

renew.

Technology for a sustainable future

Magazine

Readers

Content

Advertisers

Website

eBulletin



Photo: The Green Swing

2020 Media Information

Magazine overview

Since 1980, *Renew* – *technology for a sustainable future* has been providing information, inspiration and advocacy for Australians committed to making practical efforts towards living sustainably.

Each quarterly issue features the latest in renewable energy generation and storage (including off-grid and grid-connected options), energy efficient appliances for home heating and cooling, water heating, water saving products and techniques, electric vehicles, sustainable building products and designs, resource recycling and much more!

Our 69,000 readers have a clear dedication to sustainability and are always searching for products and services in which to invest to achieve their goals.

Renew remains at the cutting-edge of sustainable technologies and is read by consumers and industry professionals alike to keep abreast of the latest emerging technologies and best practices.

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Photo: Douglas Mark Black Photography



"I just got *Renew* 137 and you must have been reading my mind! In fact for at least the last 3 or 4 issues you have had articles addressing exactly the questions I've been researching. This issue you have battery tech, off-grid electric vehicles, lithium battery recycling, home UPS, and an inverter buyer's guide... Brilliant!"

"...Actually, ReNew is the best magazine i've ever read. I even love the ads! And if the truth be told you've probably been answering my questions 'du jour' for the last 3 or 4 years. Thanks to you all for the impressively thorough and practical research and information."

– **Renew** subscribers

Quick Facts

- ***Renew: technology for a sustainable future*** is published quarterly by the **Renew**
- *Renew* is Australia's leading independent voice on sustainable practice and technology for home and community, with a growing membership of 7,000+ individuals, households and businesses
- Over 21,000 copies are printed quarterly, plus a growing audience of digital-only subscribers and readers, serving an estimated audience of 69,000 readers across Australia and New Zealand
- *Renew* readers 'walk the talk' – they are an enthusiastic, committed and informed audience of consumers and sustainability industry professionals, tradespeople and consultants.

Why *Renew*?

Renew readers are conscious consumers and specifiers of sustainable products, influencing opinion among their peer groups, professional networks and communities of "everyday activism".

Advertising in *Renew* is an effective investment, demonstrating that your product, service and brand is the real deal, offering the superior performance demanded by the *Renew* community.

Many *Renew* readers are active *Renew* members; your advertising investment supports the valuable work of the *Renew* promoting and advocating for the take-up of technologies and products needed for Australians to live more sustainably.

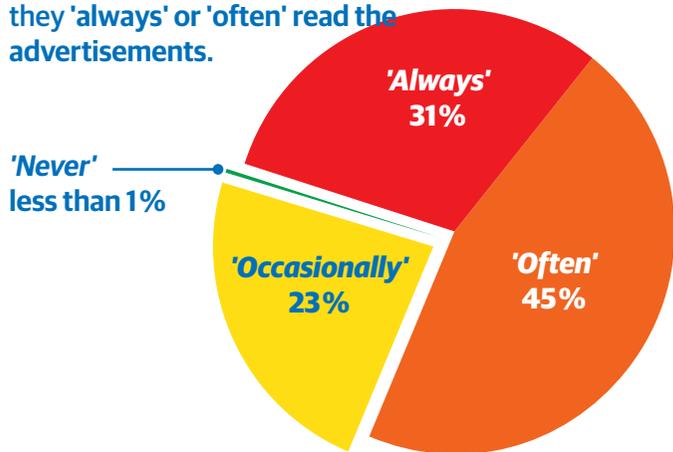
We are creating a larger market for sustainable businesses across Australia: we invite you to join us!

Robyn Deed
Managing Editor

Mohit Gulati
Advertising Manager

Get to know Renew reader community

Over 3/4 of *Renew* readers responded that they 'always' or 'often' read the advertisements.

