

# Your guide to doing good.

INSPIRE  
MOTIVATE  
EDUCATE  
COMMUNICATE



# Rotary Down Under Magazine



“ Rotary Down Under is the official Rotary International publication circulated monthly throughout Australia (24,000 members), New Zealand and the South-West Pacific region (7,000 members) to approximately 62,000 readers who are influential and discriminating consumers – leaders of business, industry, public service, the general community and their families. ”

# Rotary International



“ Rotary International is an organisation of business and professional men and women united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world ... ”



## ALL ABOUT: ROTARY DOWN UNDER

A priority for *RDU Magazine* is to keep its members up-to-date on the latest news, developments and humanitarian projects, focusing on vocational, international and community service, with positive themes featuring business, finance, technology, lifestyle, travel, health and wellbeing, with *RDU Magazine* an essential tool in helping to achieve that goal.

For advertisers, *RDU Magazine* provides access to Rotary members, allowing them to target a captive audience on their newest products, technological advancements and information relevant to their specific brands.

*RDU Magazine* has been published monthly for over 60-years and distributed to approximately:

- 24,000 – Australia
- 7,000 – New Zealand and South-West Pacific Region

## PRINT ADVERTISING PRICES

Cover Position Loading 15%

Prime Position Loading 10%

### Inserts (per thousand) \$90 +GST

#### Advertisement creation services

A full design and creative advert make-up service is available to advertisers at the following rates:

Double Page Spread \$280\* +GST

Full Page \$210\* +GST

Half Page \$140\* +GST

Third Page \$140\* +GST

Quarter Page \$140\* +GST

*\*Advert design prices include one high resolution stock image and one round of changes. Images are then charged at \$30 +GST per image and changes at \$17.50 +GST per 15 minutes.*

#### Double page spread advertisement (prices are per edition)

Casual: \$5830 +GST

3 editions: \$5335 +GST

6 editions: \$4730 +GST

Annual: \$4455 +GST

#### Full page advertisement (prices are per edition)

Casual: \$3520 +GST

3 editions: \$3025 +GST

6 editions: \$2805 +GST

Annual: \$2585 +GST

#### Half page advertisement (prices are per edition)

(Vertical/Horizontal)

Casual: \$2090 +GST

3 editions: \$1760 +GST

6 editions: \$1595 +GST

Annual: \$1430 +GST

#### Third page advertisement (prices are per edition)

(Vertical/Horizontal)

Casual: \$1650 +GST

3 editions: \$1375 +GST

6 editions: \$1210 +GST

Annual: \$990 +GST

#### Quarter page advertisement (prices are per edition)

(Vertical/Horizontal)

Casual: \$1320 +GST

3 editions: \$1155 +GST

6 editions: \$990 +GST

Annual: \$880 +GST

**\*Australian market only – less 20%**

**\*New Zealand market only – less 40%**

**Contact advertising staff for details.**

# DIGITAL ADVERTISING PRICES

## Digital edition advertisement

Your print advertisements will appear in the digital edition, but if you wish to add rich media to your advert within the digital editions we can insert image galleries and/or videos for an additional \$100 + GST

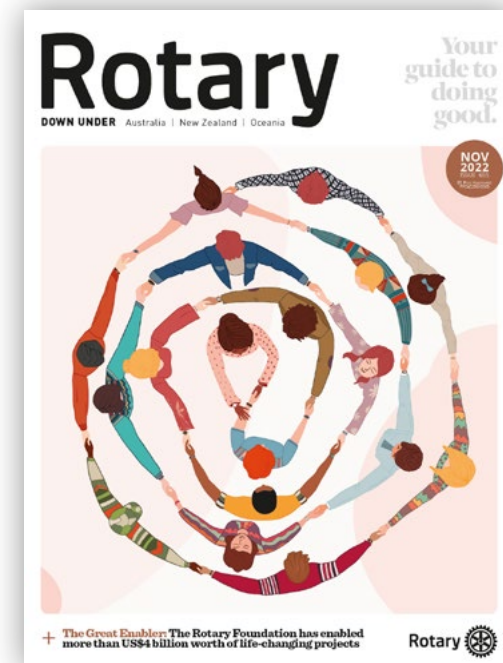
[CLICK HERE TO READ THE DIGITAL EDITION](#)



