

# Sanctuary

MODERN GREEN HOMES



MEDIA KIT

AUTUMN • WINTER • SPRING • SUMMER 2024



# Sanctuary

MODERN GREEN HOMES

## 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.

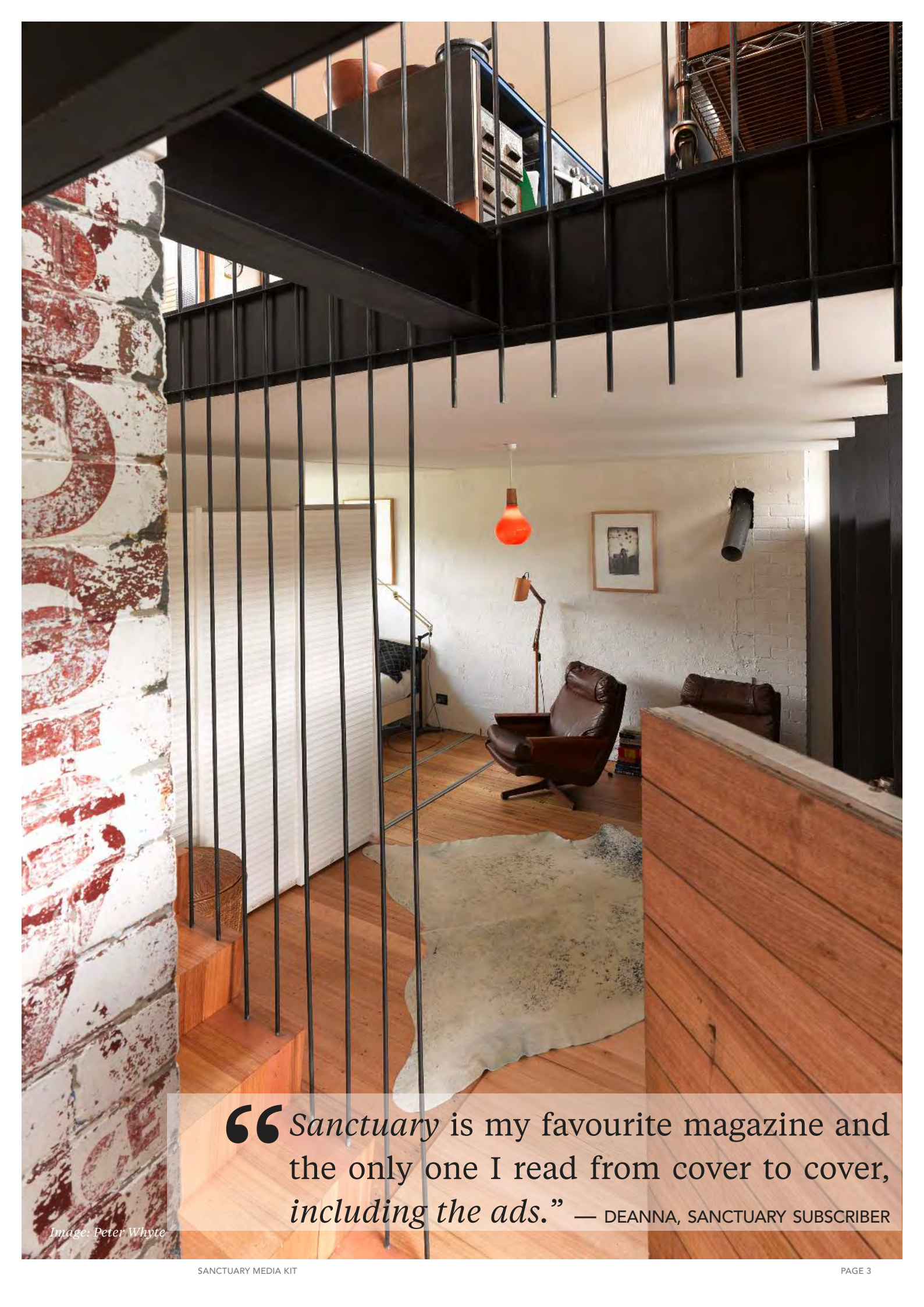
**Anna Cumming, Managing Editor**

*Sanctuary* is the only green homes magazine backed by a trusted not-for-profit environmental consumer organisation. The Alternative Technology Association (ATA) now trading as Renew 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...

