



*The UK's fastest selling magazine
for Down Under*

Media information | 2011

About the magazine

■ Australia & New Zealand magazine is the UK's ONLY magazine dedicated to Down Under. It is filled with unbiased and informative articles for travellers and migrants, as well as being packed with inspiring travel ideas, expert advice on moving Down Under, delicious food and wine, real-life stories, homes, lifestyle and competitions.

Recognising that today's travellers are tomorrow's migrants, the magazine delivers a unique blend of aspirational travel features alongside independent and targeted migration advice.

Our cover price of £3.99 ensures that we deliver a committed and targeted audience for our advertising partners.

The magazine is available through Tesco, Sainsbury's, WHSmith and other leading magazine outlets. We also regularly market the publication to a national audience via our websites and print publications, as well as adverts in the national press, exhibitions and email newsletters.

fact:

NUMBER OF READERS
PER MONTH

40,000



Our readers

- ABC1, 55% male, 45% female, 76% 25-49 years old.

Travel

- 67% are interested in travelling Down Under and 47% have visited Australia or New Zealand at least once before.
- 75% intend to spend over £3,000 on their trip and 25% intend to spend over £5,000.
- 44% plan on travelling for four weeks or more.
- Areas of most interest are New Zealand (35%), Queensland (13%), Western Australia (12%) and NSW (11%).

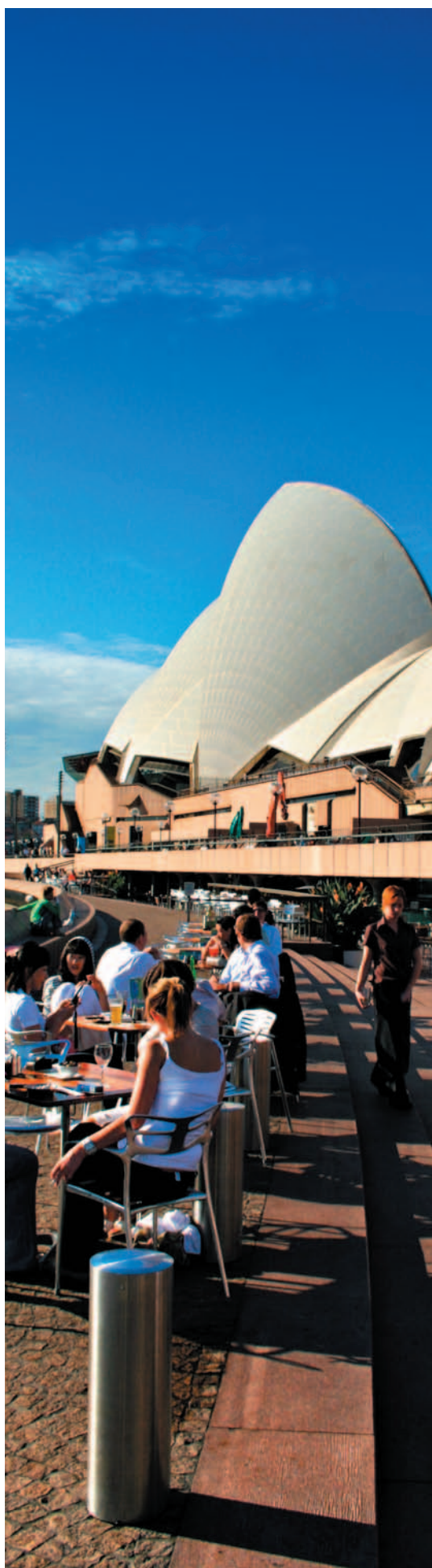
Migration

- 44% of readers are interested in migrating to Australia.
- 32% are interested in migrating to New Zealand.
- 33% intend to migrate within the next 2 years.

fact:

VISITOR ARRIVALS FROM THE UNITED KINGDOM TO AUSTRALIA AND NEW ZEALAND HAVE GROWN BY OVER

30% SINCE 2000





Our websites

- **GetMeDownUnder.com**
- the UK's number one social network for down under
- Over 7,000 visitors a month
- Blogs, photos and sharing features drive loyalty
- Gives us 24/7 visibility to a global audience



- **WorkingDownUnder.co.uk**
- your one-stop solution for jobs in Australia and New Zealand
- Reach 1,000's of jobseekers dedicated to finding a job down under
- Backed by quality content and a dedicated section in Australia & New Zealand magazine
- Advertise for as little as £1.60 a day



■ **PLUS!!!!**

Sign up for our unique 'Migration Finder' service and reach a targeted audience eager to hear about your products and services.



