The Adelaide Review Media Kit
(2018)
Welcome to The Adelaide Review

The Adelaide Review is a monthly print magazine and dynamic website that presents a comprehensive balance of local, national and international features, reviews and opinion pieces with a particular focus on culture and social issues.

The publication has been an integral part of South Australia for nearly 35 years and continues to be the state’s premier source of independent coverage when it comes to the arts, lifestyle and politics. Our respected, expert team of contributors present an insightful and unique look at culture and current events.

The print magazine is available to pick up for free in the city’s cafes, restaurants, bars and bookshops while the website is updated daily with exclusive news, reviews and opinion.
The Adelaide Review Distribution

The Adelaide Review is distributed to more than 700 outlets in South Australia and is mailed to decision makers around the country.

Outlets include corporate offices, selected restaurants, cafes, art galleries, libraries, hotels and motels, tourist centres, Adelaide Airport, wineries, retail and specialist shops as well as design and architectural firms.

Up to 22,000 copies are distributed each month throughout the Adelaide CBD, inner suburbs, the Adelaide Hills, Barossa Valley, McLaren Vale and other regional centres.

<table>
<thead>
<tr>
<th>Edition</th>
<th>Artwork Deadline</th>
<th>Street Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 2018</td>
<td>Thur Jan 18</td>
<td>Thur Feb 1</td>
</tr>
<tr>
<td>Mar 2018</td>
<td>Thur Feb 15</td>
<td>Thur Mar 1</td>
</tr>
<tr>
<td>Apr 2018</td>
<td>Thur Mar 15</td>
<td>Thur Mar 19</td>
</tr>
<tr>
<td>May 2018</td>
<td>Thur Apr 12</td>
<td>Thur Apr 26</td>
</tr>
<tr>
<td>June 2018</td>
<td>Thur May 17</td>
<td>Thur May 31</td>
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<tr>
<td>July 2018</td>
<td>Thur June 14</td>
<td>Thur Jun 28</td>
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<tr>
<td>Aug 2018</td>
<td>Thur July 12</td>
<td>Thur July 26</td>
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<tr>
<td>Sep 2018</td>
<td>Thur Aug 16</td>
<td>Thur Aug 30</td>
</tr>
<tr>
<td>Oct 2018</td>
<td>Thur Sep 13</td>
<td>Thur Sep 27</td>
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<tr>
<td>Nov 2018</td>
<td>Thur Oct 11</td>
<td>Thur Oct 25</td>
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<tr>
<td>Dec 2018</td>
<td>Thur Nov 15</td>
<td>Thur Nov 22</td>
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</table>
Who is The Adelaide Review audience?

*The Adelaide Review* reader falls in the AB demographic: tertiary educated professionals who have disposable income and are interested in culture and the arts. Slightly female skewed (60 per cent female readership and 40 per cent male), *The Adelaide Review* readership includes decision makers and leaders in the magazine’s core sections: arts, gastronomy, politics, business, design and architecture.
The Adelaide Review
Demographics
(Print)

Who reads The Adelaide Review?

60% female
40% male

70% of readers respond to an advertisement
75% of readers are tertiary educated
63% of readers pick up a copy every month

30% read the whole paper
70% read most of the paper
57% are working in a professional occupation
80% are older than 35
80% read advertisements
26% have been reading The Adelaide Review for more than 10 years
45% of readers visit the website after reading the magazine
81% of readers found the advertising to editorial ratio balanced

After reading about it in The Adelaide Review...

73% went to the cinema
82% visited an art gallery
74% saw a performance
65% dined out
80% read a book

*Online readership survey November 2015
The Adelaide Review

Demographics (Digital)

**AGE DEMOGRAPHICS**

- 18-24: 11%
- 25-34: 24%
- 35-44: 20%
- 45-54: 18%
- 55-64: 16%
- 65+: 11%

**GENDER**

- 55% Female
- 45% Male

**DEVICES TRAFFIC**

- Desktop: 43%
- Mobile: 47%
- Tablet: 10%

**TOP INTERESTS**

1. Arts
2. Food
3. Cinema
4. Events
5. Travel
6. News
7. Opinion

**SOCIAL NETWORK**

- 9,200+ Page Likes
- 10,000+ Followers
- 5,000+ Followers
- 15,000+ Subscribers
Why work with us?

