

# LIMELIGHT

AUSTRALIA'S CLASSICAL MUSIC & ARTS MAGAZINE

MEDIA KIT 2019

# LIMELIGHT IS A UNIQUE PLATFORM DEDICATED TO AUSTRALIAN ARTS, FEATURING THE BEST NEWS, FEATURES AND REVIEWS OF CLASSICAL MUSIC, OPERA, THEATRE, DANCE AND VISUAL ART FROM AT HOME AND ABROAD

For many years now *Limelight* has provided the resources for classical music and arts that Australians reach for when they want to know what's happening and what's good out there in the world. While other media have shrunk their arts coverage, *Limelight* has increased its coverage in classical music, opera, theatre, dance, visual art and related topics. Our readership knows that we only use the best journalists and cover the significant arts events and topics that they want to read about.

With substantial features every month, a busy, comprehensive reviews section – covering both recorded media and live events – and coverage of current affairs in the arts world, *Limelight* continues to engage and consolidate the arts audience. Passionate, enthusiastic, sometimes opinionated, but never dull, our mission is to inform, entertain and provoke debate.

There's never been a better time to be in the *Limelight*.

– Clive Paget, Editor at Large



# THE LIMELIGHT AUDIENCE

## *Print*

**8,000+**  
MAGAZINE  
DISTRIBUTION

## *Website*

**128,000**  
MONTHLY  
PAGEVIEWS

**72,000+**  
UNIQUE BROWSERS  
PER MONTH

**29,000+**  
AUSTRALIAN  
MONTHLY USERS

## *Email*

**8,600+**  
EDM  
DATABASE

**8,900+**  
ENEWSLETTER  
DATABASE

## *Social*

**15,600+**  
FACEBOOK  
FOLLOWERS

**6,600+**  
TWITTER  
FOLLOWERS

**1,900+**  
INSTAGRAM  
FOLLOWERS

# LIMELIGHT SCHEDULE 2019-2020

<b>ISSUE</b>	<b>BOOKING DEADLINE</b>	<b>MATERIAL DEADLINE</b>	<b>INSERTS DUE</b>	<b>LODGE W/ AUSPOST</b>	<b>RETAIL ON SALE</b>
AUG 2019	28 JUN 2019	3 JUL 2019	10 JUL 2019	18 JUL 2019	1 AUG 2019
SEP 2019	26 JUL 2019	31 JUL 2019	7 AUG 2019	15 AUG 2019	2 SEP 2019
OCT 2019	30 AUG 2019	4 SEP 2019	11 SEP 2019	19 SEP 2019	3 OCT 2019
NOV 2019	27 SEP 2019	2 OCT 2019	9 OCT 2019	17 OCT 2019	4 NOV 2019
DEC 2019	1 NOV 2019	6 NOV 2019	13 NOV 2019	21 NOV 2019	2 DEC 2019
JAN/FEB 2020	29 NOV 2019	4 DEC 2019	11 DEC 2019	19 DEC 2019	30 DEC 2019
MAR 2020	31 JAN 2020	5 FEB 2020	12 FEB 2020	20 FEB 2020	27 FEB 2020
APR 2020	28 FEB 2020	4 MAR 2020	11 MAR 2020	19 MAR 2020	30 MAR 2020
MAY 2020	26 MAR 2020	31 MAR 2020	7 APR 2020	15 APR 2020	30 APR 2020
JUN 2020	1 MAY 2020	6 MAY 2020	13 MAY 2020	21 MAY 2020	28 MAY 2020
JUL 2020	29 MAY 2020	3 JUN 2020	10 JUN 2020	18 JUN 2020	29 JUN 2020
AUG 2020	26 JUN 2020	1 JUL 2020	8 JUL 2020	16 JUL 2020	30 JUL 2020
SEP 2020	31 JUL 2020	5 AUG 2020	12 AUG 2020	20 AUG 2020	31 AUG 2020
OCT 2020	28 AUG 2020	2 SEP 2020	9 SEP 2020	17 SEP 2020	28 SEP 2020
NOV 2020	25 SEP 2020	30 SEP 2020	7 OCT 2020	15 OCT 2020	29 OCT 2020
DEC 2020	30 OCT 2020	4 NOV 2020	11 NOV 2020	19 NOV 2020	30 NOV 2020
JAN/FEB 2021	27 NOV 2020	2 DEC 2020	9 DEC 2020	17 DEC 2020	31 DEC 2020

