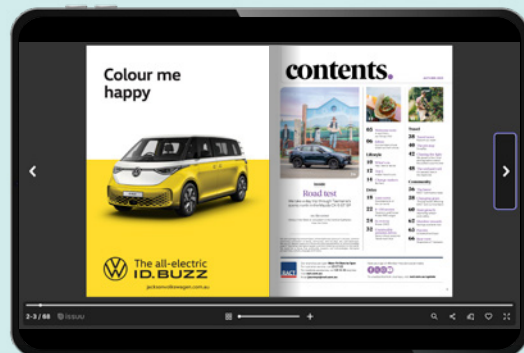


WE STILL HAVE YOU COVERED

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.



Journeys is a key communicator between RACT and its 215,000 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

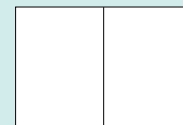
Senior Advertising Manager
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Heads
Tales
A Hardie Grant Media Agency

Journeys

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



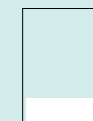
Half page

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