

AUSTRALIAN

Wildlife

[secrets]

Australia's Premier Wildlife magazine

- Dynamic, innovative and eye catching
- Add your own links to your websites
- One click links to your videos, banners or specials
- Combine both print and online marketing mediums for one price
- Get great online exposure and marketing



ONLINE ADS

now available



bi-monthly magazine **ONLINE & PRINT**

AWS ADVERTISERS' GUIDE

Would you like to promote your organisation, products or services to a targeted, broadly distributed audience?

Australian Wildlife Secrets is Australia's only print and online wildlife magazine. We offer the full suite of marketing wonders from the coveted online splash page through to the print version back cover. Online ads have a range of additional marketing avenues such as videos, pop ups and direct site links. Never before have Australian readers had the chance to be reached this way!

Wildlife Secrets is published six times a year with Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Sep/Oct and Nov/Dec issues. The magazine is sold to both subscribers and retailers and has a circulation of over 5,000. The average readership is several times this number as, due to its subject matter, it has a long shelf-life and high pass-along rate.

Wildlife Secrets magazine covers all aspects of wildlife, including caring for wildlife, conservation, beautiful places to visit, reviews, guides, DIY articles and, of course, stunning photos! This magazine is suitable for everyone, including families, wildlife enthusiasts, carers, wildlife professionals, educational institutions and anyone with even a passing interest in Australian fauna. **Wildlife Secrets'** readers are passionate about their Australian wildlife and enjoy nurturing and caring for Australian fauna. Our readers travel extensively to get glimpses of their favourite animals, photograph the wildlife in their natural surrounds and then communicate their experiences to friends.

This is your opportunity to secure an audience using products and services aligned to Australian travel, wildlife, adventure, photography, camping and hiking, pet care, wild animal rescue, recreation, the latest useful technology and much more.

Read on for more details, our booking form and advertising specifications. Please contact us to investigate ways to promote your business and products through **Australian Wildlife Secrets** magazine.

ISSUES

- **Vol 2 No 6**
MAY/JUN 2013 ISSUE
Published: 1/06/13
- **Vol 3 No 1**
JUL/AUG 2013 ISSUE
Published: 2/08/13
- **Vol 3 No 2**
SEP/OCT 2013 ISSUE
Published: 4/10/13
- **Vol 3 No 3**
NOV/DEC 2013 ISSUE
Published: 3/12/13

BOOKINGS

Fill in our Order Form and contact **Simon Watharow**
Wildlife Secrets Pty Ltd
ABN 66 147 689 261
PO Box 901
Glebe NSW 2037
T +61 (0)400 809 922
F +61 1300 852 114

simon@wildlifesecrets.com.au
www.wildlifesecrets.com.au

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Material specifications

File Format: PDF (Adobe Portable Document Format)
Images: 300dpi minimum when scaled at 100%
Image mode: CMYK
Email finished artwork to simon@wildlifesecrets.com.au

Note: **Australian Wildlife Secrets** is also able to create professional standard advertisements/convert Word and other formats to advertising specs for insertion in the magazine, for a fee. Should you require this service, please contact us to discuss this further.

Advertising Specifications*

Full Page Options

1. Full page no bleed: 200 mm x 287 mm. This option allows for a 5 mm white margin all round.
2. Full page bleed: 210 mm x 297 mm

Half page options

1. Half page vertical no bleed: 95.5 mm x 287 mm
2. Half page vertical bleed: 100.5 mm x 297 mm
3. Half page vertical column size: 88.5 mm x 263 mm
4. Half page horizontal no bleed: 200 mm x 143 mm
5. Half page horizontal bleed: 210 mm x 148 mm
6. Half page horizontal column size: 183 mm x 134 mm

Third page options

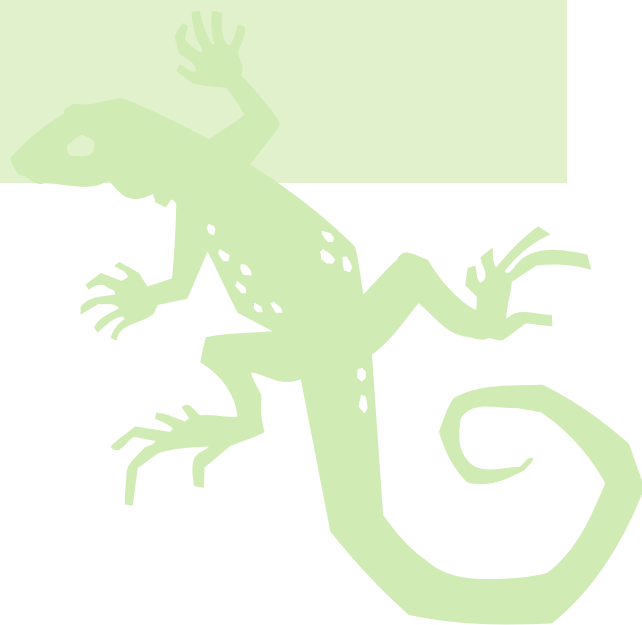
1. Third page vertical no bleed: 64 mm x 287 mm
2. Third page vertical bleed: 69 mm x 297 mm
3. Third page vertical column size: 57 mm x 263 mm
4. Third page horizontal no bleed: 200 mm x 89 mm
5. Third page horizontal bleed: 210 mm x 99 mm
6. Third page horizontal column size: 183 mm x 86 mm

