



## PROFILE

# Australian Science Illustrated

Science Illustrated provides a pragmatic approach to the all-encompassing world of science, a magazine for the intellectually curious readers with a passion for science and discovery. For an accessible and intelligent look at the world around us, Science Illustrated has no equal. Published eight times a year, each issue is packed with amazing photography, illustration

and commentary on a huge range of topics. From Archaeology to Cosmology, from Medical Science to Animal Behaviour, this is the science magazine with everything. Written in a clear, concise, accessible style, Science Illustrated is perfect for readers both young and old, pitched for a family, high school and student readership, and guaranteed to fascinate everyone. Science Illustrated explores

nature, space, medicine and technology, showing the beauty of our world while understanding the latest scientific discoveries. Launched in Australia in 2009, Science Illustrated is part of an international family of licensees, and commands global reach and respect. The only English language edition of the magazine, it is available worldwide on iPad, or in print in Australia and New Zealand.



### Digital Edition

As well as being available in print from newsagencies around Australia and by subscription, Science Illustrated is also available in electronic format for multiple platforms including iPad, Android, PC and Mac, while additional exclusive content, including news, reviews and feature articles, is continually posted on Science Illustrated's website, at [www.scienceillustrated.com.au/blog/](http://www.scienceillustrated.com.au/blog/)

## RATES & SPECS

### ADVERTISING RATES\*

	Casual	3	6	12
Full Page	\$4750	\$4513	\$4323	\$4085
Half Page	\$2613	\$2482	\$2377	\$2247
Third Page	\$1742	\$1655	\$1585	\$1498
DPS	\$8550	\$8123	\$7781	\$7353
IFCS	\$9405	\$8935	\$8558	\$8088
OBC	\$5463	\$5189	\$4971	\$4698
IBC	\$5225	\$4964	\$4755	\$4494

\*All rates plus 10% GST

### MECHANICAL DETAILS (H X W)

	Type area	Trim	Bleed
DPS (supply as single pages)	280 x 420mm	290 x 430mm	300 x 440mm
Full Page	280 x 195mm	290 x 215mm	300 x 225mm
1/2 Page Vertical	280 x 95mm	290 x 105mm	300 x 110mm
1/2 Page Horizontal	130 x 205mm	140 x 215mm	150 x 225mm
1/4 Page Square	130 x 95mm	140 x 105mm	150 x 110mm

## DEADLINES

### ADVERTISING DEADLINES

	Booking deadline	Material deadline	On-sale
#77	22nd July	28th July	13th August 2020
#78	9th September	15th September	1st October 2020
#79	28th October	3rd November	19th November 2020
#80	2nd December	8th December	4th January 2021
#81	27th January	2nd February	18th February 2021

## Supplying direct to nextmedia

If supplying materials direct to nextmedia, all supplied material must meet the guidelines contained in the document 'nextmedia recommendations for preparing digital material.Pdf'. Please request a copy of this if it has not already been supplied.

### In particular:

- **Supplied material:** must include all images, logos and text copy to be used in the advertisement.
- **DPS spreads:** please save as two single pages with bleed, marking left and right.
- **Fonts:** nextmedia supports opentype fonts and PC postscript fonts only.
- **Applications supported:** InDesign CC or earlier (packaged files); Photoshop CC or earlier; Illustrator CC or earlier (outline/supply fonts); Word docs; text documents; pdfs.

### Production contacts:

Science Illustrated advertising traffic enquiries:  
 Email: [adops@nextmedia.com.au](mailto:adops@nextmedia.com.au) Phone: 9901 6324  
 We accept email files under 10mb.



## Delivery Options

- Quickcut to nextmedia (preferable)
- Websend or Dropbox
- Hightail (previously YouSendIt) [www.hightail.com](http://www.hightail.com)

### EMAIL

We accept email files under 10mb.

## Advertising Contact

For advertising that works, call

**Jill Trochei**

02 9901 6115

email: [jtrochei@nextmedia.com.au](mailto:jtrochei@nextmedia.com.au)