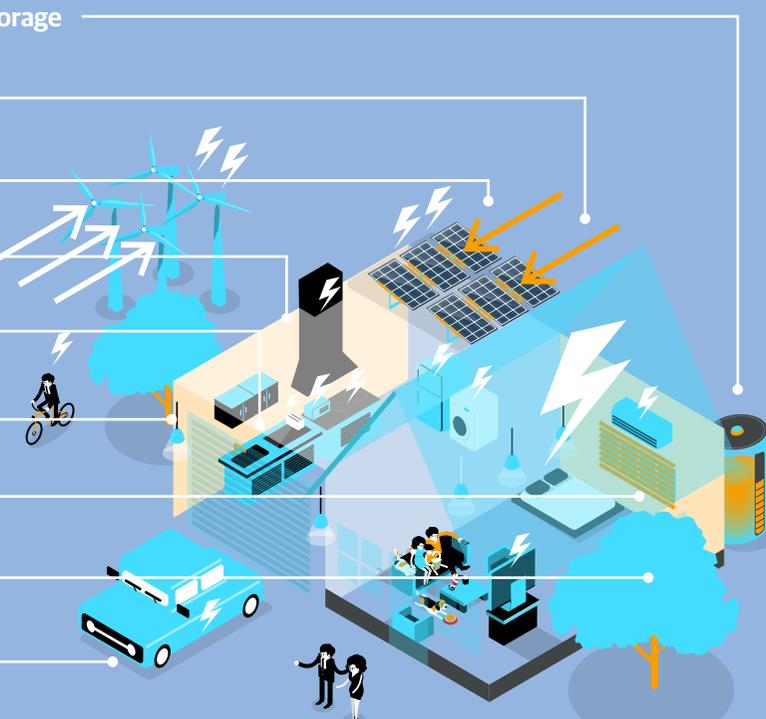
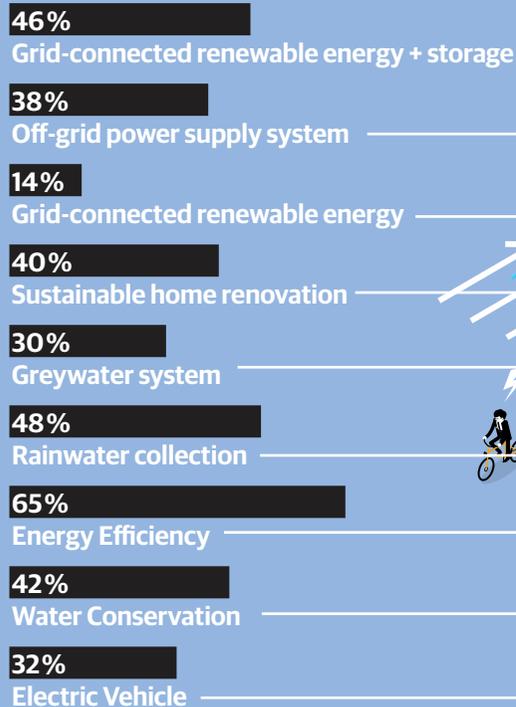


More than 2 in every 5 *Renew* subscribers report buying something or calling a service provider directly in response to an advertisement in the past two years.

Every 3 months over 21000 printed copies of *Renew* plus 2000+ digital copies are sent to *Renew* members, subscribers and news-agencies across Australia

41% of readers recall contacting at least one advertiser after reading *Renew*

Where in their homes are *Renew* readers investing?



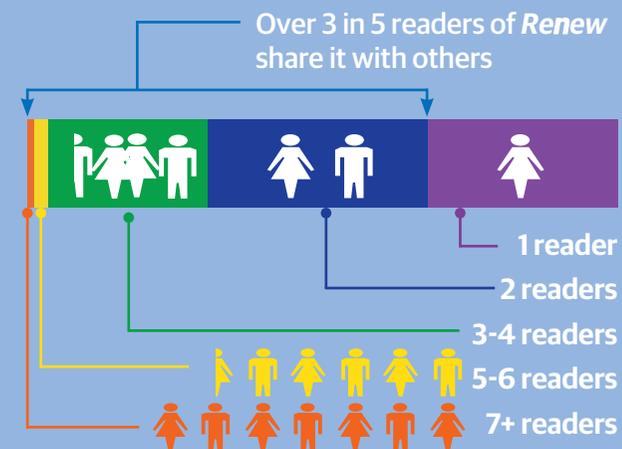
Renew readers are part of an active, committed and influential community.

