

MODERN GREEN HOMES

# Sanctuary



**MEDIA KIT**

AUTUMN • WINTER • SPRING • SUMMER **2018**

# MODERN GREEN HOMES Sanctuary

## AUSTRALIA'S MAGAZINE FOR RENOVATORS & BUILDERS OF STYLISH GREEN HOMES

**It's often said that building and renovation is a national sport in Australia, and for good reason.**

At any one time there are thousands of Australians engaged in residential building projects, and an increasing number are searching for sustainable building materials and smart ways to reduce energy and water use.

*Sanctuary: modern green homes* combines sustainable building and energy product advice with real-life design stories, demonstrating how consumers can improve the comfort and environmental performance of their own homes.

Readers of *Sanctuary* are discerning and well informed; they value independent advice, innovative products and respected brands. As Australia's only green homes magazine published by a not-for-profit organisation, *Sanctuary* is independent and respected for its editorial integrity and authority.

Align your brand with *Sanctuary* and reach designers, product specifiers and homeowners who are committed to creating sustainable homes that are fit for the future.

**Kulja Coulston, Managing Editor**



*Sanctuary* is the only green homes magazine backed by a trusted not-for-profit environmental consumer organisation. The Alternative Technology Association (ATA) is associated with integrity and expertise, and backed by 37 years' experience promoting sustainable living and design.

Cover Image: Fraser Marsden

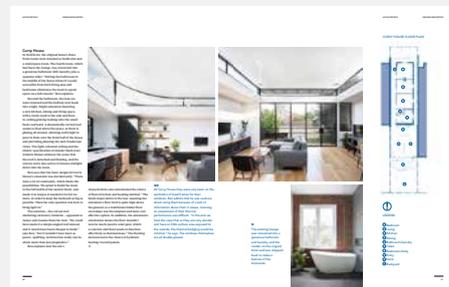
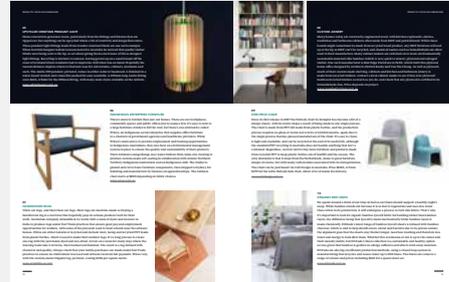




“*Sanctuary* is my favourite magazine and the only one I read from cover to cover, including the ads.” — DEANNA, SANCTUARY SUBSCRIBER

Image: Peter Whyte

# A TRUSTED BRAND THAT KEEPS GROWING



# 9

## KEY NUMBERS ABOUT SANCTUARY...

- **13,500** copies, shared with an average of **2.8** people each, for a total readership of **38,000** readers per quarterly issue
- **5 in 6** subscribers say they **'always'** or **'often'** read the advertisements in *Sanctuary*
- **2 in 3** subscribers have visited an **advertiser's website** after reading their *Sanctuary* advertisement
- **1 in 2** subscribers report an income of **more than \$100,000** annually
- **1 in 3** subscribers are currently **building or renovating**, or plan to do so within 12-18 months
- **1 in 5** subscribers have **purchased something** after reading about it in a *Sanctuary* advertisement
- **1 in 6** subscribers are **sustainable product specifiers** including architects, building designers, builders, trades and sustainability consultants



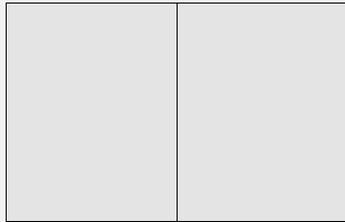


“ In TreeHugger’s *Best of Green* back in 2010 I called [*Sanctuary*] “...the best green shelter magazine available anywhere.” It still is, and is a beautiful magazine with a mission — to make sustainability sexy.”

