

## WHY ADVERTISE IN BMA?

Over 20,000 readers pick up BMA and 10,000 more download it from our website [www.bmamag.com](http://www.bmamag.com)

As a fortnightly magazine, we offer advertisers two full weeks of coverage as opposed to just the one.

BMA has been in existence for over 17 years, meaning our core demographic of 14–35 is joined by a strong long-time following from those aged 35 and up. This creates a very useful overlapping effect. Our long standing status and on-going commitment to all things sassy has led us to be recognised as Canberra's premiere entertainment tome. Like the best things in life, we're free, thus accessible to all.

## PREMIUM MARKETING

If you want to get your message across in the most stylish way possible, and with maximum impact, then why not choose from one of our competitively priced premium options below?

- Front cover banner \$990
- Double page spread (across middle pages) \$1230
- Page 2/3 double page spread \$1550

GST is not included in these prices.

## ARTWORK SPECIFICATIONS

**? Stuck for artwork? We have the solution.**  
Ask about our affordable in-house design prices.

AD SIZE	WIDTH (mm)	HEIGHT (mm)
<b>A</b> Cover Banner	197	30
<b>B</b> Full Page*	203	280
<b>C</b> Bastard Page	132	180
<b>D</b> Half Page	87	240
<b>E</b>	178	120
<b>F</b> Quarter Page	87	120
<b>G</b>	43	240
<b>H</b>	178	60
<b>I</b> Eighth Page	87	60



Please verify that your advertisement fits the dimensions specified above.

**Colour:** CMYK or Grayscale only.

Files submitted in RGB will be converted to CMYK – changes in colour may occur as a result of conversion to CMYK.

**Resolution:** 300dpi is the minimum resolution required for artwork.

**\*Bleed:** If placing a full-page advertisement that bleeds off the edge of the page allow 10mm of space clear of important images and live text around the boarder of the artwork. This avoids important dates, text, or logos from being cut off in the trimming process.

## ADVERTISING RATES

Note: GST is NOT included in the prices below

COST PER ADVERTISEMENT					
	Casual	3 ×	6 ×	12 ×	24 ×
<b>COLOUR</b>					
Back Cover	955.00	860.00	775.00	735.00	670.00
Page 3	895.00	810.00	730.00	695.00	630.00
Inside Front	885.00	795.00	715.00	680.00	620.00
Inside Back	855.00	770.00	695.00	660.00	595.00
Full page	810.00	730.00	660.00	625.00	565.00
Bastard Half	685.00	615.00	555.00	525.00	480.00
½ page	535.00	480.00	435.00	410.00	375.00
¼ page	380.00	345.00	310.00	295.00	270.00
⅛ page	240.00	210.00	190.00	175.00	150.00
<b>MONO (Black and White)</b>					
Full page	660.00	595.00	540.00	515.00	465.00
Bastard Half	565.00	510.00	460.00	435.00	395.00
½ page	420.00	375.00	340.00	325.00	295.00
¼ page	250.00	225.00	195.00	195.00	175.00
⅛ page	175.00	160.00	145.00	135.00	125.00

ISSUE	ARTWORK DUE	PUBLISH DATE
317	Jan 15	Jan 21
318	Jan 29	Feb 4
319	Feb 12	Feb 18
320	Feb 26	Mar 4
321	Mar 12	Mar 18
322	Mar 26	Apr 1
323	Apr 9	Apr 15
324	Apr 23	Apr 29
325	May 14	May 20
326	Jun 4	Jun 10
327	Jun 18	Jun 24
328	Jul 2	Jul 8
329	Jul 16	Jul 22
330	Jul 30	Aug 5
331	Aug 13	Aug 19
332	Aug 27	Sep 2
333	Sep 10	Sep 16
334	Sep 24	Sep 30
335	Oct 8	Oct 14
336	Oct 22	Oct 28
337	Nov 5	Nov 11
338	Nov 19	Nov 25
339	Dec 3	Dec 9 (final edition 2009)
340	Jan 14	Jan 20

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