*Note:

- For all 'bleed' options, add 5 mm bleed all round.
- Ensure that all text and logos have at least 5 mm clearance from the trim area.
- All 'no bleed' options sit wholly within the page trim area.
- All 'column size' options sit wholly within the live editorial text area.

ADVERTISE WITH WILDLIFE SECRETS:

- Promote your products to a green audience
- Highlight key wildlife issues
- Participate in a wildlife initiative that sets itself apart
- Gain momentum and prestige for your company within a growing and wide-ranging demographic
- Use a magazine platform to package your products and offerings
- Reinvigorate your profile every two months



Contractual

All advertising is subject to approval by the publisher.

The publisher's liability for any error will not exceed the cost of the space unit.

The advertiser or advertising agency is liable for any and all claims that arise out of or in connection with print or online advertisements.

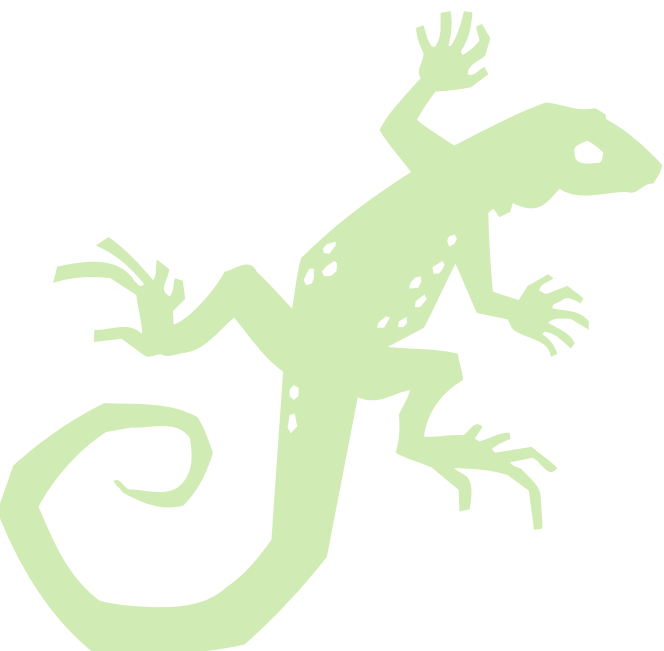
If the advertiser does not furnish new advertising material by the closing deadline, the publisher will repeat the last inserted advertisement.

Ads not meeting the above requirements are subject to alteration at our discretion.

Alterations in copy and/or size will be charged to the advertiser.

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Please complete and return order form by fax, mail or email to **Simon Watharow** at **Australian Wildlife Secrets:**

FAX to: 1300 852 114

MAIL to: PO Box 901, Glebe NSW 2037

EMAIL to: simon@wildlifesecrets.com.au

Advertising Rates

PRICES (EXCLUDING GST)

Type	1 x (Casual)	3 x (6 mths)	6 x (Year)
Back cover	\$2,000	\$5,000	\$9,000
Inside cover	\$1,400	\$3,000	\$6,000
Full page	\$1,100	\$2,500	\$5,000
Half page	\$650	\$1,500	\$3,000
Third page	\$450	\$1,000	\$1,800
Quarter page	\$300	\$800	\$1,500
Classified			\$450

Advertising Order Form

ADVERTISER'S DETAILS

Advertiser:	
Contact name:	
Postal address:	
State / Postcode:	
Telephone / Mobile:	
Email:	

ORDER DETAILS

Type	No. of issues	Total cost
Back cover		\$
Inside cover		\$
Full page		\$
Half page: Horizontal <input type="checkbox"/> Vertical <input type="checkbox"/>		\$
Third page: Horizontal <input type="checkbox"/> Vertical <input type="checkbox"/>		\$
Quarter page		\$
Classified		\$

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app available **JUNE 2013**

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