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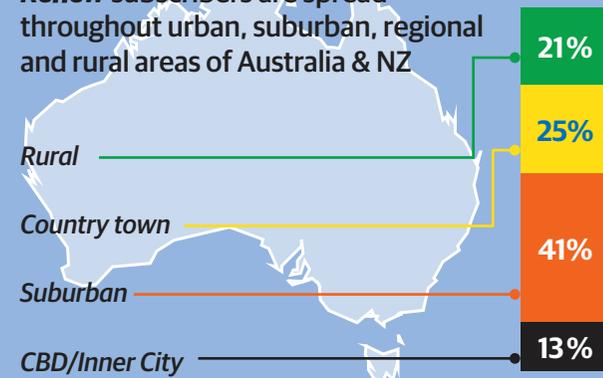
They are dedicated to investing in effective "everyday activism" to make their homes more sustainable.

1 in 6 download back issues of *Renew* as a benefit of their membership

93% of *Renew* members have read *Renew* magazine in the past 12 months



Renew subscribers are spread throughout urban, suburban, regional and rural areas of Australia & NZ



Sources: 2015 survey of 960 *Renew* subscribers
2017 survey of 708 *Renew* members

Plan your investment in *Renew* during 2019

Issue	Booking Deadline	Artwork Deadline	Available From
150/Summer	2 Dec 2019	9 Dec 2019	6 Jan 2020
151/Autumn	6 Mar 2020	13 Mar 2020	6 Apr 2020
152/Winter	1 June 2020	5 June 2020	25 Jun 2020
153/Spring	24 Aug 2020	28 Aug 2020	21 Sep 2020

† Buyers Guides

Buyers Guides discuss the various considerations buyers should make when purchasing, typically including a table or tables of available products.

* Special Features (Themes)

Themes group several in-depth articles about different aspects of a particular technology, product type or issue.

The collage displays several pages from the magazine, including:

- Contents** for Issue 141, October - December 2017.
- Know your power**: Energy efficiency, monitoring, energy storage guide + more.
- Energy storage buyers guide**: A detailed guide for EV batteries, home energy storage, and grid independence.
- Products**: A section featuring various energy-related products like solar panels, inverters, and smart meters.
- More flexible energy systems**: Energy storage buyers guide, discussing the growing demand for energy storage systems.
- Regulars**: A sidebar section listing various columns and authors.

Regular Features

Up front

Sustainable technology news from Australia and beyond.

Letters

Renew readers aren't afraid to express their point of view about what appears in the magazine!

Products

Our Technical Editor shares information about the best products we've come across in the past few months.

Reader Projects

One of the defining aspects of the *Renew* readership is their 'do-it-yourself' ethos. We take an in-depth look at some of the sustainable projects our readers have undertaken.

Pears Report

Alan Pears, AM, has been a pioneer of energy efficiency policy in Australia since the late 1970s. Presently a Senior Industry Fellow at RMIT University, Alan tackles the big issues around our clean energy future in his column.

Q&A

Our experts from the *Renew* community answer *Renew* readers' questions about how they can most effectively reduce their environmental impact while saving money.

Member Profile

Opposite the inside back cover, we interview a high-profile or long-time *Renew* member to gain their insights on the past, present and future of sustainability in Australia.

Bookings & enquiries

Mohit Gulati
(Advertising Manager)

adverts@renew.org.au

(03) 9631 5412



Advertising options, prices* & specifications

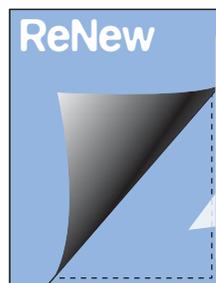
* prices ex. GST (10%)

\$3,150
\$3,000 (x2)
\$2,835 (x4)

Double page spread

Trim size: 420 mm x 275 mm
 Bleed: 4 mm
 Type Area: 390 mm x 260 mm, 15 mm gutter

PREMIUM: First impressions



Outside Back Cover ... \$2,495
Inside Front Cover Page 1 } \$2,200
Page 2 • Page 3 ... \$2,100
Inside Back Cover first 25 pages } \$2,000
 for x2, x4 prices subtract 5%, 10%

