

NEW SOUTH WALES  
**POLICE**NEWS

OFFICIAL JOURNAL OF THE POLICE ASSOCIATION OF NSW

**MEDIA KIT**



# POLICE NEWS

The **NSW Police News** is the official journal of the Police Association of NSW. The journal is extensively read and provides information on a wide range of events, for example, news, legal advice, technical developments, new products, promotions, awards, postings, union notices, sporting and social activities.

With approximately 40 pages, the NSW Police Journal contains an Editorial, News, Feature Articles, Members' Benefits, Viewpoints, Book Reviews, Mailbags, Noticeboards and 'Classifads'.

Advertisers please note, preferred allocations are limited with space often booked well in advance.

## **DEMOGRAPHICS:**

- 15,500 serving police of which approximately 24% are female;
- the largest law enforcement agency in Australasia and one of the largest in the English speaking world;
- based in over 500 police stations across NSW;
- the yearly NSW Police budget is in excess of \$2 billion;
- predominately aged between 25-45 and mostly married;
- a higher than average level of home ownership;
- who move house more frequently than the national average;
- contribute to a superannuation fund.



# RATE CARD

Advertisement Size	Price
Full Page Cover	\$4,950
Loose Inserts	\$4,378
Full Page Colour	\$4,378
Full Page Mono	\$3,454
Half Page Colour	\$2,970
Half Page Mono	\$2,299
Quarter Page Colour	\$1,749
Quarter Page Mono	\$1,155

All prices inclusive of 10% GST and does not include agency fees

**COPIES PER EDITION:** 22,000

**READERSHIP:** 40,000 (approx.)

**JOURNAL SIZE:** Altered A4 (210mm x 275mm)

**FORMAT:** Up to 14 different sponsor inserts to support local members with corporate sponsors in all copies.

**DISTRIBUTION:** NSW Police News is distributed to all Police, Federal and State Parliamentarians, Print, Radio and TV Journalists, Police Research Organisations, some Government Departments, Participating Businesses and Sponsors.

- 12 editions per year - 1st week of each month (January edition is an e-version with no advertising)
- Artwork required 8 weeks prior to delivery date. (Final deadline)
- 10% discount applies to an annual commitment of 4 editions.

# MECHANICAL SPECS

## ACCEPTABLE MEDIA

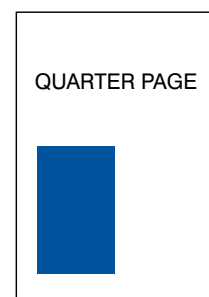
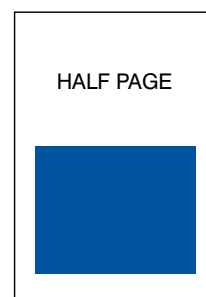
- Completed advertisements can be supplied using Quickcut/Adstream, a service provider for electronic delivery files. For more information regarding Quickcut/Adstream visit: <http://www.adstream.com>.
- When supplying advertising material via Quickcut, please ensure that the cover date and magazine name is entered. This will assist in keeping track of your advertisement.
- If not using Quickcut/Adstream artwork must be supplied electronically on CD or via email at the correct size.

## FILE PREPARATION

- Artwork must be supplied as a high resolution (300 dpi) PDF, EPS or TIF file with all fonts embedded.
- Colour artwork must be CMYK - PMS spot colours and RGB images are unacceptable.
- Full page and cover ads must include 3mm bleed on all sides as well as crop marks.
- Ink Weight: 310%, Cover Stock: 150gsm  
Inside Stock: 100gsm
- Publishers are not responsible for typesetting/artwork done on behalf of an advertiser.
- All copy is subject to the approval of the publishers (Countrywide Austral) and the Police Association NSW. The publishers reserve the right to reject or cancel any advertising at any time for any reason and will not be held responsible for unclaimed material after a period of three months from date of publication.

Ad Size	Trim Size (width x height)	Bleed Size (width x height)
Full Page Cover	210 x 275	216 x 281
Full Page	210 x 275	216 x 281
Half Page	190 x 121	N/A
Quarter Page	92 x 121	N/A

All measurements in millimetres



## CONTACT:

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