



The Trailwalker

Advertising

The Trailwalker is the magazine of the Friends of the Heysen Trail. 1,200 copies are printed each quarter and distributed to all club members (around 650), landholders, and to most Adelaide outdoor retail outlets (distributed as free copies). Copies are also available in regional information offices, libraries, and some caravan parks and other outlets along the Heysen Trail.

Distributed as a free publication, the Trailwalker is effective in penetrating the outdoor recreation market in South Australia, particularly amongst bushwalkers.

The Trailwalker is printed in black and white, and is available in a colour format on the Friends website (www.heysentrail.asn.au)

The rates (shown overleaf) are very reasonable.

Advertising Specifications

- Format:** Adverts are preferred to be supplied in pdf format. It is not possible to determine or guarantee whether the final ad will appear as intended when ads are supplied in Microsoft Word or Microsoft Powerpoint. We are also able to provide limited typesetting assistance.
- Size:** Adverts should be supplied to the sizes detailed overleaf
- Colour:** Ideally two versions should be supplied, a colour version and a black & white version (colour for web, black and white for print)
- Deadlines:** The Trailwalker is published quarterly - March, June, September and December. The deadline for each edition is normally the first Friday of the month one month prior to the month of publication.

Statistics

Distribution: 1,200

Readership: 2,000 (estimated)

Frequency: quarterly

Cover charge: free

Media format: A4 black and white, online version is colour

Contact: Robert Alcock, of the Friends of the Heysen Trail:

M: 0419 819 345

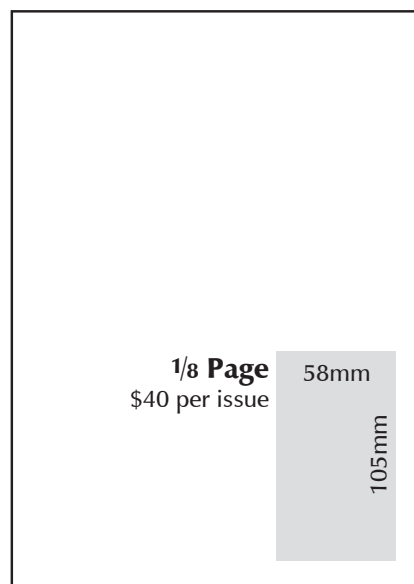
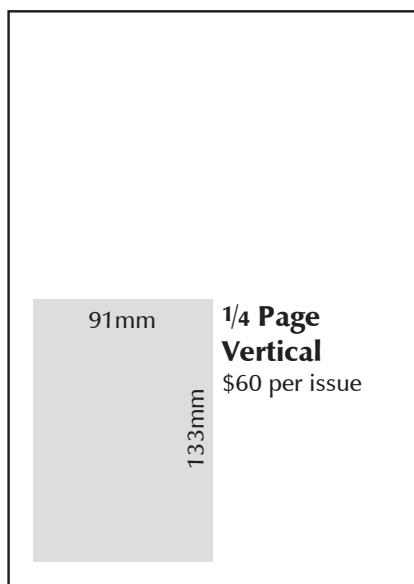
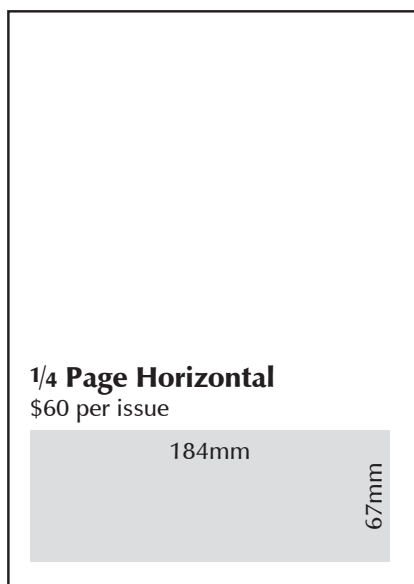
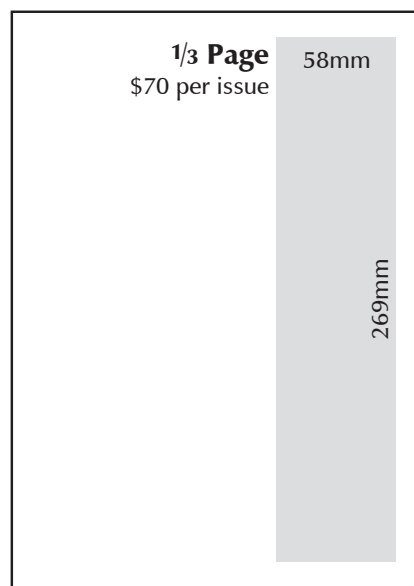
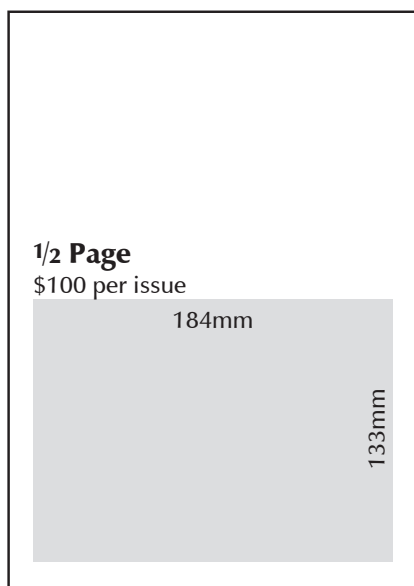
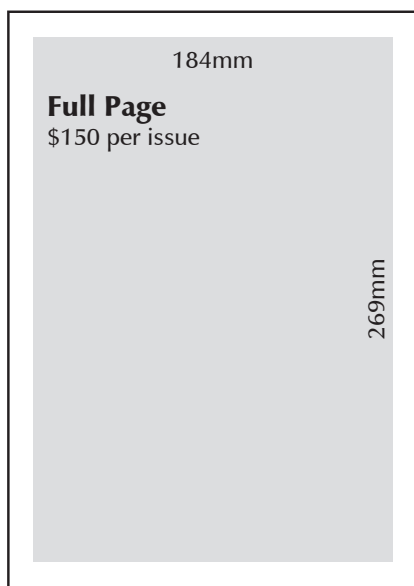
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F: 08 8396 6866

