



The Journal for
WOMEN
AND POLICING

MEDIA KIT



THE JOURNAL FOR WOMEN AND POLICING

The Australasian Council of Women and Policing is working to improve policing for women. It was established in August 1997 and is a growing group of women and men within police services and the community who are working together to improve the policing services provided to women, improve opportunities and outcomes for women within policing and participate in the global network of women in policing.

The Journal for Women and Policing is published twice yearly and contains features on outstanding individuals who have contributed to improving policing for women, news about the Council, and international and national events. The journal provides an important forum to discuss concepts and ideas on ways to achieve better policing for our community as well as dealing with the issues that affect the welfare and well-being of police women in general.

Your support is for our Council, it is not for the police service itself or the police union. All advertising assistance is greatly appreciated and is essential

for the ongoing support of this quality publication to continue the communication between The Australasian Council for Women and Policing and its members.

- The Journal is direct mailed to every police station in Australia and New Zealand.
- The editions are now spring (Oct) and autumn (Apr).
- Larger police complexes receive multiple copies of the Journal.
- There are over 60,000 police employees in Australia with coast-to-coast coverage achieved in current mail-out.
- Electronic copies of the Journal are posted online and receive hits from around the world.
- Journal recognition is international and in 2012, led to ACWAP being invited to present in Pakistan.
- ACWAP is affiliated with the Australasian Institute of Policing (AiPol) – this broadens reach and recognition.
- Previous Journal articles have prompted inquiries from the USA, Canada and the UK (Qldd floods).



RATE CARD

Advertisement Size	Price
Full Page Cover	\$3,630
Full Page Colour	\$3,190
Half Page Colour	\$2,200
Quarter Page Colour	\$1,265

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

COPIES PER EDITION: 7,500

READERSHIP: 20,000 (approx)

JOURNAL SIZE: A4 (210mm x 297mm)

FORMAT: 4 different sponsor inserts to support local members with corporate sponsors in all copies.

DISTRIBUTION: The Journal for Women and Policing is distributed to ACWAP members, their families, ACWAP associates and valued supporters of the publication.

- 2 editions per year - distribution in the second week of April and October
- Artwork required 6 weeks prior to delivery date. (Final deadline)
- 10% discount applies to an annual commitment of 2 editions.

MECHANICAL SPECS

ACCEPTABLE MEDIA

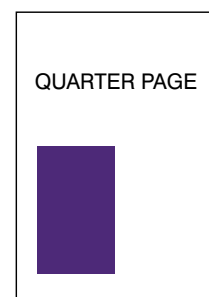
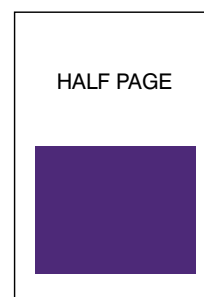
- Completed advertisements can be supplied using Quickcut/Adstream, a service provider for electronic delivery files. For more information regarding Quickcut/Adstream visit: <http://www.adstream.com>.
- When supplying advertising material via Quickcut, please ensure that the cover date and magazine name 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 - 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 Australasian Council of Women and Policing Inc. 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 297	216 x 303
Full Page	210 x 297	216 x 303
Half Page	190 x 131	N/A
Quarter Page	93 x 131	N/A

All measurements in millimetres



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