

# renew.

*Technology for a sustainable future*

Magazine

Readers

Content

Advertisers

Website

eBulletin



Photo: The Green Swing

## 2024 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.

# renew.

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.

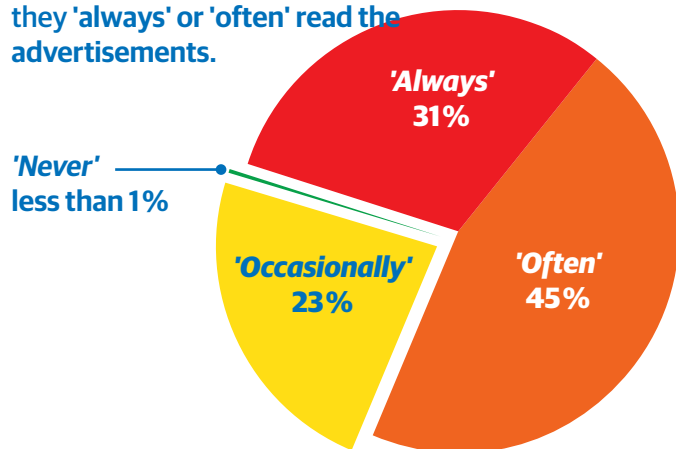
We are creating a larger market for sustainable businesses across Australia: we invite you to join us!

**Nathan Scolaro**  
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.

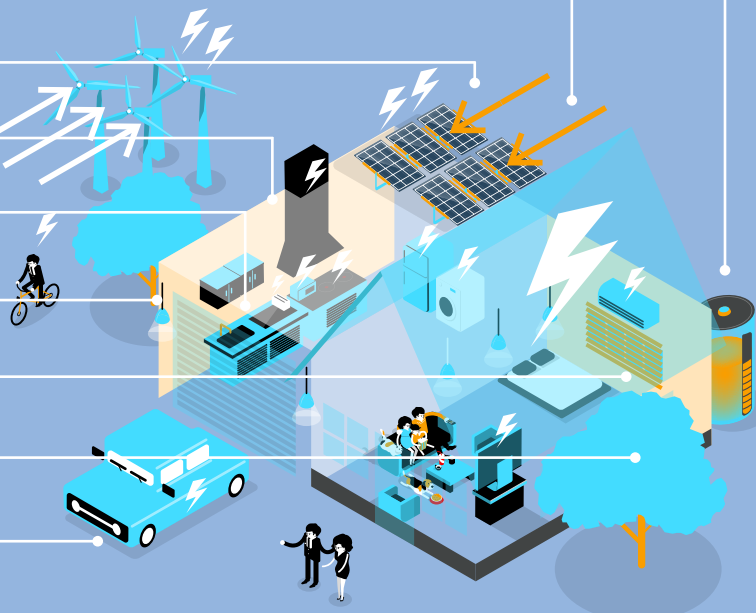
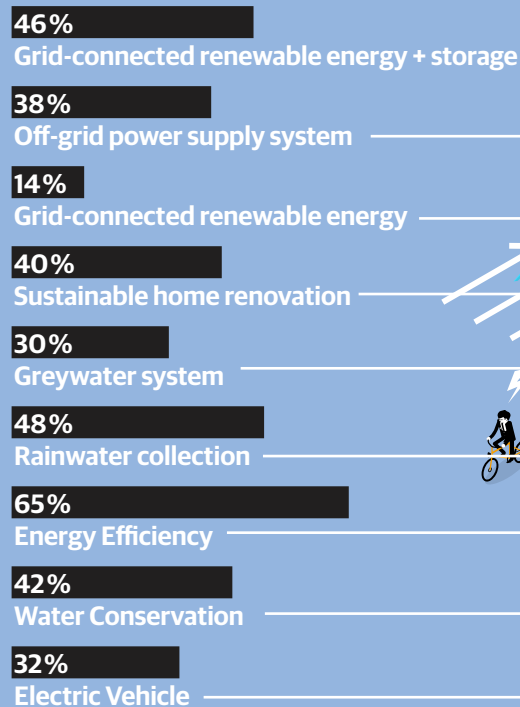


More than 2 in every 5 **Renew** subscribers report buying something or calling a service provider directly in response to an advertisement in the past two years.

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?



