

# retirement *Living* Australia

[www.retirementlivingaustralia.com.au](http://www.retirementlivingaustralia.com.au)

Your personal  
**guide**  
to better  
**retirement...**



## **MEDIA KIT 2011**

**THE OVER 55'S GUIDE TO:**

- ACCOMMODATION
- RETIREMENT VILLAGE INFORMATION
- HEALTH & WELLBEING
- SENIORS HOLIDAY & TRAVEL
- REAL ESTATE

PRODUCTS AND  
SERVICES DIRECTORY

WILLS AND BEQUESTS

TRANSPORT

HOLIDAY AND TRAVEL

ACCOMMODATION



Retirement Living Australia is a nationwide premier lifestyle magazine for the over 55's market. Published twice a year with a collective distribution of over 15,000 copies per edition, Retirement Living maintains a dedicated readership through our commitment to providing our audience with useful, up to date information. Ranging from interest pieces, investment choices, seniors travel and health with articles provided by RVA And COTA, there is no better way to showcase your products and services for the seniors market.

## PRODUCED IN A VIBRANT GLOSSY A4 FORMAT, CONTENTS INCLUDE:

- Products and services directory
- Full list of Retirement Villages
- RVA Members listing
- Seniors Holiday Travel
- Health and wellbeing
- Pre-retirement Strategies as well as Real Estate

## RETIREMENT LIVING AUSTRALIA MAGAZINE

Retirement Living Australia is endorsed by the Federal Minister for Ageing and supported by the Retirement Village Association (RVA) and the Council of the Aging (COTA) NSW. Distributed by the RVA and Seniors Enquiry Offices. Available at all retirement villages throughout Australia and by mail order.

### BOOKINGS AND ENQUIRIES:

For more information regarding advertising in this publication, please contact your sales representative at Showcase Publications on (02) 9211 74 22

Retirement Living Stream



# 2011 ADVERTISING RATES



FULL PAGE 210mm x 297mm + 5mm bleed

HALF PAGE 190mm x 125mm

QUARTER PAGE 92mm x 125mm

AD SIZE	CASUAL	2 ISSUES (Per issue)
Full Page	\$3,800	\$3,500
Half Page	\$2,800	\$2,500
Quarter Page	\$1,450	\$1,250
Double Page Spread	\$6,000	\$5,500
*3 Page Gatefold	\$10,000	\$9,000
*Outside Back Cover	\$6,500	\$6,000
*Inside Front Cover	\$6,500	\$6,000
*Inside Back Cover	\$6,500	\$6,000
*Page Facing Contents	\$5,500	\$5,000
*Page Facing Minister's Message	\$5,500	\$5,000
*Lead Page in Feature Section	\$5,500	\$5,000

## OTHER SPECIAL POSITIONS

**THREE PAGE SPREAD**

TBA

**DOUBLE PAGE SPREAD**

420mm x 297mm + 5mm Bleed

### MATERIAL SPECIFICATIONS A4 210mm W X 297mm H

#### DISK SPECIFICATIONS:

The *Retirement Living Australia* is produced within a Macintosh DTP environment and so compatible formats are preferred (call our production department for assistance with PC conversions). Advertisers must supply the following: a copy of all fonts (printer and screen) used within their documents, and a laser proof of the documents.

**PROGRAMS: Fonts:** Only Adobe Postscript Type 1 fonts can be used – unless supplied as an outline in Adobe Illustrator.

**PDF Files:** HIGH-RES PDF files please ensure CMYK format.

**QuarkXPress:** ensure you are working in CMYK Mode and have process separation turned on in the Edit Colour menu.

**Adobe Illustrator:** please outline fonts

**Adobe Photoshop:** ensure the files are in CMYK Mode, NOT RGB.

The resolution required is 300dpi at 100%. Please note: Ensure all images are included. If logos are to be scanned please supply bromide or clear copy (not photocopy or fax) with PMS colour breakdown.

**MATERIAL:** All material to be marked with COMPANY NAME and to be supplied on disk: CD and sent to Showcase Publications C5, 99 Jones Street, Ultimo, NSW, 2007.

P.O. Box 665 Broadway NSW 2007 or email: [artwork@showpub.com.au](mailto:artwork@showpub.com.au) (Max. 5MB limit)

\*Special positions offered subject to availability and prior sale. All rates are subject to 10% GST. Please add 10% for all agency bookings.

# 2011 DIRECTORY RATES



**FULL COLUMN** 92mm x 250mm

**HALF COLUMN** 92mm x 125mm

**1/8 COLUMN** 92mm x 30mm

**1/3 COLUMN** 92mm x 60mm

## BOOKING DETAILS

Booking and cancellation deadlines: 1.5th of month prior to publication.

## SYDNEY OFFICE:

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NSW 2007

**Ph:** 02 9211 7422

**Fax:** 02 9211 7522

Email: [artwork@showpub.com.au](mailto:artwork@showpub.com.au)



AD SIZE	1 ISSUE	2 ISSUES
Full Column	\$1,650.00	\$1,500.00
Half Column	\$985.00	\$895.00
1/3 Column	\$450.00	
1/8 Column	\$250.00	

DIRECTORY RATES Excluding GST

\*Special positions offered subject to availability.

