

Media Kit

The Australasian Beekeeper

Known as *The ABK*, this magazine is independently owned and separate from National and State Beekeeping Associations. It strives to serve all members of the Australian beekeeping industry with articles of interest to both commercial and hobbyist beekeepers. ABK advertising reaches almost 100% of the commercial sector and over 40% of the non-commercial sector via our monthly publication.

Much of what *The Australasian Beekeeper* has been about for the last 120 years can be summarised in the first few sentences of the first issue in July, 1899. As a Mission Statement written 120 years ago, these words hold true today.

With this our first issue, we introduce to beekeepers a new journal entirely devoted to bees and the interests of the honey producer. We will endeavour to make the Journal as practical as possible, and with the assistance of beekeepers, will make it a valuable help to all keeping bees. We do not wish it to be our paper, but the beekeepers' paper, where we hope to see a mutual exchange of thought among beekeepers of Australasia and all get assistance from it. If there is anything you wish to know we will be pleased to receive your questions and will lay them before experts, and give you the best information and advice that is to be obtained.

Premium Advertising

For maximum exposure, premium ads are full or double page with no white margins. You will not share the page with anyone!

Standard Advertising

There is a standard ad size to suit all budgets. Please contact our sales team to discuss our price structure and package deals.

Placement

Advertisements are placed within the magazine according to editorial space and layout. Your ad may appear alone on an editorial page, or grouped with other ads. Placement is random and it is unlikely your ad will appear on the same page in subsequent publications. If you would like a fixed position within the magazine, please talk to our sales team.

Social Media

When you book an advertisement in the *The Australasian Beekeeper* you are entitled to a free social media package, ask us for more details.

Classified Advertising

Classified advertising in our magazine is open to all at set rates, please enquire to: office@theabk.com.au. Auctions, clearing sales, commercial or semi/commercial businesses are not permitted to advertise in the classified section.

Display classified ads

Advertisements (60w x 48h) are available within the classified section, ask us for more details.

THE AUSTRALASIAN
Beekeeper



Premium Advertising

Your ad will fill the whole page with no white margins. (Full bleed)

Bleed area is 8mm all round

Page margins are 13mm top & sides with 18.5mm on the bottom edge. Please keep text or important images/logos within the margins (safe area)

Finished area is the size that the ad will appear in the magazine

Double Page Full Bleed

- Bleed size: 452w x 310h
- Finished area: 420w x 294h
- Safe area: 368w x 262.5h

Full Page, Full Bleed

- Bleed size: 226w x 310h
- Finished area: 210w x 294h
- Safe area: 184w x 262.5h

Standard Advertising

Your ad must fit entirely within the specified size. Please include all margins, images and text within the ad area.

Full Page

Size
184w x 262.5h

Half Page

Size
184w x 129h

Quarter

Size
90w x 129h

Eighth

Size
90w x 62.5h

Artwork Specifications

Please remember that suppliers of digital advertising are responsible for checking the quality and integrity of their files before submission to The Australasian Beekeeper. Advertisements that are not in accordance with the 'editorial look' of the magazines will be asked to re-submit.

The production team may ask for re-submission of digital files which contain:

- Fonts which have not been embedded
- Elements saved in RGB or LAB colour mode instead of CMYK
- Images with an effective resolution below 300dpi

The publisher will not take responsibility for accurate reproduction of advertisements if:

- PDF files are created from applications other than Adobe Acrobat Distiller, or above PDF version 4
- Fonts are artificially stylised
- Images have an effective resolution (PPI) of less than 300
- No bleed is included or the file is incorrect size
- Maximum total ink coverage is above 310%
- PDF files are compressed
- Type size is below 8 points and reversed type below 10 points
- Files are provided in Microsoft Word, Publisher or PowerPoint format

The production team recommends the following tips for the best reproduction of your advertisements:

- Supply art as a PDF file where possible otherwise, a JPEG or TIFF file
- Please don't provide PNG or GIF files
- Please make sure art is converted to CMYK and 300dpi
- Make sure there are no spot colours
- Convert text to outlines where possible

Let us do the artwork for you

We can complete the artwork for you, based on the images and information you provide. You will be asked to complete an **advertising artwork approval form** prior to publication.

Cancellation Terms

Advertisements cancelled prior to the print deadline attract fees as follows

- 7 days prior: 100%
- 14 days prior: 50%
- More than 14 days prior: 15%

Deadlines

Bookings must be made in the month prior to publication.

E.g. an ad booked in January will appear in the February edition.

- Advertising Booking 7th day of the month prior
- Artwork Deadline 13th day of the month prior
- Printing Deadline 15th day of the month prior

Artwork Supply

Email press ready files

under 15mb to: art@jarrahmedia.com.au

Files over 15mb: Dropbox link to: art@tomm.com.au

Hightail to: art@jarrahmedia.com.au

WeTransfer to: art@jarrahmedia.com.au

Contact Us

For page position, prices and all general enquiries, please contact the sales team

Phone: (07) 4580 1414 **Email:** office@theabk.com.au

Advertising Artwork Approval Form

By signing this form you agree to the terms and conditions of the Jarrah Publishing Advertising Artwork Approval Form. This form is not to be used for any other purpose. It is the responsibility of the advertiser to ensure that the artwork is suitable for publication. The advertiser agrees to pay for any and all losses, expenses, charges, and/or legal fees incurred in connection with the production of the advertisement.

APPROVAL

The proof is correct. Please proceed with printing.

I have marked corrections on the proof. I wish to see another proof.

I have marked corrections on the proof. I DO NOT wish to see another proof. Make the indicated changes and print. I accept full responsibility for any errors.

Signed: _____
 Name: _____
 Date: _____

Return the completed and signed form into PDF. Scan or Photo to info@jarrahmedia.com.au or fax to (07) 4584 4077. If you have any questions please contact Jarrah Media on (02) 6554 4235.