



The Australian

FIREFIGHTER

The Official Journal of the United Firefighters Union of Australia

MEDIA KIT



THE AUSTRALIAN FIREFIGHTER

The United Firefighters Union of Australia (UFUA) represents more than 13,000 firefighters across Australia in continued campaigns to achieve improved working conditions for the men and women who confront dangerous and often life-threatening situations in their daily work.

The Australian Firefighter journal is published three times a year and contains features on news, training, food, travel and health. The journal provides an important forum to discuss concepts and ideas as well as dealing with the issues that affect the welfare and well-being of firefighters in general.

Your support is for the thousands of full-time career fighting members based in each state and territory of Australia, it is not about supporting a local volunteer brigade or the fire service itself. Your support acknowledges the daily courage of every one of our firefighting members and their dedication to risk their life to save another.

All advertising assistance is greatly appreciated and is essential for the ongoing support of this quality publication to continue the communication between the United Firefighters Union of Australia and its members.



RATE CARD

Advertisement Size	Price
Loose Inserts	\$3,960
Full Page Cover	\$3,960
Full Page Colour	\$3,300
Full Page Spot*	\$3,025
Half Page Colour	\$2,420
Half Page Spot*	\$1,738
Quarter Page Colour	\$1,386
Quarter Page Spot*	\$1,144

All prices inclusive of 10% GST and does not include agency fees
 * Spot ads are two colour ads. For The Australian Firefighter those two colours are black and Pantone 186.

COPIES PER EDITION: 10,000

READERSHIP: 30,000 (approx)

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

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

DISTRIBUTION: The Australian Firefighter is distributed to UFUA members, their families, fire stations, associates and valued supporters of the publication.

- 3 editions per year - the first week of Summer, Winter and Spring.
- Artwork required 6 weeks prior to delivery date. (Final deadline)
- 10% discount applies to an annual commitment of 3 editions.

MECHANICAL SPECS

ACCEPTABLE MEDIA

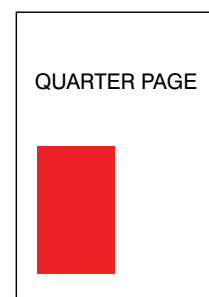
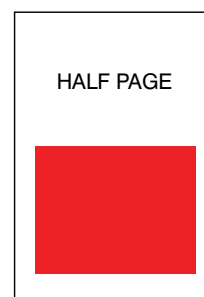
- Completed advertisements can be supplied using Quickcut/Adstream, a service provider for electronic delivery files. For more information regarding Quickcut/Adstream visit: <http://www.adstream.com>.
- When supplying advertising material via Quickcut, please ensure that the cover date and magazine name 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 United Firefighters Union of Australia. 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



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