

Rates, dates and specs

Dumbo Feather

To advertise with us, contact
advertising@dumbofeather.com
(03) 8534 8040
Send your artwork to
amandine@dumbofeather.com
www.dumbofeather.com

Print Advertisement

RATES

	CASUAL	X2	X4	X6
DOUBLE PAGE SPREAD*	\$5,720	\$5,720	\$4,680	\$4,420
SINGLE PAGE*	\$3,520	\$3,520	\$2,880	\$2,720

* 25% loading for premium positions – All prices exclude GST

DISTRIBUTION

WORLD WIDE DISTRIBUTION

UK 20%	USA & CANADA 40%	UAE & EUROPE 19%	ASIA 15%	NZ & OTHER 5%
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10,000 PRINT RUN (Australia)

National distribution through newsagents, airport stores and over 70 speciality retailers including magnation, National Gallery of Victoria, Museum of Contemporary Art and the Grumpy Swimmer.

AUSTRALIA WIDE DISTRIBUTION (IN %)

NSW 31.7%	VIC 38.3%	SA 5.4%	QLD 12.3%	WA 8.5%	TAS 2.4%	NT 1.4%
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3,000 PRINT RUN (USA, Canada and Europe)

Distribution through Barnes & Noble Booksellers, independent bookstores and specialty retailers.

35,000 READERSHIP

(source: Dumbo Feather reader survey March, 2017)

SPECS

SUPPLY FORMAT AND IMAGES

Send artwork as a print ready PDF (min 300dpi, in CMYK) for uncoated paper stock.

DOUBLE PAGE

400 x 270 mm
5 mm bleed
20 mm inside gutter

SINGLE PAGE

200 x 270 mm
5 mm bleed
20 mm inside gutter

DATES

ISSUE 52 - WINTER

On sale 1st week of August, 2017

Booking deadline

June 30

Art deadline

July 7

ISSUE 53 - SPRING

On sale 1st week of November, 2017

Booking deadline

September 29

Art deadline

October 5

ISSUE 54 - SUMMER

On sale 1st week of February, 2018

Booking deadline

December 1

Art deadline

December

ISSUE 54 - AUTUMN

On sale 1st week of May, 2018

Booking deadline

March 29

Art deadline

April 6

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Digital Advertisement

RATES

	X1	X6
DUMBOFEATHER.COM* Box/Banner	\$800 p/m	\$750 p/m
HOME PAGE TAKEOVER* 2 weeks	\$1000	
ONLINE CONTENT SPONSORSHIP*	\$3000	
eNEWS* Exclusive ad coverage (2 banners + featurette)	\$1500	\$1250 each

*All prices exclude GST

DIGITAL STATS



40,000+
Followers

eNews

16,500+
Followers

Dumbo Feather

Podcast

Over 45,000 downloads
(May, 2017)

Website

40,000 UV monthly
New website launched
May, 2017

SPECS

ALL SPECS ARE IN PIXELS.

eNEWS

Sponsorship includes:

- 2 x banners (468 x 60 px)
- 50-60 words editorial
giveaway
- 1 x image (260 w x 170h px)

WEBSITE SPECS

- Leaderboard Ad
728 x 90
- Medium Rectangle
300 x 250
- eNews Banner
468 x 60
- Homepage leaderboard
970 x 90

SUPPLY

- Animated GIF
- Static JPEG
- SWF with static GIF

With your URL link
(to direct from our site as
a text file)

**ALL FILES TO BE
SMALLER THAN 800KB.
SIZING IS IN PIXELS.**

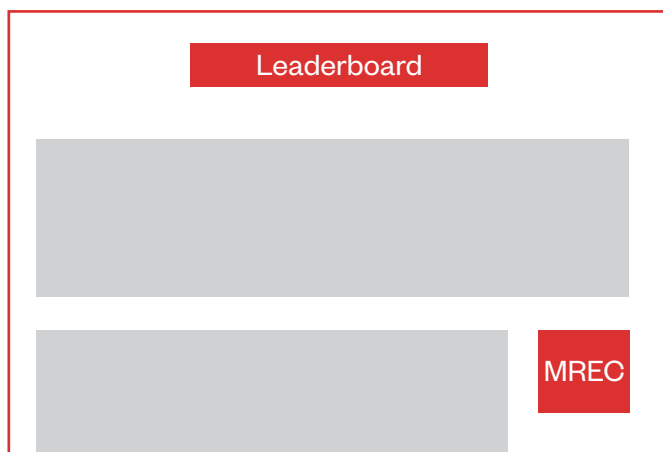
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**Dumbo
Feather**

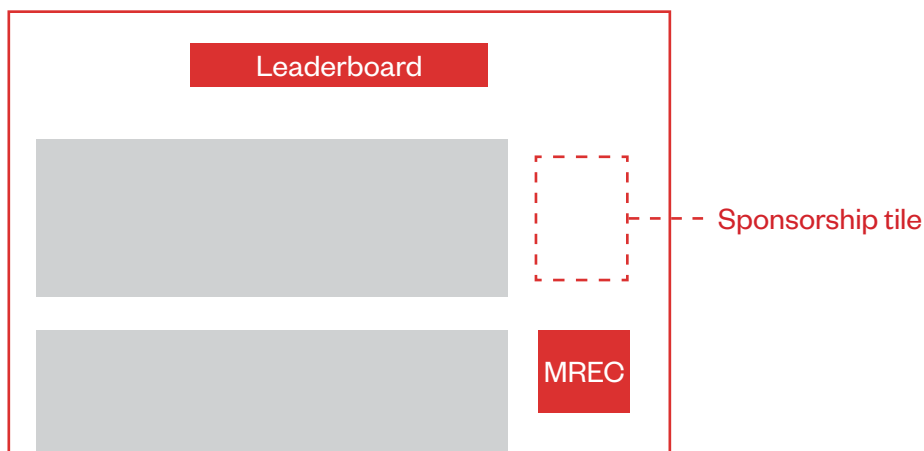
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DISPLAY ADVERTISING



SPONSORED ARTICLE



ENEWS SPONSORSHIP

