

# Australian skydiver magazine

The Australian Skydiver Magazine (ASM) is a bold, full colour, glossy magazine that showcases the vibrant world of skydiving in Australia and beyond. Published 5 times annually by an independent publisher, the ASM is the flagship of the Australian Parachute Federation (APF). Every member of the APF (including Life Members and Associate members) receive the magazine as part of their annual membership. The ASM is also mailed out to subscribers, officials and VIPs worldwide. There is anywhere between 2,000 and 4,500 depending on APF Membership numbers at the time of distribution. Plus 2,000 copies are distributed to newsagencies throughout Australia. It is estimated that readership of the ASM is around 16,000-20,000 people each issue.

## SPECIFICATIONS

The ASM is standard Australian A4 size, in portrait:

### Display Advertisements

	Size/Dimensions*
Double Page Spread	420mmW x 297mmH
Full Page	210mmW x 297mmH
Half Page Horizontal	210mmW x 144mmH
Half Page Vertical	95mmW x 297mmH
Quarter Page	95mmW x 139mmH
Business Card	95mmW x 50mmH

\*Ensure 3mm bleed is added to the above dimensions.

### Classified Advertisements

Gear for sale listing with photo	One colour photo & max. 50 words	\$55
Standard gear for sale listing	Maximum 50 words	\$33

### DVD Advertisements

Your DVD stuck to the front cover. Quantities supplied ready to distribute or Master Copy supplied ready to replicate, print, insert in plastic sleeve for distribution. Nominate whether to be distributed to APF Members and/or Newsagency copies. Price on Application.

### Limitations

Display, Classified & DVD advertisements must not breach any APF Operational Regulations or APF Code of Ethics.

### Discounts

Discounts are available for bookings and prepayment of consecutive issues:

- 5% discount for 3 consecutive issues
- 10% discount for 5 consecutive issues

### Payment Methods

Tax Invoices are mailed out after the print and distribution of each issue. Preferred method of payment is direct deposit into bank account. Cheque, money order and credit cards are also accepted. Note credit card attract a 3% surcharge.

## ARTWORK

Artwork to be supplied in digital format for Apple Macintosh. Minimum resolution accepted is 300dpi.

Please ensure photos and images are saved as CMYK for print.

The preferred file format for supplying advertisement artwork is Photoshop PDF.

Other accepted formats are:

- Quark Express (be sure to attach fonts)
- Illustrator EPS (all text needs to be converted to paths)
- Photoshop EPS or PDF.

If emailing artwork, send as a PDF file. Please ensure that the file size is no larger than 8MB.

If posting a CD with Quark or Illustrator files please ensure all images, photos and fonts are included.

Artwork by ASM Graphic Designer is charged at \$100 per hour.

Contact Amanda at iGraphix Phone/Fax +61 07 5444 1931 or

Email [igraphix@bigpond.com](mailto:igraphix@bigpond.com)

## DEADLINES

**Issue 57** Deadline 5th September, 2011 Mag Out Mid October, 2011

**Issue 58** Deadline 5th November, 2011 Mag Out before Xmas 2011

**Issue 59** Deadline 5th January, 2012 Mag Out Mid February, 2012

**Issue 60** Deadline 5th March, 2012 Mag Out end April, 2012

*Note: Booking for advertising space is essential. Deadline for Artwork one week later.*

## CONTACT

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