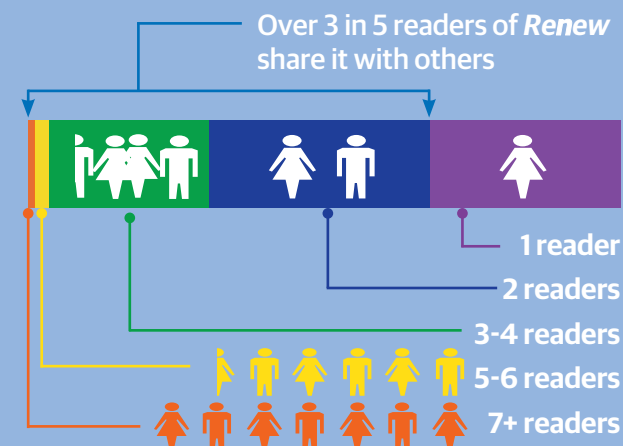
**Renew** readers are part of an active, committed and influential community.

**renew.**

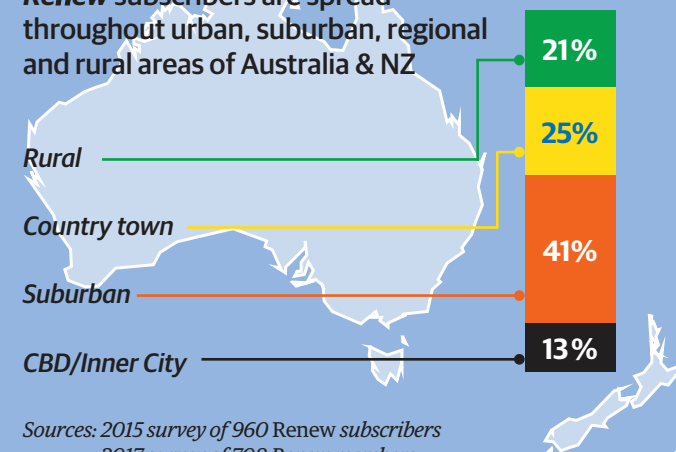
They are dedicated to investing in effective "everyday activism" to make their homes more sustainable.

**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 2024

Issue	Booking Deadline	Artwork Deadline	Available From
167/Autumn	12 Mar 2024	18 Mar 2024	14 Apr 2024
168/Winter	20 June 2024	24 June 2024	09 Jul 2024
169/Spring	13 Sept 2024	17 Sept 2024	10 Oct 2024
170/Summer	12 Dec 2024	16 Dec 2024	09 Jan 2025

## † 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.

## 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.

### Contents

ISSUE 141, October - December 2017

- Book review: *Renew* 141
- Editorial: *Renew* 141
- Editorial: *Renew* 141

### Know your power

Energy efficiency, monitoring, energy storage guide + more

- Energy efficiency 141
- Energy monitoring 141
- Energy storage guide 141

### Products

- Energy storage 141
- Energy efficiency 141
- Energy monitoring 141

### Buyers Guides

Energy storage buyers guide

- Energy storage buyers guide 141

### Regulars

- Up front 141
- Letters 141
- Products 141
- Reader Projects 141
- Pears Report 141
- Q&A 141
- Member Profile 141

## Bookings & enquiries

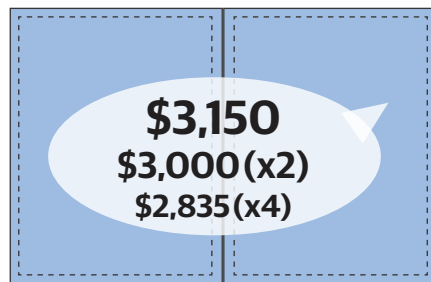
Mohit Gulati  
(Advertising Manager)

[adverts@renew.org.au](mailto:adverts@renew.org.au)

(03) 9631 5412

# Advertising options, prices\* & specifications

\* prices ex. GST (10%)

