

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



Your advertisement in our 'evergreen' periodic publication will appeal to readers who enjoy the splendour that is the Australian outdoors to include grey nomads, campers, fishers, hunters, 4WDers, caravanners, boaties, tourists and those with a more scientific thirst. There's never been a better time to explore Australia's great outdoors and our extensive readership is making the most of it. Advertise with us to join the adventure.



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* may also be featured on our [greaaustralianoutdoors.com.au](http://greaaustralianoutdoors.com.au) website and the *Great Australian Outdoors* Facebook and Instagram pages.



## International Creative Media Awards

**Great Australian Outdoors magazine**  
• Travel & Photography Magazine Award  
• Award for Excellence

## Great Australian Outdoors

The new and exciting *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 pertinent outdoor products and books, provide practical vehicle, survival and travel tips, cover a huge array of topical Australian issues, interesting stories 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



## 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	

## 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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## 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 Makeup	Complete Artwork	Mag release
Issue 4	20 October	24 November	1 December	2 February 2023