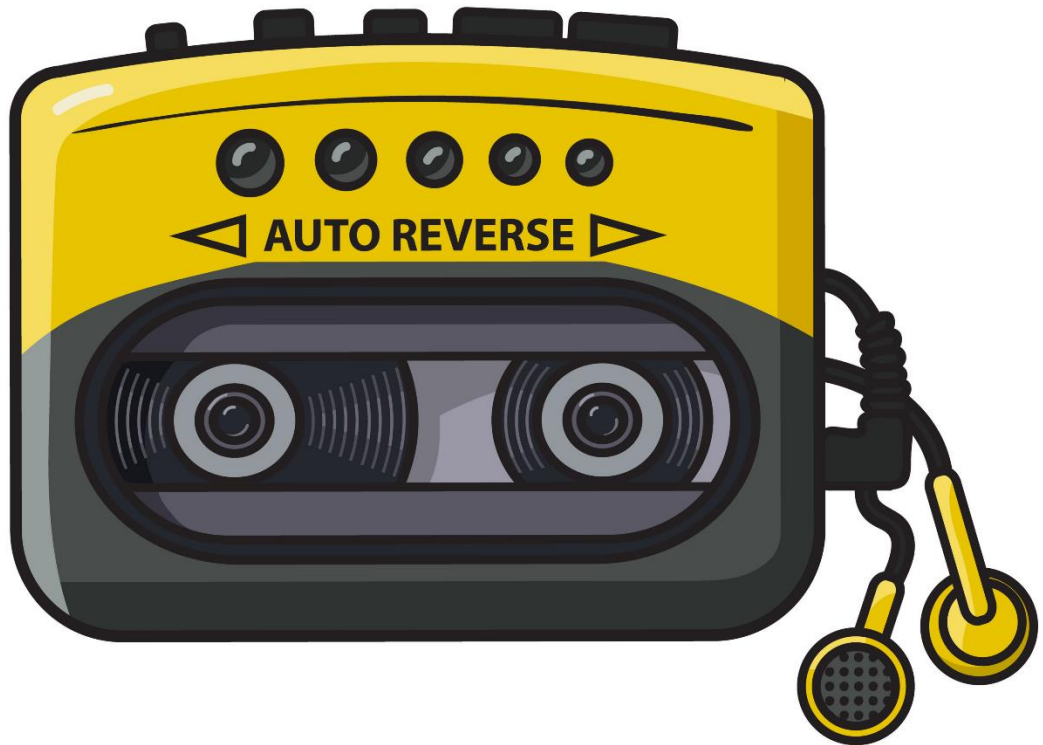


FRINGE WORLD

Festival
PERTH • WESTRALIA



OUTinPerth Print Deadline

January edition: 8-01-18

February edition: 29-01-18

OUTinPerth Online

Anytime

OUT
inPerth

artist rates

▶ ABOUT US

OUTinPerth is Western Australia's queer media focusing on diversity in sexuality and gender. Alongside our monthly print magazine we publish daily to our website and through our social media platforms including Facebook, Twitter and Instagram.

Each month we talk to the most interesting people in the fields of politics, fashion, music and the arts. OUTinPerth is one of the largest reviewers of Fringe World shows.

▶ REACH

Publication

Free to street press

Frequency / Monthly Dec 8, Jan 12, Feb 2

Distribution / Over 300 points

Circulation / 10,000

Website

Frequency / 7 days a week

Sessions logged*/ 80,000+ monthly

*August – October 2017

E-News

Frequency / Daily

Subscribers / Over 2,000



CALL GRAEME
0402 549 811
graeme@outinperth.com
www.outinperth.com

▶ NEW ADVERTISING OPTIONS

Over the last 12 months OUTinPerth's audience has exploded as many new readers discover Perth's LGBTI media outlet has its finger on the pulse of the city's cultural offerings and nightlife.

Since last year's Fringe World our online audience has doubled, while our print magazine is as popular as ever.

IN-ARTICLE WEB BANNERS

Our new in-article web banners appear within the text of each story posted on our website.

