

*The Australian*  
**Campdrafting**  
MAGAZINE



# Media Kit

*"Australia's leading  
Campdrafting Magazine"*

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The Australian Campdrafting Magazine is proudly owned by Cameron & Kate Jones.

Now making their home in Werris Creek, NSW Cameron is a third generation Campdrafter, Kate a passionate horse woman and avid Photographer giving this power couple the perfect ingredients to bring Australia it's very own Campdrafting magazine.

Over recent years we have seen the family sport of Campdrafting grow immensely. Events are paying record amounts of prize money, horse sales are reaching unforeseen sale records and campdraft events are receiving an exorbitant amount of nominations. With this being said, Cameron and Kate strive to provide a publication that is a quality platform for the significant investment Campdrafters make in their horses, horse products, services, trucks and vehicles. In owning The Australian Campdrafting Magazine, their commitment is to provide Advertisers, Industry Representatives and their Readers with a quality publication worthy of this rapidly growing industry.

Campdrafting is Cameron & Kates passion with the publication of The Australian Campdrafting Magazine now being in their family for over 16 years.

Our mission is to provide the Campdrafting community with independent and informed news, articles and advertising and look forward to continuing to deliver a publication of which the Campdrafting community can be proud.

We look forward to discussing how we can help you promote your products and services to Australia's Campdrafting community.

*Cameron & Kate Jones*





Cameron and Kate strive to keep their advertising opportunities affordable and are proud to work with our loyal advertisers to promote and introduce their products and services to the Campdrafting community, including Breeders, Competitors, industry representatives and horse enthusiasts.

We concentrate on including stores in the magazine that appeal to our elite horse people along with the general horse lover. We like to include something for the whole family in each issue of the ACM including general interest stories, event articles and photos, gardening, cooking, Campdraft kids plus much, much more!

With six issues published each year and distributing more than 20,000 copies per issue, Australia wide the ACM continually reaches new readers, gains multiple new subscribers and therefore is expanding markets for our advertisers.

Our paid subscribers continue to grow and our commitment to accurate, informative and independent information keeps readers engaged and your products and services in front of mind.

Our competitive advertising rates start from as little as \$88.00 - a very small cost to effectively reach an audience of more 80,000 readers each month!

The Australian Campdrafting Magazine engages in a team of Journalists, Photographers and Designers who are committed to creating a publication that readers will enjoy, keep and come back to over time.

#### ***Our Website***

Our website is regularly updated with fresh and current content and receives more than 15,000 views each month. We continually promote our website via social media with links to our online store and stallion/trainer directories.

#### ***Social Media***

Boasting more than 9,400 page likes, each day our Facebook page is flourishing with exciting new content while our Instagram followers are continuing to grow.

When you advertise with the Australian Campdrafting Magazine we will network your brand through our social media pages ensuring your brand is recognised by our followers.



# Magazine Advertising

Double Page  
Spread  
420 x 297 mm +  
5mm bleed

Full Page  
210 x 297 mm +  
5mm bleed



1/2 Page  
Horizontal  
190 x 135 mm

1/2  
Page  
Vertical  
90 x 275  
mm

## Advertising Deadlines & Features

Magazine	Deadline
February/March	1st January
April/May	1st March
June/July	1st May
August/September	1st July
October/November	1st September
December/January	1st November

1/3  
Page  
Vertical  
83  
x 232  
mm

1/3 Page  
Horizontal  
135 x 76 mm

## Special Features & Inserts

The ACM often run special features which provide additional advertising opportunities. We also have the ability to insert catalogue/posters within the magazine for a reasonable rate. Please contact us for more information.

## Artwork Specifications

- Images must be supplied in high resolution (300 dpi CYMK)
- Fonts are to be converted to outlines or embedded.
- All text must be kept within the live image area (15 mm inside bleed edge is preferred to guarantee text inclusion).
- PDF files must be supplied as CMYK and press ready within 5mm bleed (if required) and trim lines if necessary





# Advertising Rates

Ad Type (Includes ACM professional design)	Size w x h mm	Bleed mm	Price per issue (inc GST)
Double Page Spread	420 x 297 Text area 360 x 267	5mm (430x307)	\$1300.00
Full Page	210 x 297 Text area 180 x 267	5mm (220x307)	\$660.00
Back Cover	210 x 297 Text area 180 x 267	5mm (220x307)	\$1100.00
Half Page Vertical	90 x 275	n/a	\$440.00
Half Page Horizontal	190 x 135	n/a	\$440.00
Third Page Vertical	83 x 232	n/a	\$330.00
Third Page Horizontal	135 x 76	n/a	\$330.00
Quarter Page Vertical	190 x 60	n/a	\$220.00
Quarter Page Horizontal	90 x 135	n/a	\$220.00
Trades/Services Business Card	90 x 60	n/a	\$88.00

## Website Advertising

Banner Type	Size w x h pixels	Price 1 Month	Price 6 Months	Price 12 Months
Small Banner	254 x 268	\$55.00	\$180.00	\$380.00

## Extras

Guaranteed Right Hand page (subject to availability)	\$55.00
Supply print ready advert designed by the ACM to other publications	\$55.00
Supply web resolution digital copy for use on social media	\$55.00