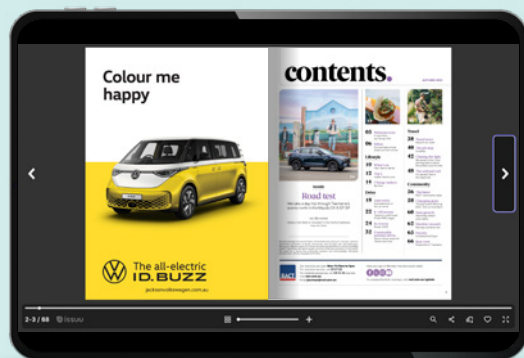


WE STILL HAVE YOU COVERED

Digital Journeys magazine

Journeys magazine will now be published in a digital format, as an interactive and engaging flipbook, delivered directly to a highly engaged and loyal audience.



With *Journeys* now existing in a digital format, advertising brands have the opportunity to interact with RACT members in new and exciting ways, including:



HYPERLINKING

Include hyperlinks in your creative to encourage readers directly to your website.



VIDEO EMBEDDING

Include video embedding in your creative to allow readers the opportunity to see any video messaging associated with your brands.



REAL-TIME DATA

Can provide real-time data on the number of views, individual readers, and page times once the magazine has been set live.



***Journeys* is a key communicator between RACT and its 200,000 plus members.**

***Journeys* content is tailored exclusively for a Tasmanian audience, delivering stories that matter - from travel and lifestyle to car reviews, road safety advice and community news.**

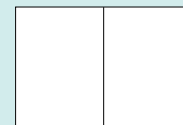
CONTACTS

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**Heads
Tales**
A Hardie Grant Media Agency

Specifications



Double page

Type area 248mm (h) x 376mm (w)
Trim size 275mm (h) x 400mm (w)
add 5mm bleed



Full page

Type area 248mm (h) x 176mm (w)
Trim size 275mm (h) x 200mm (w)
add 5mm bleed



Half page

Type area only
120mm (h) x 176mm (w)



Third page

Type area only
78mm (h) x 176mm (w)



Quarter page

Type area only
56mm (h) x 176mm (w)

DIGITAL MAGAZINE ADVERT GUIDELINES

- Artwork must be supplied as a medium to high-resolution PDF.
- All advertising artwork to be supplied via email to your sales representative, or if artwork exceeds 8mb, files may be transferred using file transfer services such as WeTransfer, Dropbox, etc
- Images need to be minimum 132dpi at print size.
- Fonts are to be embedded in the PDF.
- Advertising material is to be supplied to the correct publication page size.
- Advertising material supplied incorrectly may be subject to a production charge if Hardie Grant Media is required to amend it.
- Click-through/destination URL required for all advertisements.

Key Dates

| | Booking and Cancellation Deadline | Material Deadline | Magazine Live |
|-----------------------|-----------------------------------|-------------------|---------------|
| Spring 2025 | 11 Aug 25 | 15 Aug 25 | 8 Sept 25 |
| Summer 2024/25 | 10 Nov 25 | 14 Nov 25 | 8 Dec 25 |

*Deadlines are subject to change

Rates

| | FREQUENCY / RATE (EX GST) | |
|---------------------------|---------------------------|---------|
| AD SIZE | 1x | 2x |
| Double Page Spread | \$4,990 | \$4,712 |
| Full Page | \$2,703 | \$2,553 |
| Half Page | \$1,465 | \$1,384 |
| Third Page | \$1,168 | \$1,103 |
| Quarter Page | \$921 | \$870 |