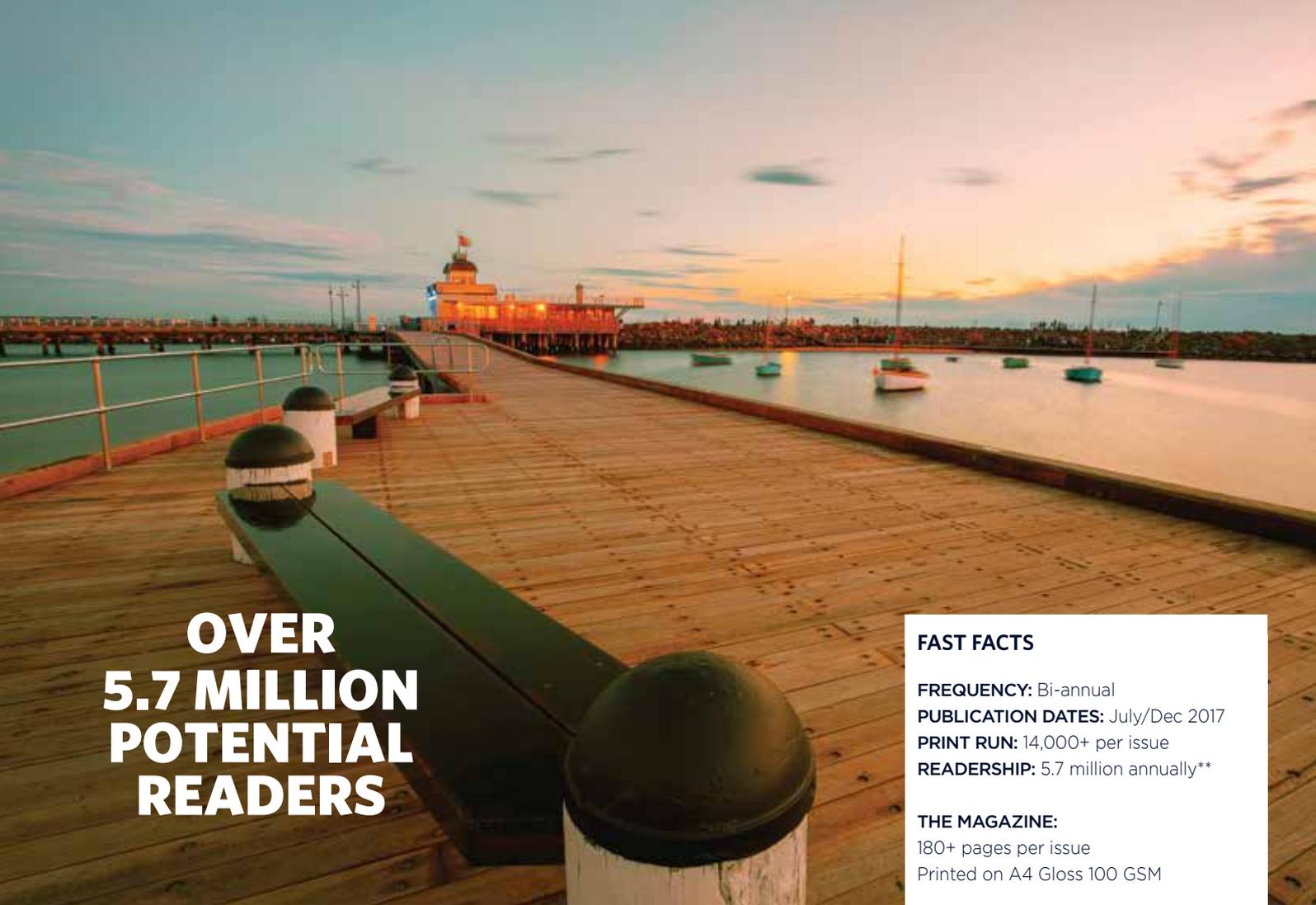


destinations **VICTORIA**

Media Guide 2017/18

**TWO ISSUES
PER YEAR
WITH
CHINESE
TRANSLATION**





**OVER
5.7 MILLION
POTENTIAL
READERS**

FAST FACTS

FREQUENCY: Bi-annual
PUBLICATION DATES: July/Dec 2017
PRINT RUN: 14,000+ per issue
READERSHIP: 5.7 million annually**