# LIMELIGHT RATE CARD

## PRINT PACKAGES

DPS Package (Double Page Spread + MREC* + EDM).....	<b>\$5,400</b>
FP Package (Full Page Print + MREC*).....	<b>\$3,400</b>
HP Package (Half Page Print + MREC*).....	<b>\$2,000</b>
TP Package (Third Page Print + MREC*).....	<b>\$1,350</b>
Insert (Booking Fee + CPM).....	<b>\$100 + \$350/THOUSAND</b>

\* Included bonus MREC will run for 1 week, Monday through Sunday, at 25% SOV.

HP and TP Packages are available with Horizontal or Vertical advertisements.

20% loading Inside Back Cover (IBC), Outside Back Cover (OBC) and Inside Front Cover (IFC).

## DIGITAL OPTIONS

Native Content (incl. Boosted Facebook Post).....	<b>\$2,500</b>
Syndicated Content (incl. Boosted Facebook Post).....	<b>\$1,250</b>
Boosted Facebook Post.....	<b>\$300</b>
Website MREC (1 week, 25% SOV).....	<b>\$500</b>
Website Banner (1 week, 25% SOV).....	<b>\$500</b>
Website Banner (1 week, 100% SOV).....	<b>\$1,500</b>
Enews Header Combo (Banner + MREC).....	<b>\$1,050</b>
Enews LREC (under Editor's Choice).....	<b>\$950</b>
EDM.....	<b>\$1,500</b>

## MORE INFORMATION

### Native Content

Commission one of our experienced editorial staff to create a feature article for your business. We'll share this article on our social media channels with (including a Boosted Facebook Post) and we'll also include the article in our Weekly Newsletter.

### Syndicated Content

Do you already have great content but need more people reading it? Reach the *Limelight* audience through syndication – we'll host your pre-written content on our website and share it on our social media channels.

### Microsite

Contact us for more information.

### EDM (Solus)

Our most popular digital inventory, an Electronically Distributed Message delivers your content direct to our database of over 6,500.

### Boosted Facebook Post

A Facebook Post (linking to an external site or an article hosted on our site), approved by *Limelight's* editorial staff. Boosted to a targeted audience.

### SOV

We sell our website's digital display adverts using a Share of Voice model. Bookings run Monday through Sunday and are available in 25%, 50% or 100% portions.

### CPM

Cost per Thousand

# LIMELIGHT PRINT SPECS

Please deliver your advertisement to [admin@limelightmagazine.com.au](mailto:admin@limelightmagazine.com.au) by the booking deadline on your contract.

	TYPE-SAFE AREA	TRIM	BLEED
FULL PAGE	200 x 258 mm	220 x 278 mm	230 x 288 mm
DPS *	420 x 258 mm	440 x 278 mm	450 x 288 mm
1/2P HORIZONTAL	200 x 116 mm	220 x 136 mm	230 x 146 mm
1/3P HORIZONTAL	200 x 72.5 mm	220 x 92.5 mm	230 x 102.5 mm
1/2P VERTICAL	97 x 268 mm	107 x 278 mm	117 x 288 mm
1/3P VERTICAL	64 x 268 mm	74 x 278 mm	84 x 288 mm

