



**FULL COLOUR DISPLAY**

*Prices effective 1st September, 2008*

**Print Magazine**

**Online Magazine**

|                                   | <b>1 issue</b> | <b>4 Issues<br/>20% Discount</b> | <b>Per Issue</b>     | <b>Annual campaign<br/>45% Discount</b> |
|-----------------------------------|----------------|----------------------------------|----------------------|---|
| <i>Measurements WxH mm</i>        |                |                                  |                      |   |
| Full Page                         | \$2180         | \$1744 Per Issue                 | Skyscraper \$450     | \$2970                                  |
| <i>180xh267 or 210xh297 Trim</i>  |                | \$581 Per Month                  | 141x600 pixels       | \$247.50 Per Month                      |
| Half Page (H)                     | \$1260         | \$1008 Per Issue                 | Banner (H) \$300     | \$1980                                  |
| <i>190x120 or 210x135 Trim</i>    |                | \$336 Per Month                  | 600x68 pixels        | \$ 165 Per month                        |
| Half Page(V)                      | \$1260         | \$1008 Per Issue                 | Banner (H) \$300     | \$1980                                  |
| <i>92.5x245 or 107.5x297 Trim</i> |                | \$336 Per Month                  | 141x30 pixels        | \$ 165 Per month                        |
| Third Page                        | \$916          | \$ 733 Per Issue                 | 1/2 Skyscraper \$275 | \$1815                                  |
| <i>H:190x80 V:60x245</i>          |                | \$244 Per Month                  | 141x300 pixels       | \$151.25 Per month                      |
| Quarter Page Square               | \$734          | \$587.25 Per Issue               | Square \$250         | \$1650                                  |
| <i>w92.5xh120</i>                 |                | \$195 Per month                  | 141x141 pixels       | \$137.50 Per month                      |
| Quarter Page                      | \$734          | \$587.25 Per Issue               | Square \$250         | \$1650                                  |
| <i>H:190x60 or V:60x180</i>       |                | \$195 Per month                  | 141x141 pixels       | \$137.50 Per month                      |
| Sixth Page                        | \$568          | \$454.40 Per Issue               | Mini Square \$175    | \$1155                                  |
| <i>H:125x60 V:60x122</i>          |                | \$151 Per month                  | 141x130 pixels       | \$96.25 Per month                       |
| Twelfth Page                      | \$316          | \$ 253 Per Issue                 | Web Link \$45        | \$297                                   |
| <i>60x58</i>                      |                | \$ 84 Per month                  |                      | \$24.75 Per month                       |

**EDITORIAL PROFILES:** A complimentary editorial profile is available when a series of advertisements are booked in our What's Hot - What's New, Organic Consumer and Eco Consumer sections

**DISCOUNTS:** 2 Issues 10%, 3 Issues 15%, 4 Issues 20%

**12 month Series Discount: Pay in full in advance and save 10%**

**Payment Terms:** All advertisements to be paid in full within 14 days of booking, unless by prior arrangement

**Position Loading:** Outside Back Cover + 15%  
 Inside Front Cover + 12 %  
 Inside Back Cover + 10%  
 Page 1, 5 and 7 + 10%  
 Right Hand Page + 5%

**Please note:**

**Advertising Rates do not include GST – please add 10%**

Artwork production is not included.

Online Magazine Ad sizes are not the same as Print Magazine Ad sizes, Please refer to the Online Advertising Specifications.

**Online Directory**

The 24 Hour On-Line Promotion Service for Practitioners, Courses, Services, Products and Retreats.

Reach over 360,000 Magazine Readers and Web Visitors per year who are specifically looking for natural health and lifestyle products, courses and services.

- Easy 24 hour a day password access to add and update your listings
- Personal Web Page with live link to your website and email
- Bonus Membership Discounts and Privileges
- Secure On-Line Merchandising Service
- Complimentary Calendar Event Listings
- Promotion in Conscious Living E Zine of your special offers/events
- Multiple Category Listings for Products, Courses, Services, Retreats
- Editorial Opportunities in Conscious Living Online Magazine

**PACKAGES**

**Single Display Listing**

\$125 – 40 Words plus image

**Single Web page Profile**

\$225 – 1 Web Page Profile of 300 words including image and live link to your website, 12 month membership to Conscious Living Online

**Triple Web Page Profile**

\$395 plus \$35 per Month – 3 Web Page Profiles of 300 words including image and live link to your website, bonus free event or course listing, 12 month membership to Conscious Living Online

**VIP Triple Web Page Profile**

\$495 plus \$65 per month – 3 Web Page Profiles of 300 words including image in categories of your choice and live link to your website, bonus free event or course listing plus editorial in Conscious Living eMagazine and 12 month membership to Conscious Living Online

**Other Options**

**Inserts:**

\$200 per thousand

**Editorial**

In one edition of Conscious Living Print Magazine, Online Magazine for 12 months plus PDF supplied for for ongoing marketing

|                     |        |
|---------------------|--------|
| Double page Feature | \$3858 |
| Full Page           | \$2390 |
| Half Page           | \$1420 |
| Quarter Page        | \$825  |
| Sixth Page          | \$635  |