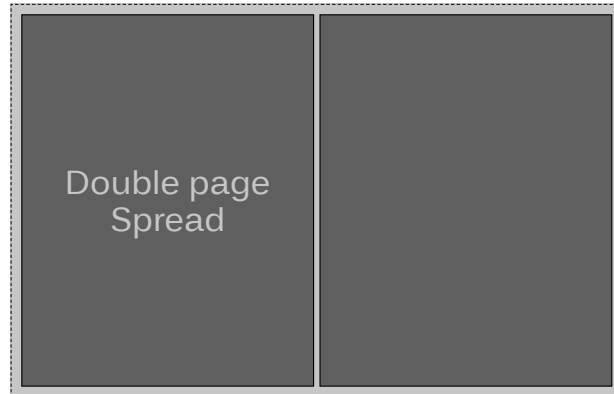
## PUBLICATION DEADLINES

ISSUE	PUBLISH MONTH
<b>Issue 668</b> (February)	February 2024
<b>Issue 669</b> (March)	March 2024
<b>Issue 670</b> (April)	April 2024
<b>Issue 671</b> (May)	May 2024
<b>Issue 672</b> (June)	June 2024
<b>Issue 673</b> (July)	July 2024
<b>Issue 674</b> (August)	August 2024
<b>Issue 675</b> (September)	September 2024
<b>Issue 676</b> (October)	October 2024
<b>Issue 677</b> (November)	November 2024
<b>Issue 678</b> (December/January)	December 2024

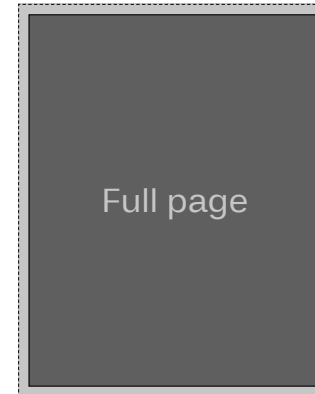
*\*Artwork deadline is 4 weeks prior to month of publication*



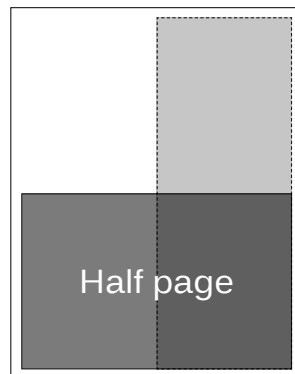
# ADVERTISING SPECIFICATIONS



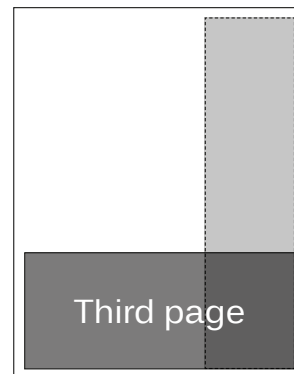
**Double page spread**  
410mm (w) x 276mm (h)  
+ 5mm bleed on all sides  
Safe area: 400mm (w) x 266mm (h)



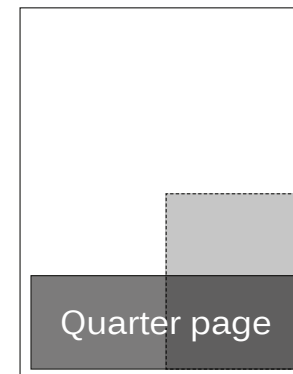
**Full page advertisement**  
205mm (w) x 276mm (h)  
+ 5mm bleed on all sides  
Safe area: 195mm (w) x 266mm (h)



**Half page advertisement**  
H: 165mm (w) x 110mm (h)  
V: 80mm (w) x 229mm (h)  
No bleed required  
No keylines required



