

RACT JOURNEYS
MEDIA KIT 2020

We've got Tasmania covered

Take your message
to the whole state





Welcome to *Journeys*

Journeys is the bi-monthly member magazine for RACT.

Delivered free of charge directly to more than 116,000 Tasmanian households, it is the highest-circulation publication in the state, with a highly engaged and loyal audience.

Journeys is a key communicator between RACT and its 200,000-plus members, delivering stories that matter to them. From travel and lifestyle to car reviews, road safety advice and community news, *Journeys* is a premium magazine created exclusively for Tasmania.



Journeys is distributed to over
116,000
Tasmanian households



More than
50%
of households have more than one
Journeys reader



1/3
of members are multiple policy holders



RACT has a membership base of
200,000+
members



Journeys is tailored exclusively for a Tasmanian audience

Our readers

Journeys' readers

Since forming 97 years ago, RACT has become one of the most trusted and recognisable brands in Tasmania. RACT members make up more than 30% of all licensed drivers in Tasmania and nearly 90,000 Tasmanians have invested in two or more RACT Insurance products.

Journeys is a highly valued member benefit, with our 2019 survey revealing that more than half of all receiving households contain more than one reader. It is also a strong brand in its own right, found in more than 60% of Tasmanian households. Most readers are homeowners or in the market, and on average operate two or more vehicles.

Our 2019 survey, completed by more than 6000 members, found the following key areas of interest:

Benefits



Benefits through our member rewards program and cost-saving measures

(61.76%)

Lifestyle



Lifestyle in Tasmania, including travel and events

(60.43%)

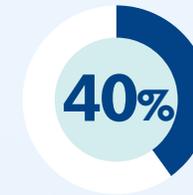
News



News, road safety and community issues

(56.10%)

Travel offers



Interstate and international travel offers

(40.88%)

Vehicle



Vehicle tests and reviews and tips from our driving experts

(39.76%)





Journeys



FAST FACTS



Number 1

RACT is the top brand in Tasmania and has been trusted by the Tasmanian community for over 97 years



30 minutes

is the average time spent reading *Journeys* magazine, however 23% of readers spend more than 45 minutes reading each issue



1 out of 3

readers take some type of action after seeing or reading something in *Journeys* magazine



48%

of readers planned or went on a holiday / trip based on content within *Journeys* magazine



74%

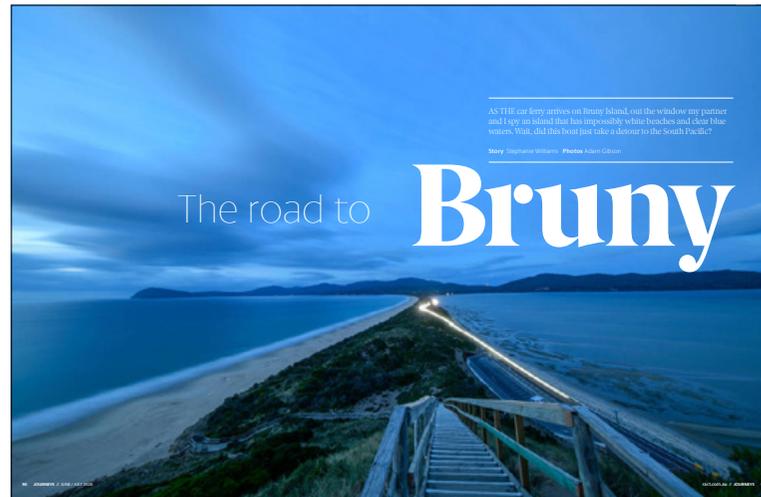
of members keep *Journeys* magazine for over 1 week after receiving while 40% of members keep *Journeys* magazine for over a month



CONTENT

Editorial strategy

Australia's island state is at the heart of *Journeys*. We put Tasmania and its people front and centre of the issue, and strive to tell stories that resonate with the community. Our aim is to inform and inspire, with content that speaks to a range of interests across our diverse audience. *Journeys* is structured around four primary sections:



1 Lifestyle //

Arts and culture, food and wine, wellness and nature, it's all part of the Tasmanian lifestyle, and celebrated in the pages of *Journeys*.

2 Drive //

We draw upon the wealth of RACT's automotive expertise and take readers along for the ride with motoring news, reviews of the latest models to hit our shores, tips and tricks for vehicle maintenance, safety advice and more.

3 Travel //

Tasmania is made for roaming, so each issue we take our readers on new adventures around the island. Further afield, we visit the places Tasmanians can't wait to discover for themselves.

4 Community //

Each issue, we share what RACT has been up to in the community, hear from our team and members, discover our favourite member benefits and discuss the larger issues affecting our community.

Both Travel (top) and Lifestyle (bottom) features are pictured left.

