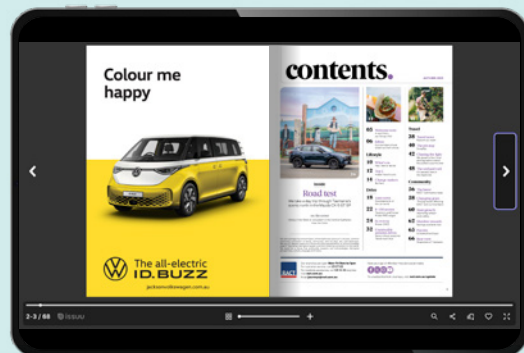


WE STILL HAVE YOU COVERED

# 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

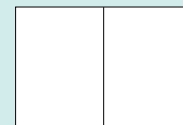
**Senior Advertising Manager**  
Kerri Spillane  
M: 0419 897 490  
E: kerri@headsandtales.agency

**Publishing Executive**  
Shahirah Hambali  
M: 0425 803 052  
E: shahirah@headsandtales.agency

**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
Summer 2025/26	10 Nov 25	14 Nov 25	8 Dec 25
Autumn 2026	9 Feb 2026	13 Feb 2026	9 Mar 2026
Winter 2026	4 May 2026	8 May 2026	8 Jun 2026

\*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