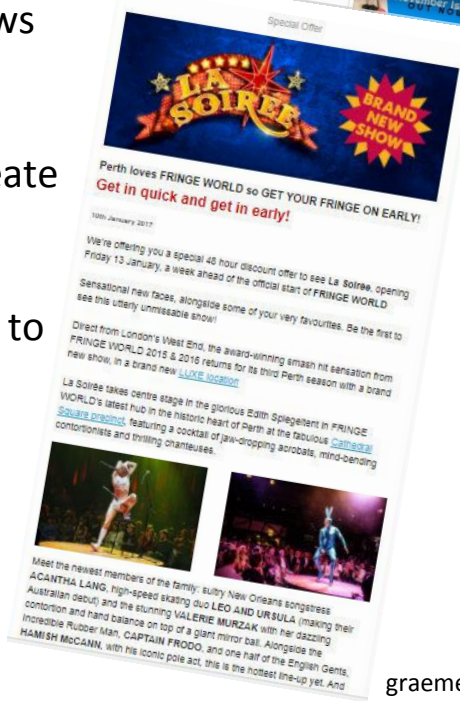
The YES campaign for marriage equality were the first to use this new ad space.

EMAIL BLASTS

Send an email blast to all our e-news subscribers.

Our team can work with you to create a message just about your show.

Add a giveaway or a discount code to get those early bookings.



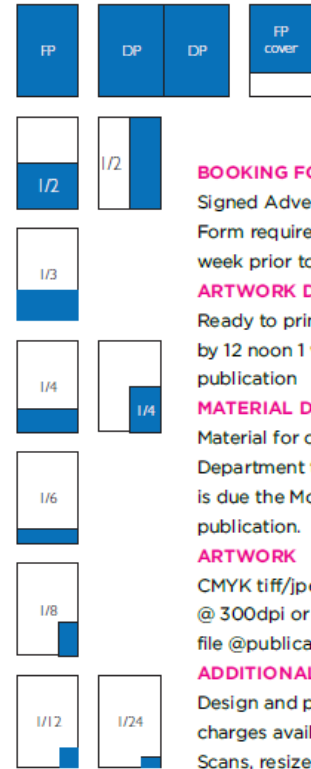
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ADVERTISING RATES

RATES AVAILABLE TO FRINGEWORLD SHOWS ONLY
(exclusive of GST and Agency Commission)

Publication – Display Adverts

AD SIZE	DIMENSIONS	DETAIL	RATE
Full Page	228mm (W) x 340mm (H)	Full Colour Inset	\$1080.00
+ 5mm bleed	238mm (W) x 350mm (H)	Full Colour	
1/2 Page Landscape	208mm (W) x 150mm (H)	1/2 Full Colour	\$722.00
1/2 Page Vertical	102mm (W) x 308mm (H)		
1/3 Page Landscape	208mm (W) x 102mm (H)	1/3 Full Colour	\$560.00
1/3 Page Vertical	67mm(W) x 304mm(H)		
1/4 Page Landscape	208mm(W) x 74mm(H)	1/4 Full Colour	\$552.00
1/4 Page Portrait	102mm x 150mm (H)		
1/8 Page Portrait	67mm (W) x 111mm (H)	1/8 Full Colour	\$256.00
1/12 Page Events	67mm (W) 74mm (H)	1/12 Full Colour	\$200.00



BOOKING FORM

Signed Advertising Booking Form required by 12 noon 1 week prior to publication

ARTWORK DEADLINE

Ready to print artwork required by 12 noon 1 week prior to publication

MATERIAL DEADLINE

Material for our Creative Department to construct ads is due the Monday prior to publication.

ARTWORK

CMYK tiff/jpeg Photoshop file @ 300dpi or Adobe CMYK pdf file @publication.

ADDITIONAL

Design and photo-imaging charges available on request. Scans, resize, changes \$44.00.

Social Media

Ask your OUTinPerth representative how you can reach our audience through OUTinPerth's social media platforms.

Website (exclusive of GST and Agency Commission)

POSITION	DIMENSIONS	DURATION	RATE
1	728(W) x 90(H) pixels	1 week	\$147.50
2	468(W) x 60(H) pixels	1 week	\$97.50
3	300(W) x 250(H) pixels	1 week	\$175.00
4	300(W) x 425(H) pixels	1 week	\$147.50
In Article	634(W) x 100(H) pixels	1 week	\$500.00

E-Newsletter (exclusive of GST and Agency Commission)

POSITION	DIMENSIONS	DURATION	RATE
Banner	640(W) x 100(H) pixels	3 editions	\$350.00
Email Blast	Custom designed	1 edition	\$700.00

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