uniquely features destination, exploration and conservation. We've consulted with academics, environmental experts and the custodians of the land and seas, be they farmers, fishers or those charged with protecting it for future generations.

Inside we visit beautiful locations, review outdoor products and pertinent books, provide practical vehicle, survival and travel tips, cover a huge array of topical Australian issues and much more.

### Full page

**\$1835**  
per issue

203x270mm

### Outside back cover

**\$2435**  
per issue

203x270mm

### Inside back cover

**\$2125**  
per issue

203x270mm

### Inside front & page 3

**\$3800**  
per issue

406x270mm Full Spread



## Specifications

*Great Australian Outdoors* is perfect bound and printed web offset throughout.

All ready artwork must be supplied digitally as a high resolution CMYK PDF, either delivered by email or CD.

All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be embedded.

## Contact

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### Rates

Full Page	\$1835
1/2 Page	\$1020
1/3 Page	\$815
1/4 Page	\$410

### Cover Pages

Inside front cover & page 3	\$3800	<i>Offered as a spread only</i>
Outside back cover	\$2435	
Inside back cover	\$2125	

### Bled-Edge Ads

	Safe (10mm within trim)	Trim (edge of page)	Bleed (5mm over trim)
Full Page:	177mm x 115mm	203mm x 270mm	213mm x 280mm
Full Spread:	396mm x 260mm	406mm x 270mm	416mm x 280mm

### Inset Ads

	Width x Height (mm)
1/2 Horizontal:	177mm x 115mm
1/2 Vertical:	86mm x 229mm
1/3 Horizontal:	177mm x 79mm
1/3 Vertical:	56mm x 229mm
1/4 Horizontal:	177mm x 57mm



#### Safe

All important elements should be placed within the safe edge - 10mm within trim.

#### Trim

This is the edge of the final printed page.

#### Bleed

Bleed is printing that goes beyond the edge of where the page will be trimmed so as to not leave a thin white edge.



## Space booking and artwork deadlines

Cover issue	Space booking	Material due	Ad artwork due	Mag release
Issue 3	April 29	May 6	May 20	July 2021