- **14,000** copies, shared with an average of **2.8** people each, for a total readership of **40,000** 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







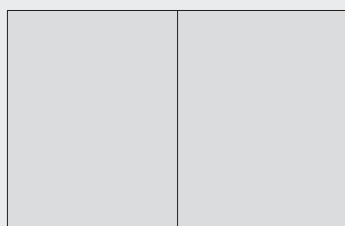
“ In TreeHugger’s *Best of Green* back in 2010 I called [*Sanctuary*] “...the best green shelter magazine available anywhere.” It still is, and is a beautiful magazine with a mission — to make sustainability sexy.”

— LLOYD ALTER, MOTHER NATURE NETWORK



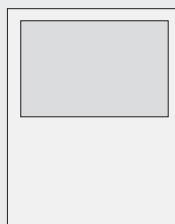
# MAGAZINE ADVERTISING SIZES & ARTWORK SPECIFICATIONS

## PRINT ADVERTISING SIZE SPECIFICATIONS (WIDTH X HEIGHT)



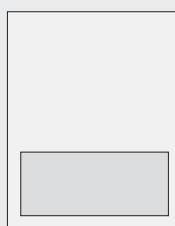
### Double page spread

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



### Half page

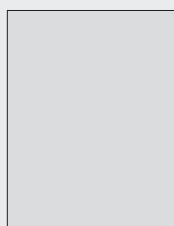
Size 185 x 120 mm  
No bleed



### 1/3 page

Size 185 x 80 mm  
No bleed

## PREMIUM IMPRESSIONS



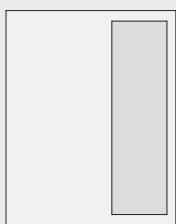
Sanctuary  
Page 2 or 3

**\$3100**

for x2, x4  
price  
subtract  
5%, 10%

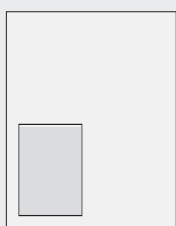
### Full page

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



### 1/3 page in-body

Size 71 x 247 mm  
No bleed



### 1/4 page

**Marketplace**  
(Image + Text upto  
30 words)  
Size 90 x 120 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@renew.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	\$1250	\$1125	\$1010
One fourth page in Marketplace	\$750	\$675	\$600
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.



## RENEW BUSINESS MEMBER DISCOUNT

Join the Renew 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 **renew.org.au/sanctuary-magazine**



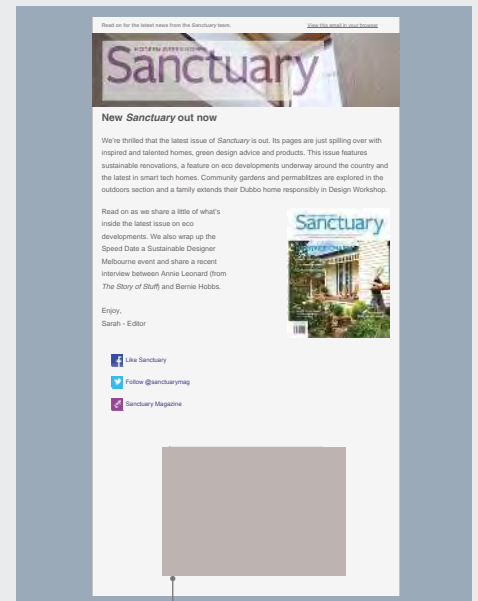
**Cross-site top Banner ad**  
IAB Leaderboard 728 x 90px  
\$600 3 months

**Cross-site Rectangle ad**  
IAB Medium Rectangle  
300 x 250px  
\$450 3 months

**Banner ad half page banner ad**  
300 x 600 px \$550 3 months

## SANCTUARY E-BULLETIN RATES

Reach our **12,000+** opt-in subscribers through an in-body banner in our e-bulletin, sent out monthly.



