



metro magazine

Australia's Film and Media Magazine

ADVERTISING RATES & SIZES - 2022



ABOUT METRO MAGAZINE

Distribution

Printed copies: 3400
Electronic copies: 3300
Total: 6700
Readership: 26,800

Demographics

- 77% of readers are aged between 31-59;
- 72% of readers are female;
- 55% are educators involved in secondary education;
- 67% of readers have an income above \$60k per annum;
- 37% of readers have a postgraduate qualification;
- 97% of readers have a desktop/laptop computer and 75% own a smartphone - our readers are high consumers of technology;
- 55% of readers have purchasing authority in their workplace;
- 61% of readers own two or more cars, and 50% of these cars are more than 5 years old;
- 38% of readers attend the cinema and 36% eat out regularly;
- 40% of readers list their main leisure activity as walking, exercising or going to the gym;
- 52% of readers attend art galleries or museums at least 3 times a year.

ADVERTISING RATES

Covers

Cover:	Inside-Front	Inside-Back	Back
Casual	\$2500	\$2000	\$2200
x2 (-10%)	\$2250	\$1800	\$1980
x4 (-15%)	\$2125	\$1700	\$1870

Internal

Size:	Full-Page Colour	Half-Page Colour	Quarter-Page Colour
Casual	\$1800	\$1200	\$900
x2 (-10%)	\$1620	\$1080	\$810
x4 (-15%)	\$1530	\$1020	\$765

Please add 10% GST to the above prices. Right-hand page or special positioning available at 15% loading.

Inserts

Loose and bound inserts can be distributed within the magazine - the final rate will depend on the type and quantity of the specific insert.

Please contact Peter Tapp for a specific quote for your insert item, and please be prepared to submit a sample for this quote and for the final approval of ATOM prior to insertion.

SPECIFICATIONS

Sizes

Full page	215 mm x 300 mm plus bleed (3 mm all sides) or 165 mm x 260 mm within our margins
Half-page horizontal	165 mm x 125 mm
Quarter page	80 mm x 125 mm

Bleed

For a full page, please add 3 mm bleed to each edge.

No text closer than 10 mm to left or right edge, due to binding.



2022 DEADLINES

ISSUE NUMBER	COPY DATE	PRINT DATE	MAGAZINE OUT
212	10 January	8 March	early May
213	29 March	30 May	early August
214	20 June	22 August	late October
215	12 September	14 November	late January 2023

We prefer all advertisements in digital form, saved as press-ready PDFs or JPEGs.

If the file is under eight megabytes, you can email it to editor@atom.org.au

PAYMENT TERMS

Payments terms are within 14 days of receipt of invoice.

Payments can be made by EFT, credit card, PayPal or cheque.

For any questions regarding invoices, please email Peter Tapp at editor@atom.org.au or call **(+61 3) 9525 5302**.

EMAIL BLAST

ATOM has over 80,000 Australian email addresses from teachers, lecturers and film, television and new media personnel who have opted into one of ATOM's email lists to find out about new study guides, training courses and seminars and free screenings which are held throughout Australia.

LIST	EMAILS	COST
Secondary teachers	35,000	\$2300 ex. GST
Primary teachers	20,000	\$1600 ex. GST
Tertiary lecturers and tutors	11,000	\$1100 ex. GST
Film and TV industry personnel	10,000	\$1100 ex. GST

Each national list is also broken down into individual states and territories as well so we can target individual states if necessary.

ATOM websites

<http://www.metromagazine.com.au>

<http://theeducationshop.com.au>

<http://atomawards.org>

New Zealand Lists

LIST	EMAILS	COST
Secondary and primary teachers	4000	\$800 ex. GST
Film and TV industry personnel	1500	\$450 ex. GST

When ATOM sends an email on behalf of another organisation, only that organisation's message is sent.

*On average,
we have about
thirty new
subscribers opting
in to our email
lists each week.*

CONTACT DETAILS

For all advertising enquiries, please contact:

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