

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 including 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 with a circulation of 40,000 per edition, 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 greaustralianoutdoors.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 fresh 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 sea, 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.

Rates

Full Page	\$1890
1/2 Page	\$1050
1/3 Page	\$840
1/4 Page	\$425

Cover Pages

Inside front cover & page 3	\$3915	<i>Offered as a spread only</i>
Outside back cover	\$2510	
Inside back cover	\$2190	

Full page

\$1890
per issue

203x270mm

Outside back cover

\$2510
per issue

203x270mm

Inside back cover

\$2190
per issue

203x270mm

Inside front & page 3

\$3915
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

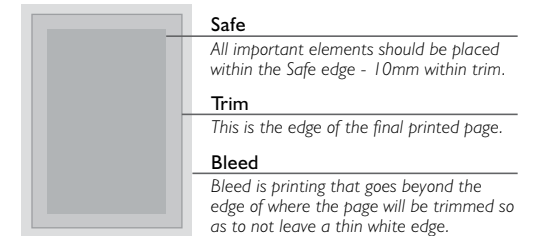
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Bled-Edge Ads

	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



Space booking and artwork deadlines

Cover issue	Space booking	Material Makeup	Complete Artwork	Mag release
Issue 5	TBA	TBA	TBA	Mid 2024