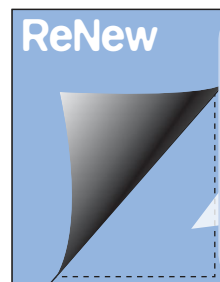


## Double page spread

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

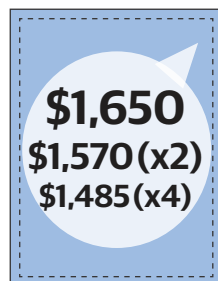
for x2, x4 prices subtract 5%, 10%

## Cover pages & Prime positions

Trim size: 210 mm x 275 mm

Bleed: 4 mm

Type Area: 195 mm x 260 mm

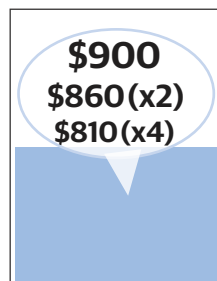


## Full page

Trim size: 210 mm x 275 mm

Bleed: 4 mm

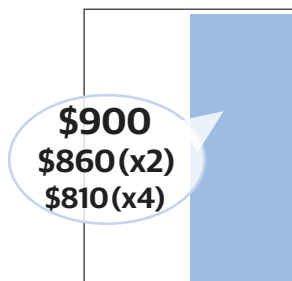
Type Area: 195 mm x 260 mm



## Half page horizontal

Size: 185 mm x 120 mm

No bleed

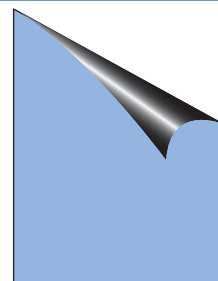


## Half page vertical

Size 90 mm x 245 mm

No bleed

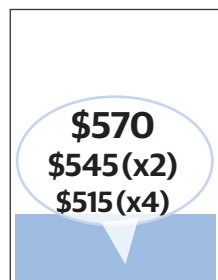
## VALUE: Strong impact



## Loose inserts

less than 45 g: \$495 per 1,000

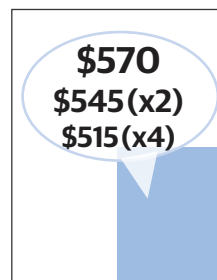
up to 90 g: \$660 per 1,000



## Quarter page horizontal

Size: 185 mm x 55 mm

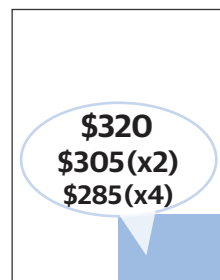
No bleed



## Quarter page vertical

Size: 90 mm x 120 mm

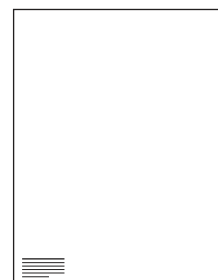
No bleed



## Eighth page

Size: 90 mm x 55 mm

No bleed



## Classified advertisement

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

## ECONOMY: Affordable & Effective

## 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

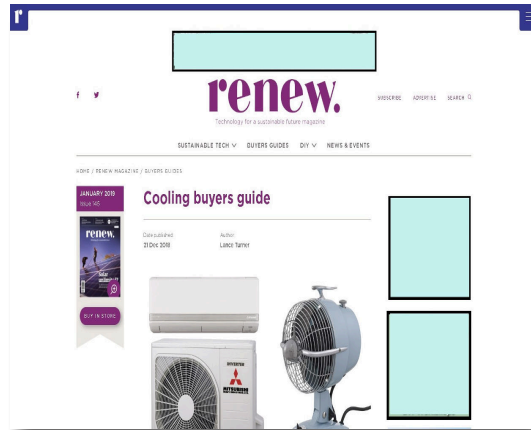
10% discount applies to Renew Business Members

5% discount applies to early payment within 7 days

## Terms and Conditions are available from:

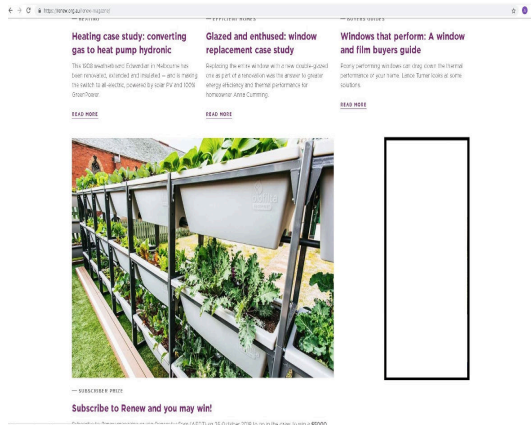
[www.renew.org.au/wp-content/adverts/terms.pdf](http://www.renew.org.au/wp-content/adverts/terms.pdf)

# 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)



## Bannanneer advertisement 300 x 250px (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 ad

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

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

banner	1 month	3 months
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.

