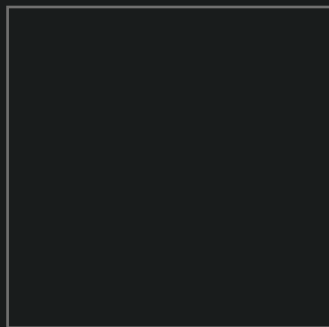
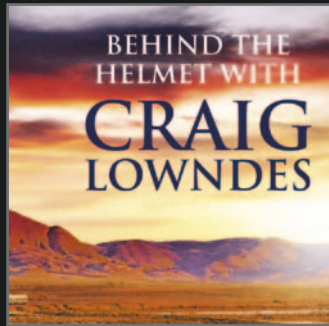
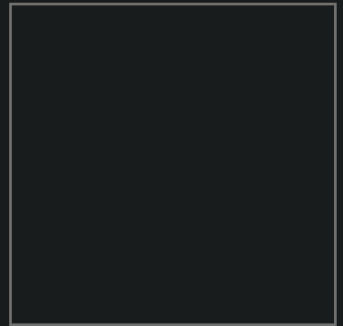


ROTARIAN  
**LIFE & LEISURE**  
THE SPIRIT OF ADVENTURE





# ROTARIAN LIFE & LEISURE

## What is Rotarian Life & Leisure?

*Rotarian Life & Leisure* is the official travel and lifestyle Rotary publication, circulated monthly throughout Australia, New Zealand and the South-West Pacific region to approximately 80,000 readers who are influential and discriminating consumers.

Rotary is a worldwide organisation of more than 1.2 million business and professional people.

Sixty-two per cent of Rotarians travelled overseas by air in the past two years, and 75% have travelled domestically by air in the past 12 months.

## Meet our readers – we think you'll like them ...

The latest AGB: McNair reader profile of Australian and New Zealand Rotarians confirms the magazine's superior readership profile. Rotarians are high income earning and free spending, prominent in the business and professional community

## The typical Rotarian is:

1. A decision maker/business owner
2. Influential in the business community
3. Married with a high disposable income

## Rotarians are heavy consumers of select products and services:

1. Investment and superannuation portfolios
2. International and domestic airline travel
3. Alcoholic beverages: particularly beer, wine and whisky
4. Multiple motor vehicle owners
5. Leisure, entertainment and sport
6. Business and industrial equipment

## Rotarian Life & Leisure magazine is ...

- Influential
- A quality lifestyle magazine
- Cost effective
- *Rotarian Life & Leisure* has an ABC audited circulation, paid subscription only, of approximately 45,000 copies per quarter
- A magazine focusing on all areas of leisure and lifestyle including, travel, events, food and wine, high-profile personalities, business, finance, technology, film, books and health and wellbeing

## Our host magazine *Rotary Down Under* has been published for over 40 years...

- Paid circulation in Australia and New Zealand is 43,132 – total audience of more than 64,698
- 53% are male and 47% are female
- Rotarians spend 44 minutes reading each copy
- 39% of *Rotary Down Under* magazines are passed on to others or kept for reference

## ADVERTISING CONTACT DETAILS

**Gay Kiddle** [ROTARY DOWN UNDER]

DD: +61 2 8833 8316 | Reception: +61 2 9633 4888  
Email: [gaykiddle@rotarydownunder.com.au](mailto:gaykiddle@rotarydownunder.com.au)  
PO Box 779, Parramatta NSW 2124 Australia

**Samantha Ausburn** [ROTARY DOWN UNDER]

DD: +61 2 8833 8315 | Reception: +61 2 9633 4888  
Email: [samausburn@rotarydownunder.com.au](mailto:samausburn@rotarydownunder.com.au)  
PO Box 779, Parramatta NSW 2124 Australia

# OVER 60,000 DEDICATED TRAVELLERS!

## Magazine advertising rates

(Prices exclude GST)

Size/Position	Casual Rate	Annual (4 Editions)
Double Page Spread	\$5830	\$4730
Full Page	\$3520	\$2805
Half Page (Vertical/Horizontal)	\$2090	\$1595
Third Page (Vertical/Horizontal)	\$1650	\$1210
Quarter Page (Vertical/Horizontal)	\$1320	\$990
Events Strip (Horizontal only)	\$500	
Inserts (per thousand)	\$90	
Cover Position Loading	15%	
Prime Position Loading	10%	

## Website advertising

(Prices exclude GST)

Available in conjunction with magazine advertisements for an additional 20% of the said print advertisement.

## Advertisement creation services

(Prices exclude GST)

A full design and creative advert make-up service is available to advertisers at the following rates.

Copywriting and photography is also available at competitive prices, please enquire.

Double Page Spread	\$385
Full Page	\$200
Half Page	\$135
Third Page	\$100
Quarter Page	\$75

Sixty-two per cent of Rotarians travelled overseas by air in the past two years



## Rotarian Life & Leisure material specifications

Advertising material is accepted in PDF format only. The PDF must be in process (CMYK) colour, high resolution (300ppi) with all fonts embedded. Material supplied will be "flight checked" prior to magazine printing.

Advertisers may be requested to re-supply material should it prove to be unsuitable for any technical reason such as; missing fonts, non-CMYK elements, or graphic and image resolutions lower than 300ppi. It is preferred that advertising material be supplied via the Quickcut validation and delivery system. By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time. *Rotarian Life & Leisure* magazine does not guarantee colour reproduction without the supply of a 3DAP/ISO colour proof.



## Advert Specifications

\*5mm bleed required on double page spread and full page adverts

Double Page  
Spread\*

410mm (w)  
276mm (h)

Full Page\*

205mm (w)  
276mm (h)

Half Page (H)

175mm (w)  
116mm (h)

Half Page (V)

85mm (w)  
237mm (h)

Third Page (H)

175mm (w)  
76mm (h)

Third Page (V)

55mm (w)  
237mm (h)

Quarter Page (H)

175mm (w)  
55mm (h)

Quarter Page (V)

85mm (w)  
116mm (h)

## DEADLINES

Issue 525 (February 2011)

**Booking:** Friday 26 November 2010

**Material:** Friday 3 December 2010

Issue 528 (May 2011-12)

**Booking:** Wednesday 16 March 2011

**Material:** Wednesday 23 March 2011

Issue 531 (August 2011)

**Booking:** Wednesday 15 June 2011

**Material:** Wednesday 22 June 2011

Issue 534 (November 2011)

**Booking:** Friday 16 September 2011

**Material:** Friday 23 September 2011

## MATERIAL REQUIREMENTS

File format: PDF

Colour: CMYK

Resolution: 300ppi