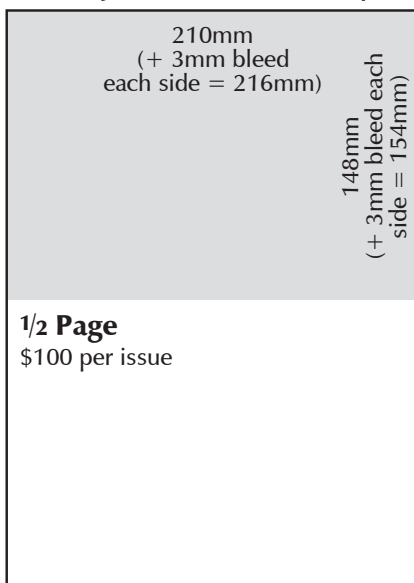
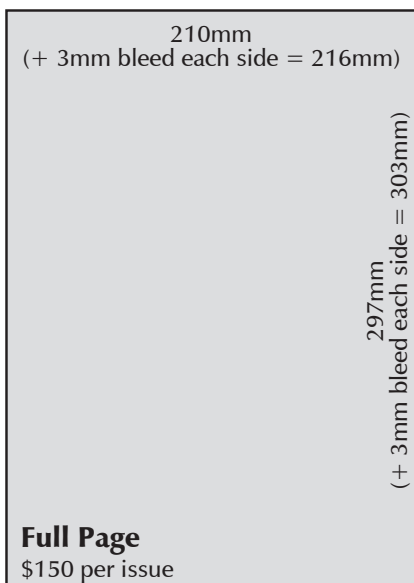
E: rralco@bigpond.net.au

Advert Sizes

Pages 3-30, inside pages, no bleed:



Back & Inside Covers, bleed, subject to availability:



Flyers, supplied for insertion:

Folded to A4
 \$180 per issue

Discount

A commitment for 12 months advertising, ie 4 issues, will attract a 10% saving when invoiced for the 4 ads at the first issue. Note: Advertising copy will be able to be changed per issue.