— LLOYD ALTER, MOTHER NATURE NETWORK

# MAGAZINE ADVERTISING SIZES & ARTWORK SPECIFICATIONS

## PRINT ADVERTISING SIZE SPECIFICATIONS (WIDTH X HEIGHT)



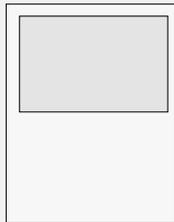
### Double page spread

Trim size 430 x 275 mm  
Type area 410 x 265 mm  
Gutter 20mm Bleed 4mm



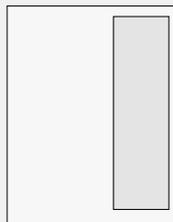
### Full page

Trim size 215 x 275 mm  
Type area: 205 x 265 mm  
Bleed 4mm



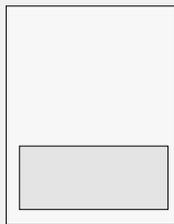
### Half page

Size 185 x 120 mm  
No bleed



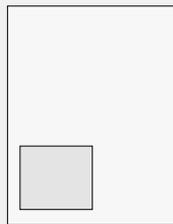
### 1/3 page in-body

Size 71 x 247 mm  
No bleed



### 1/3 page

**Marketplace**  
Size 185 x 80 mm  
No bleed



### 1/6 page

**Marketplace**  
Size 90 x 80 mm  
No bleed

## FILE FORMATS

We suggest using Adobe InDesign, Adobe Illustrator or QuarkXpress software to create artwork, as they are most likely to result in faithful reproduction when printed. Please take care as follows:

- **Type and vector art** should use CMYK colours; ensure black type uses black ink only (not a composite of CMYK); this will ensure its reproduction is sharp and readable on paper.
- **Images** should have resolution of 300 dpi at 100% image size. Maintain the colour space of images throughout your workflow (i.e. if the original image uses RGB, keep it in RGB rather than converting it to CMYK).
- **Always save RGB images with their source space colour profile** (generally 'sRGB' or 'Adobe RGB') embedded within the file (in Adobe Photoshop this is specified by a checkbox in the 'Save...' dialog box).
- Saving TIFF images with lossless compression (ZIP or LZW) always maintains fine detail. Images using JPEG compression should have 'maximum' quality set.
- **Export to PDF** using the inbuilt "Press" presets as your final step before submitting the PDF file following the "Supply" instructions below.

## SUPPLY

Files under 10MB email to:  
**adverts@ata.org.au**

Files over 10MB via FTP:

Server: **ftp.ata.org.au**

Username: **files@ata.org.au**

Password: **files**

...or shared with us using any internet file sharing service.

# MAGAZINE ADVERTISING: PRINT & DIGITAL

## SANCTUARY PRINT ADVERTISING

Display rates	Casual	2 issues	4 issues
Premium full page (first 20 pages)	\$3100	\$2750	\$2450
Full page	\$2800	\$2500	\$2200
Half page	\$1800	\$1600	\$1400
One third page vertical in-body	\$1500	\$1350	\$1200
One third page in Marketplace	\$1150	\$1040	\$960
One sixth page in Marketplace	\$600	\$540	\$480
Inside front cover spread	\$4500	\$4050	\$3600
Inside back cover	\$3500	\$3150	\$2800
Outside back cover	\$4000	\$3600	\$3200

All rates are exclusive of GST (10%).

## INSERTS IN SUBSCRIBER COPIES

Inserts are an alternative to page advertising to reach your target audience. A prototype of the insert must be approved by the editor before the booking can be confirmed.

Inserts	0-40g	41-50g	51-60g	61-70g	71-80g	Over 80g
Cost per 1000	\$450	\$550	\$650	\$750	\$850	POA

All rates are exclusive of GST (10%).

## BROADEN YOUR REACH

Increase your exposure in the sustainability market by advertising in both *Sanctuary* and *ReNew*. Together these brands reach 135,000 people. By advertising in both magazines you gain access to two profitable and highly committed markets. Receive an additional 5% discount for every 4-issue booking in both magazines.



## ATA BUSINESS MEMBER DISCOUNT

Join the ATA as a business member and receive a 10% discount off standard advertising rates in both *ReNew* and *Sanctuary* magazines.