Why advertise?

Advertising with us means that you will benefit from:

- A high quality editorial environment, and a magazine produced to the most exacting standards every month
- A passionate audience of over 40,000 readers each month, interested a life Down Under and the products and services our advertising partners offer
- Innovative online solutions that reach a global audience
- National newsstand distribution through WHSmith, Tesco and other leading retailers
- Targeted email database that delivers your message to the right audience



"Australia and New Zealand Magazine and the Down Under Live events continue to be vital marketing tools for Westpac's successful promotion to the UK migrant market"

ANTHONY DAVIDSON WESTPAC



Rate card

1 issue 6 issues 12 issues

DISPLAY SECTION

DPS	£3,900	£3,300	£2,600
Full Page	£2,100	£1,900	£1,200
Half page	£1,055	£844	£570
Quarter page	£550	£440	£300

Please note - positional guarantees within the first 20 pages are charged at ratecard plus 7%

CLASSIFIED SECTION

Half Page	£1,100	£900	£800
Quarter page	£600	£450	£330
8th page	£300	£220	£190
16th page	£150	£125	£100
Migration Agent	£150	£130	£100

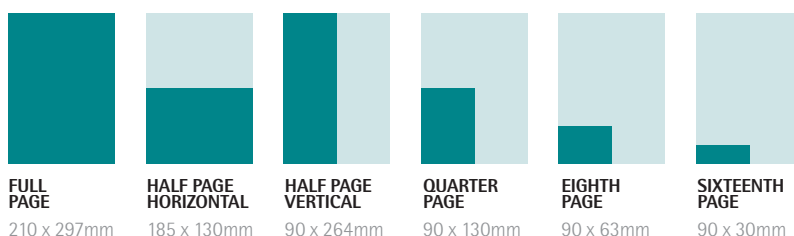
ONLINE ADVERTISING

Display (banners, skyscrapers)	£35 cpm
MPU (300x250 rectangle)	£40 cpm
Online Employer Listing (12 month)	£99
Migration Finder Sponsorship (12 month)	£3,600
eNewsletter Sponsorship (minimum 4,000)	£275 cpm

For bespoke sponsorship opportunities, website advertising and creative solutions, please contact the sales team

"Thanks to Australia & New Zealand Magazine, our revenue has doubled!"

Specifications



- Please keep all 'live' material 5mm from trim and allow for gutter if supplying artwork for a double page spread.
- We advise full page and double page spread advertisers to supply a cromalin proof to ensure accurate colour matching at press.
- We can accept finished artwork in the following file formats: PDF, TIF, EPS and JPEG.
- Please ensure your files are high resolution (300dpi), CMYK, with fonts embedded.
- We are also able to accept artwork created in Quark Xpress, Illustrator, InDesign & Photoshop. Please ensure that all images and font files are also included where necessary and follow the same specifications above.
- Any artwork not supplied in one of the above formats, or requiring preparatory work, will be charged £25.
- Send all copy to production@edpltd.co.uk or Australia Et New Zealand Magazine Production Department, Evolve Digital Publishing, 3 The Old Estate Yard, North Stoke Lane, Upton Cheyney, Bristol BS30 6ND.
- Australia Et New Zealand Magazine reserves the right to run previous copy if deadline is exceeded.

Contacts

Australia & New Zealand magazine

Evolve Digital Publishing
3 The Old Estate Yard
North Stoke Lane
Upton Cheyney
Bristol BS30 6ND
UK
TEL +44 (0)117 9323 586

PUBLISHER

JOHN WEIR
TEL +44 (0)117 9323 586
EMAIL john.weir@edpltd.co.uk

ADVERTISING MANAGER

DAMIAN HUGHES
TEL +44 (0)117 9323 586
EMAIL damian.hughes@edpltd.co.uk

BUSINESS DEVELOPMENT MANAGER

TOM ROWLANDS
TEL +44 (0)117 9323 586
EMAIL tom.rowlands@edpltd.co.uk

CLASSIFIED SALES EXECUTIVE

MAGGIE FOX
TEL +44 (0)117 9323 586
EMAIL maggie.fox@edpltd.co.uk



Call **+44 (0)117 9323 586**
to reserve your space today