**Web Site Design**

|              |         |   |
|--------------|---------|---|
| Basic        | \$1,200 | Content Management system with between 3-5 pages setup            |
| Std Business | \$3,600 | Content Management system with between 8-10 pages setup           |
| eRetail      | \$4,800 | Content Management system with between 8-10 pages and eCart setup |

## ARTWORK SPECIFICATIONS

We will make every effort to ensure your supplied artwork reproduces well. We can only do this however if we are supplied with all artwork to our specifications below. MAC (preferred)

- Most preferred format is a high resolution press quality Adobe Acrobat PDF file (please ask for us to email our PDF specs). Alternatively, files may be supplied in InDesign (Auto hyphenation to be turned off & Auto leading at 0%), Adobe Illustrator, or Photoshop with all Fonts and Graphics included. Graphics - all scanned images (and documents) should be supplied in CMYK or Greyscale not RGB or PMS as colours will alter when converted for print. Images must be saved at 350dpi with any lineart images at 800dpi in either EPS, TIFF or JPEG formats.
- All screen and print fonts and any linked files must be provided.
- Artwork must be supplied with Bleed if required. Clients supplying their own artwork must provide a colour proof (hardcopy)
- A once-off conversion cost of \$35 applies to PC files. Most major file formats are acceptable (except Publisher). Please include all fonts and linked files and supply a colour hard copy proof. If you are in doubt about formats please contact us for advice. Preferred format for PC files is EPS with fonts included.
- You are welcome to email your artwork, but please note that our server will not accept mail with attachments where the total size exceeds 10MB. If you are sending text we suggest that you send it as a Microsoft Word or plain text document. All fonts and images must be sent as separate attachments.
- Completed artwork may be supplied on CD-ROMs or DVDs . Films will not be accepted. Adobe Acrobat PDF's may be supplied via email .

## ARTWORK & EDITORIAL PRODUCTION RATES

Our creative team has extensive experience in advertising and for a low cost we can produce artwork to your specifications.

|           |       |                             |          |
|-----------|-------|-----------------------------|----------|
| 1/12 page | \$65  | Full Colour Scans           | \$35     |
| 1/6 page  | \$65  | Alterations to existing ads | \$65ph   |
| 1/4 page  | \$90  | Disc conversion             | \$35     |
| 1/3 page  | \$95  | Customised Design           | \$120 ph |
| 1/2 page  | \$110 | Web Profile Production      | \$65     |
| Full page | \$160 | <b>All charges + GST</b>    |          |

## CIRCULATION

**CIRCULATION:** Established since 1989 Conscious Living Magazine is now being published as a hybrid format of print plus digital and has an ever expanding readership online. Articles from the print and eMagazine are also published in the Online Magazine and after 12 months are catalogued in our Online Library of Articles which is searchable by keyword or category or author.

**PRINT MAGAZINE : Quarterly:** 4 issues per year

- 12,000 copies distributed every 3 months through newsagents, bookstores, health and organic shops in Australia and New Zealand.
- 5,000 complimentary copies are distributed at festivals, expos and seminar events .

**E MAGAZINE + PDF : Monthly:** 12 issues per year

- 7,000 + copies of the eMagazine are emailed to subscribers each month
- The PDF of the E Magazine is also available as a printable download from the Conscious Living Magazine Website.

**ONLINE MAGAZINE: Continuous:** Online Editorial Content reaches a World-Wide audience. The eMagazine content is published in the Online Magazine which is updated with new editorial and news content every month.

The Online Magazine content is read by over 120,000 readers annually which is growing every month.

## PUBLICATION SCHEDULE 2009/2010

### PRINT

| ISSUE | ON SALE     | AD COPY    | AD BOOKING | EDITORIAL   |
|-------|-------------|------------|------------|-------------|
| 82    | August 21   | July 26    | July 21    | June 21     |
| 83    | November 19 | October 16 | October 2  | September 2 |
| 84    | March 1     | February 1 | January 18 | December 18 |
| 85    | June 1      | April 24   | April 17   | March 27    |

### EMAGAZINE

| ISSUE | EMAILED     | AD COPY      | AD BOOKING   | EDITORIAL    |
|-------|-------------|--------------|--------------|--------------|
| 10    | July 14     | July 7       | June 30      | June 30      |
| 11    | August 4    | August 28    | July 21      | July 21      |
| 12    | September 1 | August 11    | August 18    | August 18    |
| 13    | October 1   | September 24 | September 17 | September 17 |
| 14    | November 2  | November 12  | October 19   | October 19   |
| 15    | December 1  | November 24  | November 17  | November 17  |
| 16    | January 4   | December 14  | December 21  | December 21  |
| 17    | February 1  | January 25   | January 18   | January 18   |
| 18    | March 1     | February 22  | February 15  | February 15  |
| 19    | April 1     | March 25     | March 18     | March 18     |
| 20    | May 3       | April 26     | April 19     | April 19     |
| 21    | June 1      | May 25       | May 18       | May 18       |