THE MAGAZINE:
 180+ pages per issue
 Printed on A4 Gloss 100 GSM

SPECIAL FEATURES INCLUDE:

- Partial Chinese translation
- Vouchers with exclusive discounts and offers
- Customised covers (for hotels)
- DV App



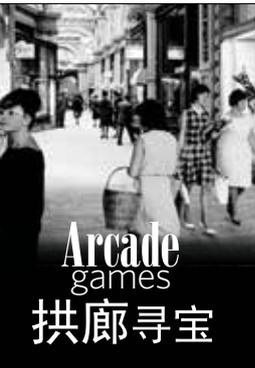
About destinations
VICTORIA

Destinations Victoria is a glossy and stylish resource for thousands of travellers visiting this vibrant state. With widespread distribution through some of Melbourne's most popular accommodation, as well as selected newsstands and Qantas Club lounges (Australia and overseas), the magazine has gained a reputation - and a circulation - that befits Victoria's leading independent travel guide. Throughout Melbourne metro and key regional areas, we have got Victoria covered - city and country. *Destinations Victoria* is written with the grateful assistance of Tourism Victoria, a key strategic partner.

WHERE YOU'LL FIND US:

- 3.5-5 star hotels in Melbourne and regional areas
- Qantas International Lounges - Melbourne, Sydney, Hong Kong, Singapore and Los Angeles
- Qantas Domestic Lounges - all states
- Key newsagencies
- Online at magnation.com
- Tourist frequented cafes in Melbourne, Sydney, Adelaide and Canberra (distributed via AvantCard)
- ISSUU - digital magazine platform
- isubscribe

** Distributing 14,000 copies x 365 days x 1.5 average readers per night x 75% room occupancy = 5.7 million potential readers



Emporium Melbourne Promotion

When you enter the reimagined world that is Emporium Melbourne, you will feel like you have stumbled upon something truly unique. A subtle fusion of design, food and fashion flows through the architectural veins, setting the pace in a sea of retail sameness.

Need to know

237 Little Bourke Street, Melbourne
 03 9600 1000
 www.emporiummelbourne.com.au

SEARCH THE DASH: Alex McCall and Michael Carr, who have worked with Alan Hing on the design of the new Emporium Melbourne, are seen in the store. The store is a mix of retail and dining, with a focus on high-end fashion and dining. The store is a mix of retail and dining, with a focus on high-end fashion and dining. The store is a mix of retail and dining, with a focus on high-end fashion and dining.

EUREKA SKYDECK 88

When the brochure advertising Eureka Skydeck 88 promises the view from 88 floors up is 'like nothing you've ever experienced', they're quite right.

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Arts Centre Melbourne Promotion

A CULTURAL LANDMARK

Arts Centre Melbourne is both a defining cultural landmark and Australia's largest performing arts centre. Discover it for yourself.

Need to know

100 Sturt Street, Melbourne
 03 9600 1000
 www.artscenremelbourne.com.au

SEARCH THE DASH: Alex McCall and Michael Carr, who have worked with Alan Hing on the design of the new Emporium Melbourne, are seen in the store. The store is a mix of retail and dining, with a focus on high-end fashion and dining. The store is a mix of retail and dining, with a focus on high-end fashion and dining.

Collins Place Promotion

collins place

Serious and civilised retail therapy

Need to know

100 Sturt Street, Melbourne
 03 9600 1000
 www.collinsplace.com.au

SEARCH THE DASH: Alex McCall and Michael Carr, who have worked with Alan Hing on the design of the new Emporium Melbourne, are seen in the store. The store is a mix of retail and dining, with a focus on high-end fashion and dining. The store is a mix of retail and dining, with a focus on high-end fashion and dining.

UNIQUE OPPORTUNITIES

CUSTOM COVERS

Should you choose to become one of our hotel distributors, an exclusive custom cover can be secured as part of your package - POA.

