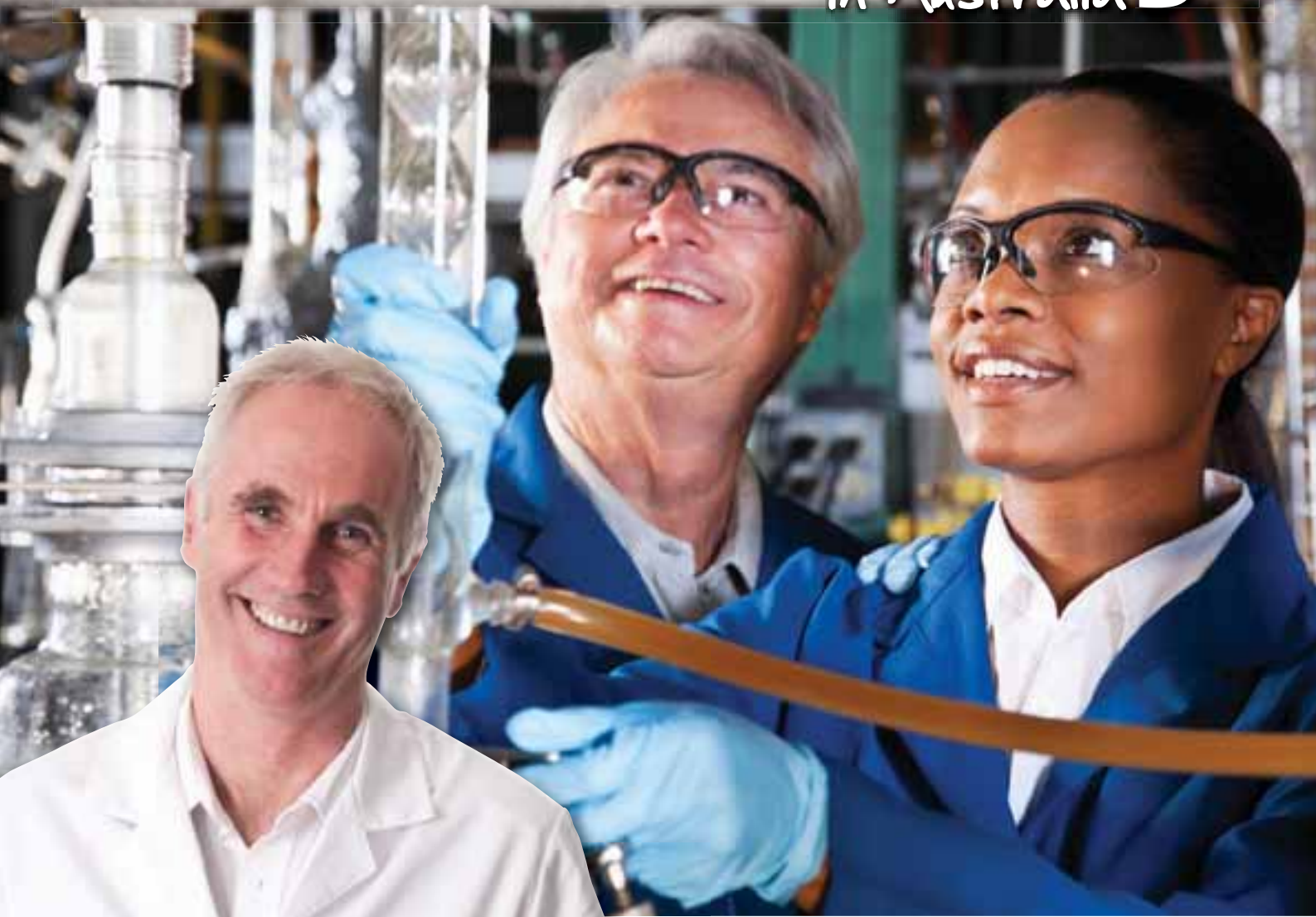


chemistry

in Australia



Media Guide
2013

Chemistry in Australia is the flagship publication of The Royal Australian Chemical Institute (RACI), and has served its readers for more than 30 years.

The RACI is the voice of chemistry in Australia, advocating the importance of chemistry to the public and all levels of education, industry and government.

