

publication dates

For bookings, ad material, and cancellation due dates, please contact Dianne on 02 6687 0469.

issue

issue 2 late JAN / early FEB

issue 3 late APRIL / early MAY

issue 4 late JULY / early AUG

issue 5 late OCT / early NOV

preferred positions

Outside back cover	20% loading
Inside front cover & page 3	15% loading
Inside back cover & pages 4 – 7	10% loading

ad specifications

- Only the stated advertisement sizes are available and ads MUST be sized to correct dimensions.
- Ads must be 300 dpi and CMYK process colour (not spot colour or RGB).
- Ads must be sent as a PDF, TIF or JPEG file (Word documents will not be accepted as final artwork)
- All images and fonts must be embedded or outlined.
- Ads must be emailed or sent on a CD to arrive at *Living Wisdom* by the due dates.
- Full-page and half-page ads must include an additional 3mm bleed.

Please note: *Colours are subject to some variation and Living Wisdom cannot guarantee exact colour reproduction of your digital files.*

send artwork to: design@living-wisdom.com

artwork

Finished artwork is to be supplied in electronic format. Requested modifications made by *Living Wisdom* will be charged to the client. When *Living Wisdom* is enlisted to produce artwork, production costs will be charged to the client. A final version of your ad will be forwarded to clients prior to the material/cancellation date. It is up to each client to carefully check their ad and to ensure that there are no errors. If a proof copy has not been received prior to the material/cancellation date, it is up to the client to inform *Living Wisdom's* art department. All errors must be notified to *Living Wisdom* on the first day of publication.

material

All material is to be delivered at the owner's cost and risk. *Living Wisdom* reserves the right to alter, omit or change advertisements. While every care is exercised, it is not responsible for errors. No adjustment will be made for continuing errors unless attention is drawn to them before the 1st day of the month prior to publication. Photographic material supplied for use in advertisements or editorial will be used at the editor's or *Living Wisdom's* discretion.

rates

Living Wisdom reserves the right to alter advertising rates at any time. Phone bookings are accepted, however, confirmation in writing must be received by the publication deadline. *Living Wisdom* is not liable for errors or misunderstandings if confirmation in writing of instructions is not received prior to publication deadline.

cancellations

Booked space is allocated to the client/agent and advertisements must be cancelled on or before the cancellation deadline or the client/agent will be subject to payment of 25% of the total invoice.

trading terms

All advertising is to be paid for with confirmation of booking.

livingwisdom | ad sizes and prices

All per issue rates quoted are exclusive of GST and are for full colour and press ready artwork. Design work is available at a negotiated rate.

full page

size 216mm x 303mm
(inc. 3mm bleed)

casual \$1950

2 issues \$1853

3 issues \$1755

4 issues \$1658

★ 12 month campaign saving of **\$1168**

portrait panel

size 60mm x 265mm

casual \$695

2 issues \$660

3 issues \$630

4 issues \$590

★ 12 month campaign saving of **\$420**

wise buys (advertorial page)

100 words, high resolution image and contact details
\$350 per issue

12 month campaign savings for preferred positions

Back cover **\$1404**

Inside front cover & page 3 **\$1348**

Inside back cover & pages 4 to 7 **\$1288**

healthy choices

twelfth page

size 60mm x 60mm

\$150 per issue

★ 12 month campaign saving of **\$150**

1/3 page

size 189mm x 86mm

casual \$660

2 issues \$625

3 issues \$600

4 issues \$560

★ 12 month campaign saving of **\$400**

1/2 page portrait

size 92.5mm x 265mm

casual \$1050

2 issues \$995

3 issues \$955

4 issues \$895

★ 12 month campaign saving of **\$620**

1/4 page

size 92.5mm x 130mm

casual \$550

2 issues \$525

3 issues \$500

4 issues \$465

★ 12 month campaign saving of **\$340**

1/2 page landscape

size 189mm x 130mm

bleed size 216mm x 149mm

casual \$1050

2 issues \$995

3 issues \$955

4 issues \$895

★ 12 month campaign saving of **\$620**