SPONSORED EDITORIAL

Designed with the look and feel of the magazine and written in the same voice, sponsored editorials offer advertisers a great alternative to brand advertising, which enables your brand message to be integrated seamlessly within the content of the magazine. Please note pages are tagged with a strapline to clearly identify them. POA.

destinations VICTORIA

THE OFFICIAL TRAVEL GUIDE FOR EVERYONE WHO VISITS VICTORIA

ARCADE GAMES
MELBOURNE SHOPPING THROUGH THE AGES

ART EXPLORER
The best galleries & museums

WHAT'S ON
The best events & festivals

AMORA HOTEL
RIVERWALK MELBOURNE

VOUCHERS

Unique to Destinations Victoria, our redeemable vouchers are a popular offering that has been met with resounding success in the market place. Branded with a logo and an exclusive offer, readers can present the vouchers at participating retailers for redemption. This enables our advertisers to track and measure a response, as well as creating incentives for our readers to utilise advertisers' products and services.

DRACULA'S
COMPLIMENTARY VIP OFFERS FOR \$50000

PRIME FLYS
2ND PAIR OF TROUSER FREE

20% DISCOUNT
On unlimited ride tickets on presentation of this voucher at Melbourne's Luna Park

20% DISCOUNT
On unlimited ride tickets on presentation of this voucher at Melbourne's Luna Park

FREE WOLF WATCH WINDER

COMPLIMENTARY HIGH TEA

ADVERTISING RATES

SIZE	RATE (per issue)
Inside Front Cover Spread (IFCS)	\$10,000
Outside Back Cover (OBC)	\$12,000
Double Page Spread	\$9,000
Full Page Colour	\$6,500
Half Page Horizontal	\$3,500
Third Page Vertical	\$2,750
Sponsored Editorial (FPC)	\$5,000 (includes production)
Voucher Strip (4 x)	\$950
Voucher Full Page (16 x)	\$3,000
*** ALL PRICES EXCLUDE GST ***	

JULY ISSUE DEADLINES

BOOKING DEADLINE:	5 MAY
MATERIAL DEADLINE:	
SPONSORED EDITORIAL (COPY + IMAGES)	10 MAY
BRAND AD	19 MAY

DECEMBER ISSUE DEADLINES

BOOKING DEADLINE:	13 OCTOBER
MATERIAL DEADLINE:	
SPONSORED EDITORIAL (COPY + IMAGES)	20 OCTOBER
BRAND AD	30 OCTOBER

*Cancellation deadline one week prior to booking deadline

ARTWORK SPECIFICATIONS

DOUBLE PAGE SPREAD

Type area	267 x 390mm
Trim	297 x 420mm
Bleed	5mm

1/2 PAGE HORIZONTAL

Type area	118.5 x 180mm
Trim	148.5 x 210mm
Bleed	5mm

FULL PAGE

Type area	267 x 180mm
Trim	297 x 210mm
Bleed	5mm

1/2 PAGE VERTICAL

Type area	267 x 41.3mm
Trim	297 x 71.3 mm
Bleed	5mm

BACK COVER

Type area	257 x 170mm
Trim	297 x 210mm
Bleed	5mm

Artwork supplied by client

WE REQUIRE:

- Artwork on CD ROM, DVD or email (we can accept files up to 10MB) in Mac format only
- A colour-correct digital proof or a laser proof with suppliers' contact details clearly marked. If a colour correct proof is not supplied, Publicity Press is unable to guarantee colour accuracy
- For any areas of black larger than 5mm², the black must be made up of 30 cyan, 30 magenta, 30 yellow, 100 black
- Please specify clearly if you want artwork files returned

WE PREFER:

- High-res Acrobat PDF format, CMYK colour mode with no spot colours. Contact Publicity Press if you are unsure of PDF setup details
- Please ensure PDFs have 5mm bleed, and that crop marks, registration marks etc, are either offset outside the bleed area (e.g. offset to 6mm) or removed completely

WE WILL ALSO ACCEPT THE FOLLOWING:

- TIFF or EPS files at minimum 300dpi in CMYK colour mode

WE DO NOT ACCEPT THE FOLLOWING:

- Finished artwork in any form that can be altered (e.g. InDesign or Quark documents). This is to ensure that artwork that has been signed off by a client cannot accidentally be altered by Publicity Press

Design agencies are responsible for ensuring their client approves artwork before it is sent to Publicity Press.

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