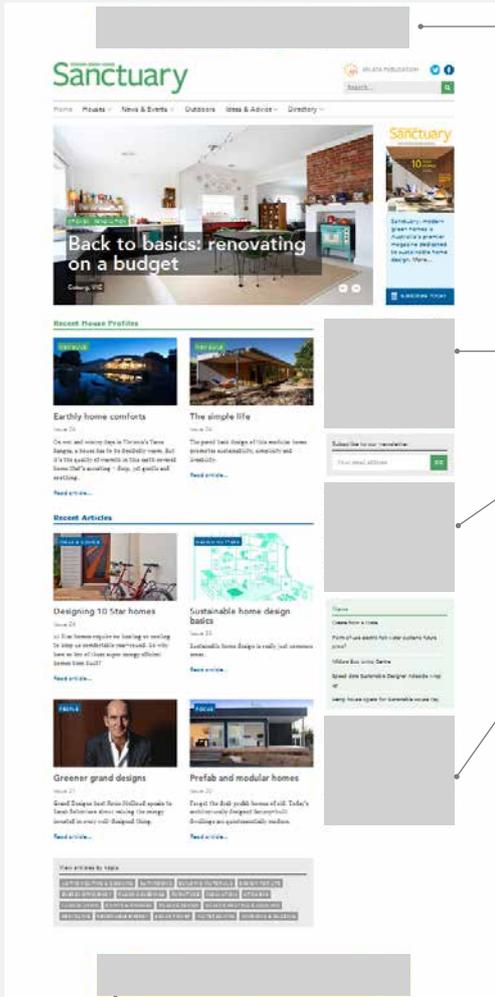
## EARLY PAYMENT DISCOUNT

Take 5% off when you settle your invoice within 7 days of its billing date.

# DIGITAL ADVERTISING: WEBSITE & EMAIL

## SANCTUARY WEBSITE RATES

79% of *Sanctuary* readers visit the website after reading the magazine. Take advantage with banner advertising on **SanctuaryMagazine.org.au**



**Cross-site top Banner ad**  
IAB Leaderboard 728 x 90px  
\$600 per month

**Cross-site Rectangle ad**  
IAB Medium Rectangle  
300 x 250px  
\$400 per month

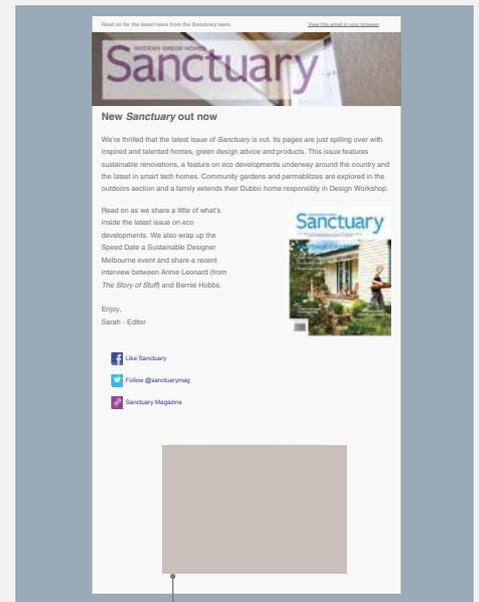
**Cross-site bottom Banner ad**  
IAB Leaderboard 728 x 90px  
\$350 per month

## WEBSITE AND E-BULLETIN SPECIFICATIONS

- Format: JPEG or GIF
- Colour space: RGB
- Maximum file size: 80 KB
- Maximum animation duration: 15 seconds
- (NOTE: Some email programs do not animate GIF images, so we recommend your key message is included in the first frame of an animated GIF banner.)

## SANCTUARY E-BULLETIN RATES

Reach our 7,800+ opt-in subscribers through an in-body banner in our e-bulletin, sent out monthly.



**In-body rectangle ad**  
Image 560 x 250 px  
Rate \$500

## SANCTUARY SUSTAINABLE DESIGN DIRECTORY

Sanctuary's sustainable design and living directory is the go-to place for consumers looking for products and services to achieve their sustainable home **www.SanctuaryMagazine.org.au**

	3-months	6-months	12-months
<b>Standalone</b>	<b>\$75</b> basic listing <b>\$175</b> feature listing	<b>\$125</b> basic listing <b>\$300</b> feature listing	<b>\$225</b> basic listing <b>\$500</b> feature listing
<b>With print ad</b>	<b>free</b> basic listing <b>\$100</b> feature listing	<b>free</b> basic listing <b>\$200</b> feature listing	<b>free</b> basic listing <b>\$400</b> feature listing

# MULTIMEDIA & EVENT SPONSORSHIP

## SANCTUARY MULTIMEDIA PACKAGES

Sanctuary advertising packages are designed to be the most cost-effective way for you to reach Sanctuary's entire audience with a high impact, high frequency and highly targeted message.

