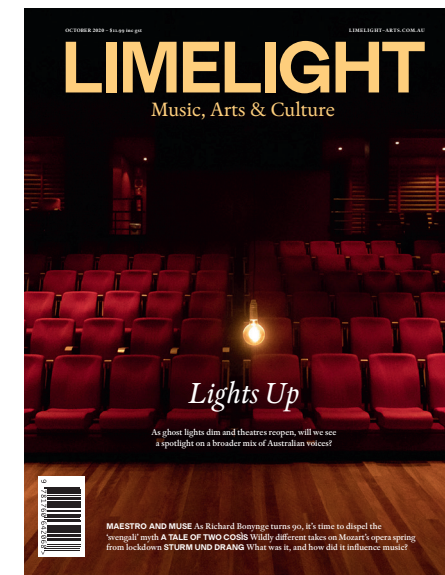


# LIMELIGHT

Music, Arts & Culture

*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, *Limelight* has been the publication that Australian readers reach for when they want to know what's happening in classical music and the arts. In an environment where arts media has been shrinking, *Limelight* has increased its coverage of classical music, opera, theatre and dance through its platforms.

With substantial features by knowledgeable arts writers, entertaining interviews with leading Australian and international artists, comprehensive reviews, and coverage of current affairs, *Limelight* continues to engage and consolidate Australia's arts audience.

Join us as the arts re-emerge from the coronavirus pandemic, ready to reassess and reshape their cultural role as they embrace a bright future.

**Jo Litson, Editor of *Limelight***

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# LIMELIGHT

## Brand Reach

### Print

Magazine distribution .....	6,000
Readership.....	24,000 (Roy Morgan, March 2020)

### Website

Monthly Pageviews .....	161,000
Monthly unique browsers.....	112,000
Monthly Australian users .....	45,000

### Email

Newsletter subscribers .....	13,800
EDM subscribers .....	11,400

### Social media

Facebook followers.....	19,000
Twitter followers.....	7,300
Instagram followers.....	3,000

# LIMELIGHT

## Schedule

Issue	Book by	Material due	Inserts due	Mailed out	Available online	Available in stores
Nov 2020	25 Sep	30 Sep	7 Oct	15 Oct	19 Oct	2 Nov
Dec 2020	23 Oct	28 Oct	4 Nov	19 Nov	23 Nov	30 Nov
Jan/Feb 2021	27 Nov	2 Dec	9 Dec	17 Dec	21 Dec	5 Jan
Mar 2021	29 Jan	3 Feb	10 Feb	18 Feb	22 Feb	2 Mar
Apr 2021	26 Feb	3 Mar	10 Mar	18 Mar	22 Mar	30 Mar
May 2021	26 Mar	31 Mar	7 Apr	15 Apr	19 Apr	4 May
Jun 2021	30 Apr	5 May	12 May	20 May	24 May	1 Jun
Jul 2021	28 May	2 Jun	9 Jun	17 Jun	21 Jun	2 Jul
Aug 2021	25 Jun	30 Jun	7 Jul	15 Jul	19 Jul	3 Aug
Sep 2021	30 Jul	4 Aug	11 Aug	19 Aug	23 Aug	31 Aug
Oct 2021	27 Aug	1 Sep	8 Sep	16 Sep	20 Sep	28 Sep
Nov 2021	01 Oct	6 Oct	13 Oct	21 Oct	25 Oct	2 Nov
Dec 2021	29 Oct	3 Nov	10 Nov	18 Nov	22 Nov	30 Nov
Jan/Feb 2022	26 Nov	1 Dec	8 Dec	16 Dec	20 Dec	TBC

For Trade orders please contact  
United Book Distributors on 1800 338 836  
or [orders@unitedbookdistributors.com](mailto:orders@unitedbookdistributors.com).  
au or contact your Penguin Random House  
sales representative.

**Title:** Limelight

**Sub-title:** Music, Arts & Culture

**AU RRP:** \$11.99

**Format:** PB, full colour

**Trim size:** 210 x 275mm

**Extent:** 64pp

### Print

DPS Package (Double Page Spread + MREC*) .....	\$5,500
FP Package (Full Page + MREC*) .....	\$3,500
Half Page (Half Page Vertical or Horizontal) .....	\$2,200
Third Page (Third Page Vertical or Horizontal) .....	\$1,450
Insert# .....	\$100 + \$500 CPM

\*MREC runs for one week at 25% Share of Voice. 20% loading applies to IFC, IBC and OBC positions.  
 #Insert costs vary. Please contact us for a quote.

### Digital

EDM .....	\$1,650
Enews Header Combo (Banner & MREC) .....	\$1,200
Boosted Facebook Post .....	\$300
Website Banner (1 week, 25% SOV) .....	\$500
Website MREC (1 week, 25% SOV) .....	\$500
Native Content (includes Boosted Facebook Post) .....	\$2,500
Syndicated Content (includes Boosted Facebook Post) .....	\$1,250

#### EDM (Solus)

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

#### Boosted Facebook Post

A Facebook post (linked post, image, video) approved by *Limelight's* editorial staff, boosted to a targetted audience.

#### Native Content

Commission one of our experienced writers to create a feature article for your business. We will share this article on our social media channels and your article will also be included 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.