We understand that every client is different and we work hard to meet our client’s unique objectives. When entering a partnership with clients, it is imperative that the advertising campaigns are successful and beneficial to all. We are all about longevity and relationships.

Advertising Opportunities

The Adelaide Review has many different opportunities for our clients which include:

- Print Display Advertising
- Print Advertorial
- Digital Display Advertising
- Digital Advertorial
- Section Sponsorships
- Rich Digital Media

Integrated Advertising Opportunities

- Digital Section Sponsorships
- Sponsored Content
- Event Sponsorships
Artwork specifications
(2017)

PRINT ADVERTISING

**ARTWORK DETAILS**

**Format**
The preferred format for supplied artwork is PDF [Portable Document Format]. Must be supplied in CMYK as a high quality PDF with fonts and images embedded.

**Dimensions**
Supplied artwork to the exact advert dimensions (see table). Full Page and DPS adverts require bleed (see table).

**Type**
For single colour fonts - minimum type size is 7pt. For reverse and non-single colour fonts - minimum size is 9pt.

**Colour**
All colour artwork to be supplied as CMYK (Cyan, Magenta, Yellow, Black).
Do not use RGB or Spot colours in your artwork.
Spot colour or RGB files are not accepted.

**Images and Logos**
Must be a minimum of 300dpi at the final used size.
Images and logos must be CMYK with mid-tones lightened.

**Ink Weight**
Total weight should not exceed 230%.

**Disclaimers & Responsibility**
In house artwork design 10% loading. Strict 3 proof policy, additional changes will incur an extra cost.
All endeavours will be made to match colours to artwork supplied, but The Adelaide Review will not be held responsible for variations in printed colour. It is the responsibility of the client to ensure all fonts used in their advertisement are properly licensed.
The supplier of the advert assumes all responsibility for obtaining copyright clearance for all content in the advertisement when material is supplied to The Adelaide Review, and is liable for any copyright infringement if permission is not obtained.

**DIGITAL ADVERTISING**

**Display Advertising**

<table>
<thead>
<tr>
<th>Size</th>
<th>File Type</th>
<th>File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>GIF, JPEG or PNG</td>
<td>1MB Max</td>
</tr>
<tr>
<td>MREC</td>
<td>GIF, JPEG or PNG</td>
<td>1MB Max</td>
</tr>
<tr>
<td>Half Page</td>
<td>GIF, JPEG or PNG</td>
<td>1MB Max</td>
</tr>
</tbody>
</table>

**Video Ad**

- 30 seconds
  - YouTube Link, mp4
  - N/A

**Advertorial Specs**

- **Logo**
  - N/A
  - Eps, PNG
  - High res
- **Static Image**
  - 600 x 530
  - GIF, JPEG or PNG
  - Max 200kb
- **Video**
  - YouTube Video URL
  - Provide YouTube ID

**Newsletter Specs**

- **Standard Banner**
  - 728 x 90
  - GIF, JPEG or PNG
  - 1Mb Max
- **Mega Banner**
  - 728 x 180
  - GIF, JPEG or PNG
  - 1Mb Max
- **Solus**
  - 600 x 1200
  - GIF, JPEG or PNG
  - 2Mb Max

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*Add 5mm bleed. Avoid running text through the centre fold of DPS.*
Other publications

We also print other specialty publications that are part of The Adelaide Review stable which include:

Our Clients

Adelaide Central School of Art
Adelaide City Council
Adelaide Festival of Arts
Adelaide Festival Centre
Adelaide Symphony Orchestra
Adelaide Youth Orchestras
Aptos Cruz
Art Gallery of South Australia
Bendigo Art Gallery
Bendigo Bank
Bentleys
City of Onkaparinga
City of Salisbury
Feast! Fine Foods
Flinders University
Italia Ceramics
JamFactory
Murray Bridge Regional Gallery

PwC
Renewal SA
Restaurant Blackwood
SA Museum
SALA Festival
SAMSTAG Museum
Singapore Airlines
State Opera
State Theatre
Stoneware
TAFE SA
Terrace Floors and Furnishings
The Playford Hotel
UKARIA
University of Adelaide
University of South Australia
Workspace
World Expeditions
Ziptrak

Subscriptions

For subscriptions please contact admin@adelaidereview.com.au