**Third page advertisement**  
H: 165mm (w) x 73mm (h)  
V: 52mm (w) x 229mm (h)  
No bleed required  
No keylines required



**Quarter page advertisement**  
H: 165mm (w) x 55mm (h)  
V: 80mm (w) x 110mm (h)  
No bleed required  
No keylines required



## REQUIREMENTS & FILE SUBMISSION



### Essential requirements for digital files:

- Only press optimised PDF files may be submitted to ensure the magazine maintains a high quality
- Image resolution required is 300ppi/dpi
- Images must be saved as CMYK or Grayscale (no RGB, LAB or spot colours)
- Pantone colours must be in CMYK equivalent
- Screen and printer fonts must be embedded
- Double page spreads to be supplied as a single page PDF
- Crop marks set 7mm from trim
- Double page spreads and full page adverts must have 5mm bleed on all four sides
- Large areas of black should have a tint of at least 10% cyan under the 100% black
- Total ink coverage should not exceed 240%
- Body copy text which is black should be set to 100% black (not 4 colour CMYK black)
- When reviewing your PDF on screen ensure that the PDF is viewed with 'Overprint Preview' function turned on

### File submission:

- Email
- Hightail / Dropbox / WeTransfer etc.

Contact Melinda Merton for artwork queries: [melindamerton@bigpond.com](mailto:melindamerton@bigpond.com)

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### Terms and conditions

Rates given are subject to change without notice. All copy is subject to the approval of the editor, who may reject advertising or copy if they feel it necessary. The word advertisement will be placed above or below copy, which, in the opinion of the above, resembles editorial matter. Every care is taken with key numbers but no deduction allowed for errors. Omission on the part of the publisher to insert any advertisement shall not constitute a breach of the advertising order by the publisher, who may at their option insert the advertisement in a subsequent issue. Cancellation deadline is two weeks prior to booking deadline supplied. Cancellations made after this date or artwork that is not supplied by the deadline will still incur the advertising cost. The Advertiser indemnifies RDU Magazine, Rotary Down Under, their employees and agents against any costs, losses, claims, damages or liabilities resulting from any legal action arising from the publications of the advertisement in *RDU Magazine*. Advertisers and/or advertising agencies, upon and by lodging material with the publisher for publication, or authorising or approving of the publication of any material, indemnify the publisher, its servants and agents against all liability claims or proceedings whatsoever arising from the publication and without limited the generality of the foregoing so indemnify each of them in relation to defamation, slander of title, breach of copyright, infringement of trademarks or names or publication titles, unfair competition publication will not give rise to any rights or liabilities in the publisher, its servants or agents. All advertising matter submitted for publication will be accepted only on the understanding that the material is not in contravention of any provision of Part V of the Trade Practices Act and that the publisher may rely upon that understanding.

## CONTACTS

### Editorial:

Meagan Martin

*Editor*

[meaganmartin@rotarydownunder.com.au](mailto:meaganmartin@rotarydownunder.com.au)

+61 413 067 717

### Artwork:

Melinda Merton

*Advertising Design*

[melindamerton@bigpond.com](mailto:melindamerton@bigpond.com)

Rhys Martin

*Editorial Design*

[rhys@imediacorp.com.au](mailto:rhys@imediacorp.com.au)

+61 414 400 385

### Advertising (Australia & New Zealand):

Post: PO Box 7044 Norwest NSW 2153 Australia

Physical: 25/1 Maitland Place, Norwest NSW 2153 Australia

Gay Kiddle

*General Manager*

[gaykiddle@rotarydownunder.com.au](mailto:gaykiddle@rotarydownunder.com.au)

+61 2 8833 8316

Samantha Ausburn

*Club Relationship & Merchandise Manager*

[samausburn@rotarydownunder.com.au](mailto:samausburn@rotarydownunder.com.au)

+61 2 8833 8315

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 [instagram.com/rotarydownunder](https://instagram.com/rotarydownunder)

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