



**star observer**

## 2015 Media Kit

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*Setting Australia's gay agenda since 1979*

## ABOUT US



star observer



INDEPENDENT &  
TRUSTED



COMMUNITY OWNED



SUPPORTING THE  
LGBTI COMMUNITY



ACCOUNTABLE

The Star Observer has been setting Australia's gay and lesbian agenda since 1979. Our publications include a popular news website, monthly national colour magazine, and a strong social media presence.

We are the trusted independent news "journal of record" for Australia's lesbian, gay, bisexual, trans\* and intersex (LGBTI) community. Australians turn to us when they want the facts about the issues affecting the gay community. From politics and civil rights to health, sports, arts and culture.

The Star Observer is a not-for-profit community owned organisation. Proceeds from the business are invested into our community. Our publications are independently audited, and our finances publically reported.



### Our audience



Source: Star Observer audience survey October 2014

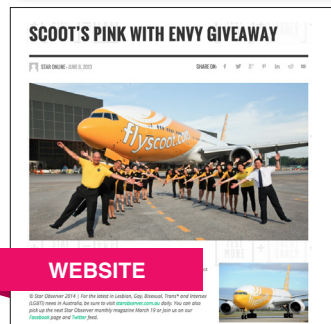
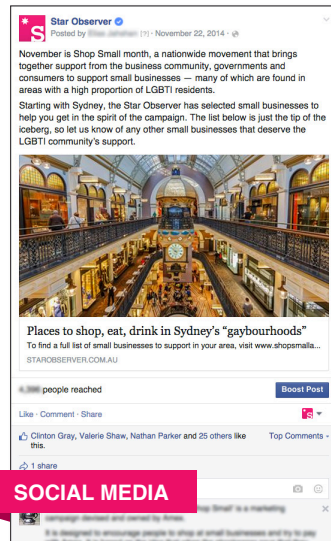
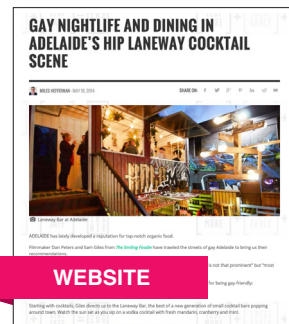
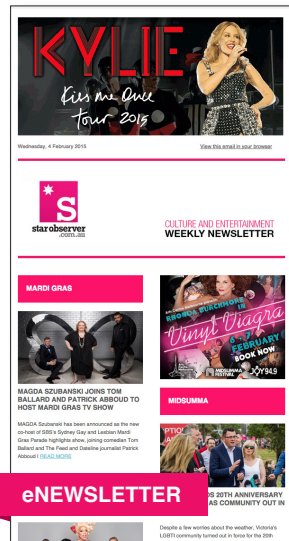
clients

DOMAYNE





# DIGITAL | SOCIAL MEDIA | PRINT | EVENTS



Display Advertising

Native Advertising

Editorial Content Sponsorship

Social Media Intergration

Competition Campaigns

Event Integration and Promotion

event partnerships



## OUR PUBLICATIONS



### Digital

#### WEBSITE

Australia's most trusted LGBTI news source

Daily news, politics, lifestyle and health

150,000 Uniques (monthly)

49% Mobile Phone, 12% Tablet

AMAA Audited

#### eNEWSLETTERS (EDM)

Focused topic newsletters:  
News and Opinion (Monday), Arts and Culture  
(Wednesday), Events (Friday)

15,000 subscribers

#### SOCIAL MEDIA PLATFORMS:

Daily news, politics, lifestyle, entertainment,  
competitions, community discussions and  
social issues

16,000 Facebook followers

9,500 Twitter followers



### Print Magazine

#### STAR OBSERVER MAGAZINE

Australia's most trusted LGBTI  
lifestyle publication

Monthly full colour print magazine,  
including digital ebook

In-depth journalism, interviews, lifestyle,  
travel, automotive, arts and culture

12 issues in 2015

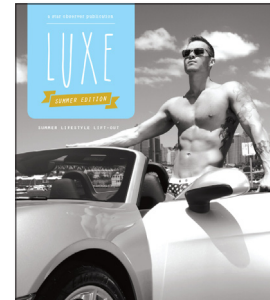
National distribution

Free to readers

15,000 circulation

37,500 readership

AMAA Audited



### Print Magazine

#### LUXE MAGAZINE

Designed for *Star Observer's*  
high income audience segment

High quality, full colour print magazine,  
including digital ebook

Luxury lifestyle and business products,  
property, fashion and travel

3 issues in 2015

National distribution

Free to readers

17,000 circulation

42,500 readership



### Print Magazine

#### EVENT GUIDES

Definitive guides for major  
Australian LGBTI events

Produced in partnership  
with event organisers

Full colour print magazine,  
including digital ebook

In-depth journalism, celebrity  
interviews, lifestyle, travel

Targeted distribution

Distributed at events

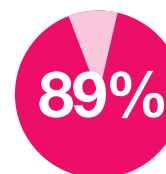
Free to readers

Circulation varies by event

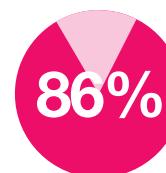
## EDITORIAL LINE UP | AUDIENCE ENGAGEMENT