Chemistry in Australia gives you access to:

- **a diverse chemistry readership** – RACI members work in research, academia and education, manufacturing, business and government, across fields such as materials and life sciences, minerals, food and pharmacy.
- **unique editorial content** – We publish a broad range of features, plus opinion pieces with themes such as innovation, education, environment and career development.
- **a nationwide 'double-dip' distribution** – 3988 (BCA-audited) RACI members receive our printed magazine, and an additional 3900 readers, Australian members of the Institute of Chemical Engineers, can access *Chemistry in Australia* electronically. This makes a potential readership of approximately 20,000.
- **products and services advertorial** – Our 'On the market' segment allows you to promote your product or service in a more comprehensive manner than a standard advertisement permits. This is an opportunity to supplement your existing advertising program and reinforce your message with targeted editorial and a supporting image.

Now is the perfect time to use *Chemistry in Australia* to tap into a difficult-to-reach but influential market of chemistry consumers.

Chemistry in Australia has been the industry flagship for over 30 years



Artists (left to right): Ron Moss, Patricia Zuber, Ros Meeker, Margaret McAteer, Alicja Boyd, John Ingleton, Fred Duncan, Robyn Silk

Advertising rates 2013 (excluding GST) for full colour placement

Type	2 page spread	Full page	Half page	Third page	Quarter page
Casual	\$4585	\$2620	\$1830	\$1310	\$1050
X 4 (-15%)	\$3897	\$2227	\$1555	\$1113	\$892
X 11 (-25%)	\$3439	\$1965	\$1372	\$982	\$787

Covers	Inside front	Inside back	Outside back
Casual	\$3015	\$2880	\$3015
X 4 (-15%)	\$2563	\$2448	\$2563
X 11 (-25%)	\$2261	\$2160	\$2261

Please note all rates are agency commissionable.

Advertising deadlines 2013 (excluding inserts)

Issue date	Booking	Material due	Published
February	3 December	17 December	18 January
March	21 December	28 January	1 March
April	11 February	25 February	29 March
May	11 March	25 March	26 April
June	8 April	22 April	24 May
July	13 May	27 May	28 June
August	10 June	24 June	26 July
September	15 July	29 July	30 August
October	12 August	26 August	27 September
November	9 September	23 September	25 October
December	28 October	11 November	13 December

Terms

Cancellation of advertising space prior to the booking deadline will not incur a cancellation fee.

Cancellation of advertising space after the booking deadline will incur a 50% cancellation fee based on the value of the space booked.

Cancellation after the material deadline will incur a 100% cancellation fee based on the value of the space booked.



For more elements, visit www.raci.org.au/periodic-table-on-show

Inserts

Inserts can be distributed with our magazine. National or state-specific distribution can be arranged. Rates will depend on the type and quantity of the insert. For further information, please contact Gypsy Media Services.

Website and RACI e-Newsletter advertisements

Please contact Gypsy Media Services for further details.

Technical specifications

2 page spread: supply with 3mm bleed on all edges

Full page: 210mm width x 275mm height with 3mm bleed on all edges

Half page vertical: 83mm width x 230mm height

Half page horizontal: 170mm width x 112mm height

Third page vertical: 55mm width x 230mm height

Third page horizontal: 170mm width x 74mm height

Quarter page vertical: 83mm width x 112mm height

Quarter page horizontal: 170mm width x 55mm height

Bleeds for half, third and quarter-page ads available on request.

Material file formats

Advertisements should be provided as CMYK PDFs distilled using the PDF X-1 or 'press-ready' preset. All fonts and high-resolution images (300 dpi) should be embedded, and the file must include crop marks. All page elements must be at least 3mm inside the trim, and colour bars and crop marks must be at least 6mm outside the trim. A 3mm bleed beyond the trim is required for advertisements that bleed to the edge of the page. Black text must be 100% black and not 4-colour black, to avoid registration issues. Ink density must not exceed 280%.

Material can be sent directly to the Production Editor, Catherine Greenwood (csgreenwood@optusnet.com.au).

Enquiries and bookings

All advertisement and insert booking enquiries can be directed to:

Gypsy Media Services

Marc Wilson

Director

phone: 0419 107 143

email: marc@gypsymedia.com.au