Cover pages & Prime positions

Trim size: 210 mm x 275 mm
 Bleed: 4 mm
 Type Area: 195 mm x 260 mm

\$1,650
\$1,570 (x2)
\$1,485 (x4)

Full page

Trim size: 210 mm x 275 mm
 Bleed: 4 mm
 Type Area: 195 mm x 260 mm

\$900
\$860 (x2)
\$810 (x4)

Half page horizontal

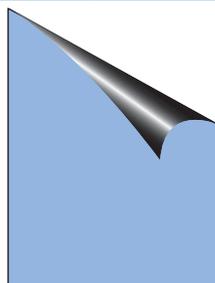
Size: 185 mm x 120 mm
 No bleed

\$900
\$860 (x2)
\$810 (x4)

Half page vertical

Size 90 mm x 245 mm
 No bleed

VALUE: Strong impact



Loose inserts

less than 45g: \$495 per 1,000
 up to 90g: \$660 per 1,000

\$570
\$545 (x2)
\$515 (x4)

Quarter page horizontal

Size: 185 mm x 55 mm
 No bleed

\$570
\$545 (x2)
\$515 (x4)

Quarter page vertical

Size: 90 mm x 120 mm
 No bleed

\$320
\$305 (x2)
\$285 (x4)

Eighth page

Size: 90 mm x 55 mm
 No bleed

ECONOMY: Affordable & Effective



Classified advertisement

30 words max. + Logo
 \$50 per issue / \$180 for 4 issues

Creating artwork for ReNew

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 provided the following steps are followed:

- **Type and vector art** should use CMYK colours, with black type using black ink only (**not** a composite of CMYK); this will ensure it remains sharp and readable when reproduced on paper.
- **Images** should have a 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).
- Save TIFF images with lossless compression (**ZIP** or **LZW**) to maintain 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 using the instructions below.

Please email files smaller than 10 MB to
adverts@ata.org.au

Files larger than 10 MB can be submitted via FTP:

FTP server address: **ftp.ata.org.au**
 Login/username: **files@ata.org.au**
 Password: **files**

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

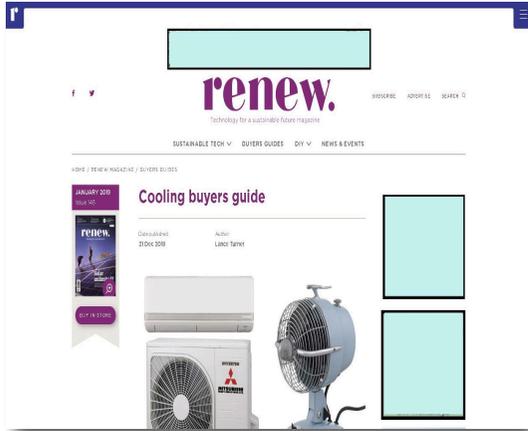
Advertising discounts

10% discount applies to Renew Business Members
 5% discount applies to early payment within 7 days

Terms and Conditions are available from:

www.renew.org.au/wp-content/adverts/terms.pdf

Renew mag website & E-bulletin



Banner advertisement 728 x 90px (leaderboard-Banner)

- 1 month \$250
- 3 months \$600 (\$200 per month)
- 12 months \$ (\$150 per month)



Bannaner advertisement 300 x 250 px (Medium rectangle-Banner)

- 1 month \$200
- 3 months \$450 (\$150 per month)
- 12 months \$1200 (\$100 per month)

Banner advertisement 300 x 600 px (half page-Banner)

- 1 month \$250
- 3 months \$600 (\$200 per month)
- 12 months \$ (\$150 per month)

eBulletins and longform articles

Reach our **12,000+** opt-in email subscribers through the *Renew* monthly e-Bulletins and long-form articles.

eBulletin banner	1 month	3 months
in-body of text up to 400 x 250px	\$150	\$300

banner	3 article	All articles
in-line ads up to 468x 60px	\$300	\$500

Creating banners for ReNew.org.au

Image format: **JPEG, GIF or animated* GIF**

Image colours: **RGB**

Maximum file size: **100 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.