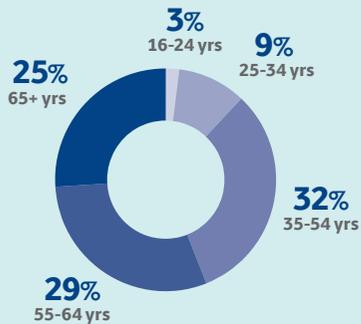
FAST FACTS

Make an impact

If you want to reach people in Tasmania, *Journeys* is the place to be. The figures speak for themselves:

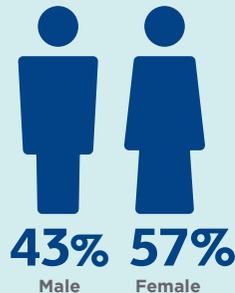
Journeys reader profile

Age

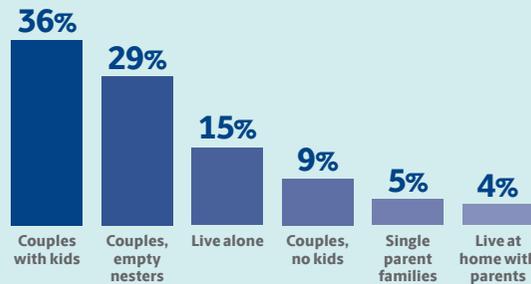


*2% not represented

Gender



Household Status

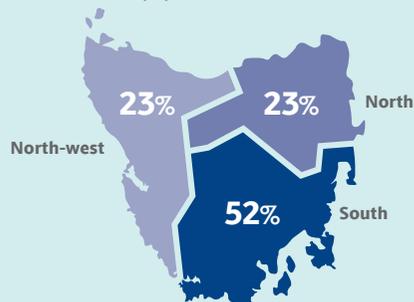


Employment



Geographics

Journeys reaches approximately 53% of the total Tasmanian adult population with each issue



Reach by publication (per issue)



Overall reach



MEDIA

Advertising

In our 2019 member survey, 56% of respondents had purchased products or used member benefits advertised in the magazine, including:

- Automotive (45.70%)
- Travel (28.78%)
- Retail (26.19%)
- Entertainment (21.37%)
- Home and garden (12.21%)
- Lifestyle (7.19%)
- Health and fitness (3.33%)
- Home and garden (12.21%)
- Lifestyle (7.19%)



Display //
The simplest but obvious option with a range of positions available.
 See page 8



Onserts/inserts //
As a component separate to the magazine but mailed within the bi-monthly package, advertisers have the option to insert special items or include tip-ons (onserts).
 See page 8



Sponsored content //
Our award-winning team can craft your content in a way that engages, inspires and drives readers to take action.
 See page 9

Display advertising Rates

Ad size	Frequency/rate (ex GST)		
	Casual	3 x	6 x*
Double page spread	\$5040	\$4650	\$4190
Full page	\$2730	\$2520	\$2270
1/2 page	\$1480	\$1340	\$1200
1/3 page	\$1180	\$1090	\$950
1/4 page	\$930	\$820	\$740

*Royal Rewards members benefit from these rates

LOADINGS

Position	Ad Size	Loading
Inside Front Cover	Double page spread	25%
Pre Contents	Double page spread	20%
Opposite Contents	Full page	15%
Opposite CEO's note	Full page	15%
Inside Back Cover	Full page	15%
Outside Back Cover	Full page	20%

INSERTS/ONSERTS

Tip-ons	\$120 per 1000
Bound Insert	\$120 per 1000 [†]
Loose Insert	\$53 per 1000

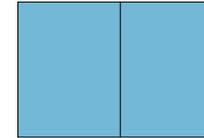
[†] Production fee also applies

Dates

Issue	Display ad Booking Deadline	Display ad Material Deadline	Distribution
Dec/Jan 2020/21	Fri, 30 Oct	Fri, 6 Nov	Mon, 30 Nov
Feb/Mar 2021	Fri, 18 Dec	Fri, 8 Jan	Mon, 1 Feb
Apr/May 2021	Fri, 26 Feb	Fri, 5 Mar	Mon, 29 Mar
Jun/July 2021	Fri, 30 April	Fri, 7 May	Mon, 31 May
Aug/Sep 2021	Fri, 25 June	Fri, 2 July	Mon, 26 July
Oct/Nov 2021	Mon, 27 Aug	Fri, 3 Sept	Mon, 27 Sept
Dec/Jan 2021/22	Fri, 22 Oct	Fri, 5 Nov	Mon, 29 Nov

Specifications

DISPLAY FORMATS



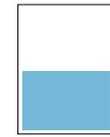
Double page

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



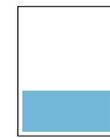
Full page

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



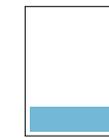
Half page

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

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

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

Magazine trim size:

275mm deep x 200mm wide

Media:

Files under 8MB can be emailed to brittanydaniel@hardiegrant.com.au
Files over 8MB can be sent via an online file transfer service such as Dropbox/WeTransfer etc.