**In-body rectangle ad**  
Image 400 x 250  
px Rate \$300

## 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.)



# 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>Renew magazine</b> multi-media package	Half page print ad 3 eBulletin ad per quarter 3 months Cross-site website rectangle ad	<b>\$1800 ex GST</b>	<b>\$1700 ex GST</b> <b>quarterly</b> <b>invoiced</b>	<b>\$1550 ex GST</b> <b>quarterly</b> <b>invoiced</b>
<b>Sanctuary magazine</b> multi-media package	Half page print ad 3 eBulletin ad per quarter 3 months Cross-site website rectangle ad	<b>\$2700 ex GST</b>	<b>\$2500 ex GST</b> <b>quarterly</b> <b>invoiced</b>	<b>\$2200 ex GST</b> <b>quarterly</b> <b>invoiced</b>

### Participating Homes

133 homes participated in SHD 2021, from all climate zones across Australia. These homes all had a minimum of 4 sustainable features.

- 133 homes and gardens open online
- 88 new builds
- 31 retrofits
- 83 all-electric homes
- 21 certified Passive House homes
- 8 owner-built homes
- 16 homes built with natural materials
- 20 homes with home battery/solar set ups
- 30 NatHERS rated homes
- 7 gardens

### By State

**ACT: 10 Homes**  
**Victoria: 34 Homes**  
**Tasmania: 5 Homes**  
**South Australia: 11 Homes**  
**Queensland: 15 Homes**  
**Northern Territory: 1 Home**  
**New South Wales: 28 Homes**  
**Western Australia: 29 Homes**

For a prospectus please contact  
**Mohit Gulati, Renew Advertising**  
**Manager, on (03) 9631 5405**  
**or [mohit@renew.org.au](mailto:mohit@renew.org.au)**

**SUSTAINABLE  
HOUSE DAY**

	Gold package - 20k	Silver package - 10k	Bronze package - 5k
Featured sponsor for one week of pre-SHD programming	✓		
Advertising package in Renew and Sanctuary magazines	To the value of 5k	To the value of 3k	To the value of 1.5k
Featured sponsor for house tour videos	5 videos	3 videos	
Advertising on SHD website	6 months	4 months	2 months
Logo placed on list of sponsors on website, in house tour videos, in Sanctuary magazine, on all other promotional material	✓	✓	✓
Mentions on SHD social media	5	2	1
Featured sponsor for SHD session	1 session	1 session	
Banner ad featured in eDM	4 times	Twice	Once
Short video clip played on SHD in between sessions	Twice	Once	
Sponsored article on your commitment to SHD featured on website	✓	✓	✓

Sustainable House Day — 2021 Event Report

# FEATURES, DATES & DEADLINES

## TERMS AND CONDITIONS

### 2024 DEADLINES

	Issue 66 (Autumn 2024)	Issue 67 (Winter 2024)	Issue 68 (Spring 2024)	Issue 69 (Summer 2024)
<b>Booking deadline</b>	<b>09 Feb 2024</b>	<b>23 Apr 2024</b>	<b>02 Aug 2024</b>	<b>28 Oct 2024</b>
Material deadline	12 Feb 2024	29 Apr 2024	06 Aug 2024	31 Oct 2024
On sale date	01 Mar 2024	20 May 2024	26 Aug 2024	22 Nov 2024

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

### BOOKINGS & ENQUIRIES

#### **Mohit Gulati**

Advertising Manager

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

**Direct: (03) 9631 5412**

Reception: (03) 9639 1500