		3-months	6-months	12-months
<b>Broad Reach</b> multi-media package	1/6 page print ad	\$1725	\$2990	\$5232
	1 eBulletin ad per quarter	(\$575/month)	(\$498/month)	(\$436/month)
	Cross-site website rectangle ad	<b>You save \$575</b>	<b>You save \$1610</b>	<b>You save \$3968</b>
	Sustainable Directory feature listing			
<b>Full Impact</b> multi-media package	Full page premium print ad	\$3285	\$5940	\$11220
	1 eBulletin ad per quarter	(\$1095/month)	(\$990/month)	(\$935/month)
	Cross-site rectangle ad	<b>You save \$1275</b>	<b>You save \$4260</b>	<b>You save \$9180</b>
	Sustainable Directory feature listing			

## SUSTAINABLE HOUSE DAY SPONSORSHIP PACKAGES

Sanctuary: modern green homes is the official publication of the annual national **Sustainable House Day**, to be held again in September 2018.

We anticipate over 200 environmentally progressive houses and buildings across all States of Australia will be opened by their owners to the general public.

**More than 29,000 people** visited 206 homes across Australia as part of **Sustainable House Day 2017**.

For a prospectus please contact Katy Daily, ATA Marketing Manager, on **(03) 9631 5405** or **[katy@ata.org.au](mailto:katy@ata.org.au)**



Benefits	Gold \$20,000	Silver \$10,000	Bronze \$5,000
Advertising package for Sanctuary/ReNew magazines (print and online, designed by you)	\$5,000	\$2,500	\$1,500
Dedicated SHD eDm to SHD eBulletin list	1		
Sustainable House Day eDm ads	4	2	1
Sustainable House Day website ad (months)	4	2	1
Mention on SHD social media with link to website	4	2	1
Recognition of support on press releases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo placed on SHD postcards	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo placed on SHD poster	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placed in Sanctuary SHD edition (August 2017)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

# FEATURES, DATES & DEADLINES TERMS AND CONDITIONS

## 2018 FEATURES & DEADLINES

	<b>Issue 42 (Autumn 2018)</b>	<b>Issue 43 (Winter 2018)</b>	<b>Issue 44 (Spring 2018)</b>	<b>Issue 45 (Summer 2018/9)</b>
In this issue	<b>Prefab + Modular homes</b> Phase change materials Best design for stairs Smart Home open-source software	<b>“Teeny-tiny” + in-fill homes</b> Air quality & wood-burning Cross-laminated timber Minimising construction waste	<b>Sustainable House Day 2018</b> Best open homes across Australia Australian design innovation Energy renovations	<b>Affordable and Sustainable</b> Up-specing project homes
<b>Booking deadline</b>	<b>12 Jan 2018</b>	<b>13 Apr 2018</b>	<b>13 Jul 2018</b>	<b>12 Oct 2018</b>
Material deadline	19 Jan 2018	20 Apr 2018	20 Jul 2018	19 Oct 2018
On sale date	26 Feb 2018	28 May 2018	27 Aug 2018	27 Nov 2018

To ensure the integrity and professionalism of the magazine, the editor reserves the right to refuse or withdraw advertising.

To ensure the integrity of layout, the editor reserves the right to modify page placement of advertisements.

All prices exclusive of GST.

We do not handle agency commissions.

Display ads are booked on receipt of a signed booking form, before the booking deadline or otherwise negotiated.

Material/changes are due by the stated material deadline.

Payment is due in full on receipt of the publication, equivalent to 60 day terms.

Cancellation after booking will be charged in full.

A fee of \$50/hour will be charged for any material requiring alterations due to failure to comply with the given specifications.

Read the full “Terms and conditions of advertising” at [www.ata.org.au/wp-content/adverts/terms.pdf](http://www.ata.org.au/wp-content/adverts/terms.pdf)

## BOOKINGS & ENQUIRIES

### **Damon Schultz**

Advertising Manager

Email: [adverts@ata.org.au](mailto:adverts@ata.org.au)

**Direct: (03) 9631 5412**

Reception: (03) 9639 1500