Format guidelines:

- PDF - artwork must be supplied as a high-resolution PDF. Hardie Grant Media recommends using the 3DAPv3 PDF profile.
- Ensure all colours are set to CMYK format.
- Images contained within advertising need to be minimum 300dpi at print size.
- DO NOT supply black text made up of multiple colours. Three and four colour black text will not be accepted.
- 5mm minimum bleed and crop marks are required for full page and DPS adverts.
- It is recommended that all text is converted to outlines as some fonts can cause errors.

Note: We cannot accept adverts generated in programs such as Microsoft Word, Publisher or Powerpoint. These programs do not output PDF files at the required colour or resolution.

Size & type-safe area:

Advertising material is to be supplied to the correct publication page size, taking special care to include bleed, trim and registration marks.

Full page and DPS adverts must not have any text within 5mm of the page's edges. Avoid running type across the gutter on DPS adverts.

Contact

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Amanda Travers Senior Account Manager
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m: +61 412 185 260

Sponsored content

Target your audience with bespoke content that engages and inspires action.



Sponsored content provides the ultimate opportunity for your brand to seamlessly integrate into *Journeys* magazine. Our award-winning team will work with you to deliver compelling content that drives engagement and awareness. This format allows you to reach a receptive audience with content relevant to them.

Rates

Content creation starts from \$1000 +GST*

*Full page advertisement size using supplied imagery.

Contact

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Terms & conditions

1. TERMS

1.1 In these conditions 'Publisher' means Hardie Grant Media and 'Advertiser' means the Client booking advertising space. Advertising Agents shall be deemed to be acting as principals for all purposes connected herewith and shall be solely responsible for payment for all advertising space booked. 'Rate Card' means the Publisher's scale of charges for advertisements.

2. APPLICATION

2.1 The issue of Rate Card does not constitute an offer by the Publisher to contract. The exchange of Advertiser's order and Publisher's acceptance subject to these conditions at the Publisher's current scale of charges forms the entire contract between the Publisher and the Advertiser.

2.2 Acceptance of all orders for publication is subject to these conditions and no variation of addition thereto shall be effective unless specifically agreed to in writing by the Publisher. In the event of any inconsistency between these conditions and any conditions of the Advertiser which may be accepted by the Publisher, these conditions shall prevail.

3. RATES

3.1 Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press. In event of a rate increase, the Advertiser will have the option to cancel the order affected without surcharge or continue the order at the revised advertisement rates.

4. PUBLISHER'S RIGHTS

4.1 All orders are accepted subject to approval of copy by the Publisher and space being available.

4.2 The Publisher reserves the right in its absolute discretion to omit or suspend any advertisement at any time without assigning a reason and shall be under no liability to the Advertiser for so doing, provided that, and notwithstanding clause 8.1, the Publisher shall immediately refund to the Advertiser all payments made by the Advertiser in respect of such advertisement.

4.3 Charges will be made to the Advertiser where reproduction work is involved. The Publisher will notify the Advertiser of such charges in writing.

4.4 If copy instructions are not received by the last day for receiving copy, the Publisher cannot guarantee that proofs will be supplied and reserves the right to repeat the copy last used.

5. ADVERTISING MATERIAL

5.1 Advertising material must be received by material deadline.

5.2 Advertiser's property, artworks etc. are held by the Publisher at the owner's risk and should be insured by the advertiser against loss or damage from whatever cause. The Publisher reserves the right to destroy all artwork which has been in its possession for more than 12 months and no liability shall be attached to Publisher in respect of such destruction.

6. PAYMENT

6.1 Payment is due 30 days from date of invoice. The Advertiser shall pay all collection costs, legal fees and expenses incurred by Hardie Grant Media Pty Ltd in connection with a default by the advertiser.

7. CANCELLATION

7.1 Cancellations of any advertising will only be accepted if submitted in writing to the Publisher.

7.2 Cancellations of advertising or failure to supply artwork on time will result in the Advertiser being liable for the full costs of advertising (including production and media costs). These costs may be reduced according to the length of time prior to publication that notice of cancellation is provided.

7.3 Any cancellations received after booking deadline date or failure to supply artwork on time shall result in the Advertiser being liable for the full amount of the contract price, notwithstanding the fact that no advertisement has or will appear in the publication or that a house advertisement appears.

7.4 Bookings accepted after booking deadline date shall not be cancellable.

8. INDEMNITY

8.1 The Publisher shall not be liable for any loss or damage consequential upon or otherwise occasioned by error, late publication, non-publication, or the failure of an advertisement to appear from any cause whatsoever.

8.2 The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other party's rights. The Advertiser will indemnify the Publisher fully in respect of any claim made against the Publisher arising from the advertisement.