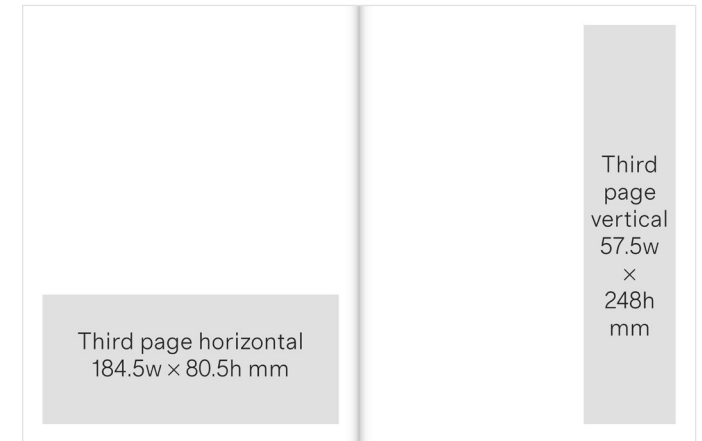
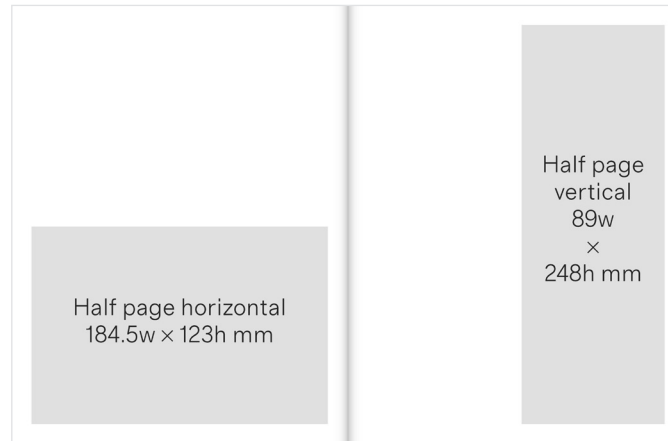
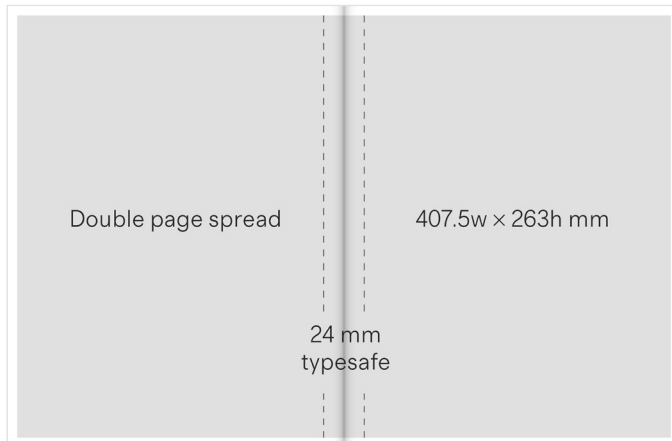
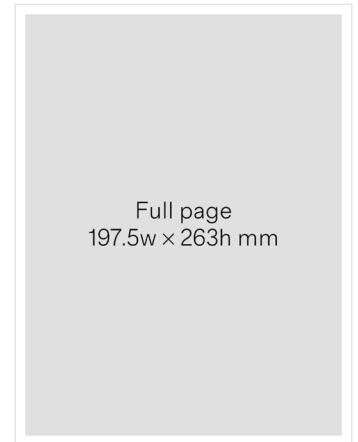
#### SOV (Share of Voice)

The *Limelight* website's digital display adverts use a Share of Voice model with bookings running Monday-Sunday.

# LIMELIGHT

## Print Specs

Page	Trim Size (w x h, mm)	Type Area (mm)
Full page	197.5 x 263	n/a
Double-page spread	407.5 x 263	24
Half page (horizontal)	184.5 x 123	n/a
Half page (vertical)	89 x 248	n/a
Third page (horizontal)	184.5 x 80.5	n/a
Third page (vertical)	57.5 x 248	n/a



### Ad Checklist

- Deliver advertising materials to [william@limelight-arts.com.au](mailto:william@limelight-arts.com.au) by the booking deadline on your contract.
- Ad has been exported as a high-resolution PDF
- Ad has been created to the relevant size outlined above
- Ad does not exceed and ink weight of 300%
- Colours within the ad only use CMYK (do not use RGB or extra colours)
- A minimum type size of 8pt (10pt for reversed type) has been used
- If body copy is black, 100% black has been used
- Rich Black has been used for type larger than 40mm
- Our printer recommends Rich Black 30/20/20/100 CMYK
- Areas of black should be in Rich Black
- Areas of black are not be set to overprint
- All images used are high resolution, 300 DPI and in CMYK
- All image links are up to date
- All fonts have been embedded
- Ad does not include Printer Marks
- If a DPS, ad has been supplied as two single pages. To ensure no information is lost, please observe Type Area

Website Ads	Dimensions (w x h, px)	Display size	Maximum File Size	Format
Banner (Desktop)	1,456 x 180	728 x 90	150 kb	jpg, png, gif, html5*
Banner (Mobile)	640 x 100	300 x 50	150 kb	jpg, png, gif, html5*
MREC	600 x 500	300 x 250	150 kb	jpg, png, gif, html5*

Newsletter Ads	Dimensions (w x h, px)	Display size	Maximum File Size	Format
Banner	1,200 x 148	600 x 74	150 kb	jpg, png, gif
MREC	600 x 500	300 x 250	150 kb	jpg, png, gif

### EDM & Boosted Facebook Posts

Submission forms will be provided for these items on booking.

Examples of digital ads are available on request

View our email archive at <https://www.limelightmagazine.com.au/edm-archive/>

### Digital Ad Checklist

- Display ads that exceed our file size limits will be resized without notice
- Please provide a URL with your Display Ad. URLs supplied must use https
- HTML5 ads need to meet the HTML5 requirements for Ad Manager <https://support.google.com/admanager/answer/7046799?hl=en>