## PLEASE DOUBLE CHECK YOUR DOCUMENT BEFORE CONVERTING TO A PDF:

- **SIZE** Ensure your ad meets the specs above
- **INK LIMIT** 300%
- **COLOURS** Set up as 'process separation' or CMYK
- **TYPE** must be a minimum of 8pt and 10pt for reversed type
- **TYPE** (body copy) should be 100% black only
- **TYPE** (large, black, >40mm) should be set to rich black
- **AREAS** of black should be Rich Black
- **AREAS** of black should not be set to overprint
- **IMAGES** High resolution, 300 DPI and CMYK
- **IMAGES** Check links are updated
- **FONTS** Check no fonts are missing
- **EXPORT WITH** crop marks only

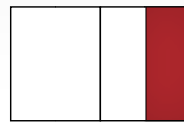
\* **DPS** Supplied as two single pages. To ensure no information is lost, please observe Full Page Type-Safe Area.



**DOUBLE PAGE SPREAD**  
Australian Chamber Orchestra



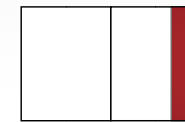
**FULL PAGE**  
Musica Viva



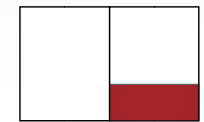
**1/2 PAGE VERTICAL**  
Sydney Symphony Orchestra



**1/2 PAGE HORIZONTAL**  
Australian Brandenburg Orchestra



**1/3 PAGE VERTICAL**  
Omega Ensemble

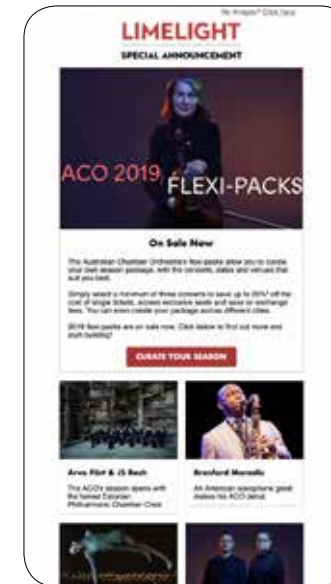
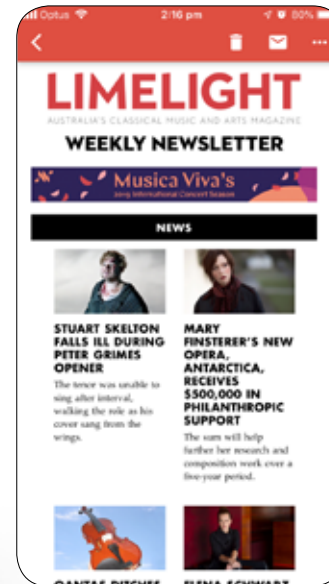


**1/3 PAGE HORIZONTAL**  
Ukaria Cultural Centre





# LIMELIGHT DIGITAL SPECS



Left: The *Limelight* Magazine website with Sydney Opera House **WEBSITE BANNER** and an Australian Chamber Orchestra **WEBSITE MREC**.

Middle: The *Limelight* Magazine Weekly Newsletter with a Musica Viva **NEWS BANNER**.

Right: A *Limelight* Magazine **EDM** used by the Australian Chamber Orchestra.

	BANNER	MREC
ARTWORK SIZE	1,456 x 180 px	600 x 500 px
DISPLAYS AT	728 x 90 px <sup>^</sup>	300 x 250 px
FILE SIZE	150 kb	150 kb
FORMAT	JPG, PNG, GIF, HTML5*	JPG, PNG, GIF, HTML5*

- Ads must contain a clear call to action
- Text must be legible
- Ads which exceed our file size limit will be resized without notice
- Please supply GIF files at both Artwork Size and Displays At size

- ^Newsletter Banner displays at 600px x 74px on desktop
- \* HTML5 ads are only available on our website and can not appear in emails
- Our EDM submission form is available on request

# LIMELIGHT

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## CONTACT US

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