



The UK's ONLY magazine  
for Down Under

Media information | 2016

# About the magazine

■ Australia & New Zealand magazine is the UK's ONLY magazine dedicated to Down Under. It is filled with unbiased and informative articles for travellers and migrants, as well as being packed with inspiring travel ideas, expert advice on moving Down Under, delicious food and wine, real-life stories, homes, lifestyle and competitions.

Recognising that today's travellers are tomorrow's migrants, the magazine delivers a unique blend of aspirational travel features alongside independent and targeted migration advice.

Our cover price of £3.99 ensures that we deliver a committed and targeted audience for our advertising partners.

The magazine is available through Tesco, Sainsbury's, WHSmith and other leading magazine outlets. We also regularly market the publication to a national audience via our websites and print publications, as well as distributing it at the Down Under Live events.

Our digital edition is growing in popularity every month - offering readers and advertisers alike a unique interactive platform.

fact:

NUMBER OF READERS  
PER MONTH

40,000





# Our readers

- ABC1, 55% male, 45% female, 76% 25-49 years old.
- Household income - 72% above £33,000 per annum
- Over 57% have been downunder in the past four years.
- 64% use the magazine to plan purchasing products or services for their migration needs.
- Areas of most interest are Western Australia, (35%), Queensland (13%), New Zealand (12%), South Australia (12%) and NSW (11%).
- 64% of readers are interested in migrating to Australia.
- 36% are interested in migrating to New Zealand
- 33% intend to migrate within the next 2 years.

fact:

MIGRANTS FROM THE UK TO AUSTRALIA BETWEEN 2008 AND 2011 TOTALLED

**113,000**



# Digital

- GetMeDownUnder.com - the UK's number one social network for down under
- WorkingDownUnder.co.uk - our dedicated recruitment site
- Downunderlive.co.uk - the UK's number one event for downunder
- Australiamagazine.co.uk - dedicated news site

■ Utilise our database! We have over 23,000 skilled migrants on the list, which is growing monthly

■ Reach 1,000's of jobseekers dedicated to finding a job down under

■ Advertise for as little as £1.60 a day !

■ PLUS!!!!

Readers can now access our magazine 24/7 via iTunes, Google Play and Amazon. Affording you more response opportunities.



# Why advertise?

Advertising with us means that you will benefit from:

- A high quality editorial environment, and a magazine produced to the most exacting standards every month
- A passionate audience of over 40,000 readers each month, interested in a life Down Under and the products and services our advertising partners offer
- Innovative digital solutions that reach a global audience
- National newsstand distribution through WHSmith, Tesco and other leading retailers
- A unique and growing audience for our digital magazine.



“Australia and New Zealand Magazine and the Down Under Live events continue to be vital marketing tools for Westpac’s successful promotion to the UK migrant market”





# Rate card

1 issue    6 issues    12 issues

## DISPLAY SECTION

DPS	£3,900	£3,100	£1,950
Full Page	£2,100	£1,600	£1,055
Half page	£1,055	£850	£570
Quarter page	£550	£440	£300

Please note - positional guarantees within the first 20 pages are charged at ratecard plus 7%

## THE DIRECTORY

12th page	-	£125	£99
Migration Agent	-	£130	£100

## ONLINE ADVERTISING

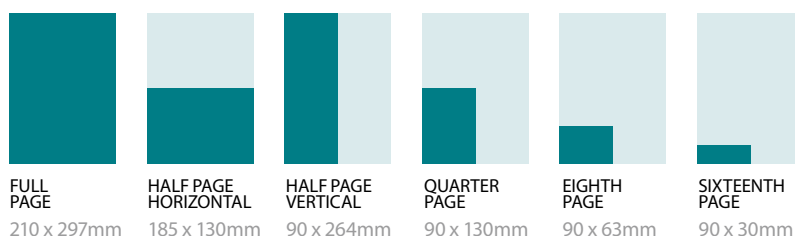
Display (banners, skyscrapers)	£35 cpm
MPU (300x250 rectangle)	£40 cpm
Email database	£45 cpm

For bespoke sponsorship opportunities, website advertising and creative solutions, please contact the sales team

"Australia & New Zealand Magazine, is vital for our brand awareness!"



# Specifications



- Please keep all 'live' material 5mm from trim and allow for gutter if supplying artwork for a double page spread.
- We advise full page and double page spread advertisers to supply a cromalin proof to ensure accurate colour matching at press.
- We can accept finished artwork in the following file formats: PDF, TIF, EPS and JPEG.
- Please ensure your files are high resolution (300dpi), CMYK, with font embedded.
- We are also able to accept artwork created in QuarkXpress, Illustrator, InDesign & Photoshop. Please ensure that all images and font files are also included where necessary and follow the same specifications above.
- Any artwork not supplied in one of the above formats, or requiring preparatory work, will be charged £25.
- Send all copy to [production@edpltd.co.uk](mailto:production@edpltd.co.uk) or Australia & New Zealand Magazine Production Department, Evolve Digital Publishing, 3 The Old Estate Yard, North Stoke Lane, Upton Cheyney, Bristol BS30 6ND.
- Australia & New Zealand Magazine reserves the right to run previous copy if deadline is exceeded.



# Contacts

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Call **+44 (0)117 9323 586**  
to reserve your space today