

# AMBULANCE ACTIVE



ADVERTISERS 2025

# MEDIA KIT

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# ABOUT THE JOURNAL

AMBULANCE ACTIVE IS THE OFFICIAL JOURNAL OF THE AUSTRALASIAN COUNCIL OF AMBULANCE UNIONS – A PUBLICATION FOR PARAMEDICS, AMBULANCE OFFICERS AND MEMBERS FROM RELATED FIELDS.

## ABOUT AMBULANCE ACTIVE

Their objectives are to raise the status and advance the interests of the profession of ambulance-related services and represent the views and interests of members. They also aim to facilitate full interchange of concepts and techniques amongst various fields and promote research and development of emergency medical treatment generally.

This journal will include industrial, professional, public interest and campaign articles relating to the ambulance sector of the Australian emergency services and is a vital link between the Australasian Council of Ambulance Unions and its members.

All advertising assistance is gratefully received and is essential for the ongoing support of this publication and to continue the communication between the Australasian Council of Ambulance Unions and its members.



## A LOOK AT AMBULANCE ACTIVE

Ambulance Active is distributed to all Paramedics/ Ambulance Officers from every Ambulance Service in Australia (Members of Australasian Council of Ambulance Unions)

**3 editions per year - Autumn, Winter and Summer**



**10,500**  
Copies



**A4**  
Size



**20,000**  
Readership



(03) 9937 0200



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# INFORMATION ABOUT ADVERTISING

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## ADVERTISING RATES

Advertisement Size	Price
Full Page Colour	\$2,695
Half Page Colour	\$1,595
Quarter Page Colour	\$1,195

Covers, double page spreads, advertorials and page specific costs are available upon request.

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



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# ADVERTISEMENT

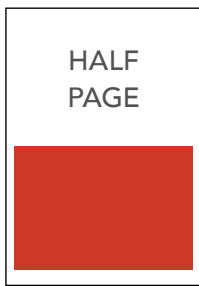
# SPECIFICATIONS

Ad Size	Trim Size (width x height)	Bleed Size (width x height)
Full Page	210 x 297	216 x 303
Half Page	190 x 131	NA
Quarter Page	93 x 131	NA

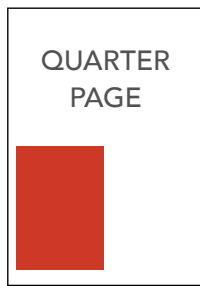
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FULL  
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- Artwork must be supplied as a high resolution (300 dpi) PDF, EPS or TIF file with all fonts embedded.
- Colour artwork must be CMYK - PMS spot colours and RGB images are unacceptable.
- 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: 95gsm
- 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 ACAU. 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.



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