

# 50Something

AUSTRALIA'S OVER 50S MAGAZINE

## Advertising Specifications

### Ad Rates

 full colour

	Casual (per issue)	2 issues (per issue)	4 issues (per issue)
Double Page	\$12,197	\$11,079	\$8,987
Full Page	\$6,099	\$5,539	\$4,999
1/2 Page	\$3,659	\$3,375	\$2,830
1/4 Page	\$2,830	\$2,615	\$2,287

- Inserts available subject to availability (conditions apply)
- State based advertising (subject to availability)
- Above rates are GST exclusive/agency commission included.

### Deadlines

Edition	Booking Deadline	Material Deadline
Mar/Apr/May 2018	Monday 5/2/2018	Friday 9/2/2018
Jun/Jul/Aug 2018	Monday 7/5/2018	Friday 11/5/2018
Sep/Oct/Nov 2018	Monday 6/8/2018	Friday 10/8/2018
Dec/Jan/Feb 2019	Monday 5/11/2018	Friday 9/11/2018

CANCELLATIONS 2 WEEKS PRIOR TO BOOKING DEADLINE



## Ad Sizes

	Trim size	Bleed area	Type area
Double Page Spread	297mm (H) x 420mm (W)	307mm (H) x 430mm (W)	285mm (H) x 408mm (W)
Full Page	297mm (H) x 210mm (W)	307mm (H) x 220mm (W)	285mm (H) x 198mm (W)
Half Page	146mm (H) x 210mm (W)	156mm (H) x 220mm (W)	134mm (H) x 198mm (W)
Quarter Page	146mm (H) x 103mm (W)	156mm (H) x 113mm (W)	134mm (H) x 91mm (W)

Double page spread

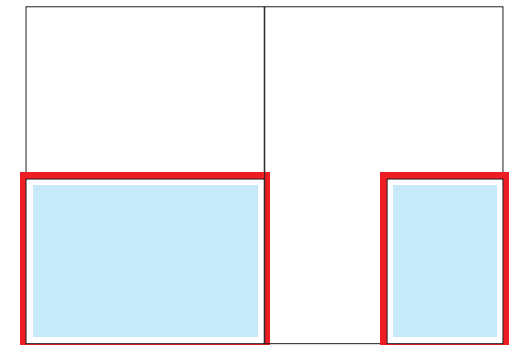


Full page



Half page

Quarter page



■ Bleed area 
 ■ Type area 
  Trim size

## All material to be supplied as:

- High Resolution (Press Ready) PDFs
- All colours converted to CMYK values
- All fonts, images and graphics embedded
- Do not use RGB images or spot colours
- Please include bleed and crop marks

## Digital material

*50 Something* is also available in a digital format accessible via the *50 Something* app which can be downloaded from the Apple iStore or the Google Play Store. To take advantage of the interactive features available for full page advertising please contact us for a copy of our digital specifications. Half page and quarter page ads are restricted to static display only.

For static full page ads not requiring interactive elements please provide artwork as either a PDF or JPEG at the specifications provided below.

PDF – 210mm wide x 297mm high @ 300ppi

JPEG – 1536px wide x 2048px high @ 264ppi

**For all enquiries please contact: [advertising@nationalseniors.com.au](mailto:advertising@nationalseniors.com.au)**