Publication	Topics	Atwork Deadline	Print Publication Date
Star Observer May 2015	Sport - Great writers - Falling out of love	Tue, 7 Apr 2015	Thu, 16 Apr 2015
Star Observer June 2015	Pride - Rainbow Families - Online Shopping	Tue, 12 May 2015	Thu, 21 May 2015
Star Observer July 2015	Suburban Living - Pets - The Best Coffee	Tue, 9 Jun 2015	Thu, 18 Jun 2015
Star Observer Aug 2015	Interior Design - Healthy Living –Career Development	Tue, 7 Jul 2015	Thu, 16 Jul 2015
Star Observer Sept 2015	Fine Arts - Swimwear Fashion – Travel in style	Tue, 11 Aug 2015	Thu, 20 Aug 2015
Star Observer Oct 2015	Fine Dining - Home Entertainment – Jewelry and Cosmetics	Tue, 8 Sep 2015	Thu, 17 Sep 2015
Star Observer Nov 2015	Fabulous Cocktails - Movember Style – Executive Apartments	Tue, 6 Oct 2015	Thu, 15 Oct 2015
Midsumma Guide	Official Midsumma Guide 2016	Tue, 2 Nov 2015	Thu, 19 Nov 2015
Star Observer Dec. 2015	2016 Arts Season - Boutique Shopping - Christmas Gift Guide	Tue, 10 Nov 2015	Thu, 19 Nov 2015
Star Observer Jan 2015	Festival Fashion – 2016 Bucket List – Investment Apartments	Tue, 01 Dec 2015	Thu, 10 Dec 2015

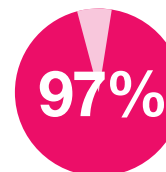
### OUR AUDIENCE REWARDS BRANDS THAT ADVERTISE WITH STAR OBSERVER



of audience more likely to purchase advertised products



of audience likely to recommend brand



of audience would feel welcome at brand's store

community partnerships



## BOOKING INFORMATION

AD SIZE	1 INSERTION	3 INSERTION	6 INSERTION	12 INSERTION
<b>PRINT ADS</b>	Rate (ex GST)			
Business Directory	N/A	N/A	\$400	\$350
Quarter Page Vertical	\$1500	\$1350	\$1200	\$1125
Half Page Vertical	\$2500	\$2250	\$2000	\$1875
Full Page	\$3500	\$3150	\$2800	\$2625
Half Page Vertical	\$2500	\$2250	\$2000	\$1875
Back Cover	\$4000	\$3600	\$3200	\$3000
Double Page Spread	\$5500	\$4950	\$4400	\$4125
<b>ONLINE ADVERTS</b>	Rate (ex GST)			
All website ad units (cpm)	\$40			
eNewsletter Feature Ad	\$1,500			
eNewsletter MREC	\$1,000			
<b>BUSINESS DIRECTORY ONLINE</b>	Rate (ex GST)			
Feature Listing (per month)	\$250			

<b>SOCIAL MEDIA *</b>	Rate (ex GST)
Competition	\$1,000
Sponsored Editorial	\$300
<b>NATIVE ADVERTISING *</b>	Rate (ex GST)
Print & Online Feature Sponsorship	From \$4,000
Online Feature Sponsorship	From \$2,000

\*subject to approval, availability with editorial standards

## Completed artwork required 10 days prior to publication

**PRINT:** Required file format: PDF (version 1.3), Colour model: CMYK only, Images format: EPS, TIFF, JPEG. Minimum resolution: 300dpi.

Total ink weight: 230%. Font embedding required: Yes. Minimum point size for type: single colour: 6pt, coloured type: 8pt, reversed type: 12pt. On DPS and Full page artwork ensure there is a +5mm bleed to all sides and that the type area is within 10mm of the trim.

All colour objects and images must be CMYK. NO RGB or Spot colours will be accepted. Pantone (PMS) colours must be converted to CMYK. If you require rich black we recommend C-50%, K-100%.

**DIGITAL:** Required file format: GIF, JPG, SWF, PDF, Colour model: RGB, Minimum resolution: 72dpi. File size: max 100 kb. Font embedding required: Yes. Colour: RGB

### Print sizes



**DOUBLE PAGE SPREAD**

Trim Size:  
560 w x 310 mm h  
(+5 mm bleed all sides)



**FULL PAGE**

Trim Size:  
280 w x 310 mm h  
(+5 mm bleed all sides)



**HALF PAGE VERTICAL**

Size:  
128 w x 285 mm h  
No bleed required



**QUARTER PAGE VERTICAL**

Size:  
128 w x 140 mm h  
No bleed required



**BUSINESS DIRECTORY**

Size:  
84 w x 62 mm h  
No bleed required

### Digital sizes



**HALF PAGE**

Website Size:  
300 w x 600 px h  
GIF / JPG 100kb



**HEADER / FOOTER**

Website Size:  
728 w x 90 px h  
GIF / JPG 100kb



**TOWER**

Website Size:  
160 w x 600 px h  
GIF / JPG 100kb



**MREC**

Website & eNews Size:  
300 w x 250 px h  
GIF / JPG 100kb



**FEATURE AD**

eNews Size:  
560 w x 250 px h  
GIF / JPG 100kb