

Rates, dates and specs

Dumbo Feather

To advertise with us, contact
advertising@dumbofeather.com

(03) 8534 8014

Send your artwork to
hello@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%
------------------	--------------------------------	--------------------------------	--------------------	-----------------------------

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%
---------------------	---------------------	-------------------	---------------------	-------------------	--------------------	-------------------

40,000 READERSHIP

(source: Dumbo Feather reader survey February, 2018)

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
Unless specified, all ads are right-hand page.

DATES

ISSUE 62- SUMMER

On sale 4th week of
February 2020

Booking deadline

December 16 2019

Art deadline

January 31 2020

ISSUE 63 - AUTUMN

On sale 2nd week of
May 2020

Booking deadline

March 16 2020

Art deadline

April 17 2020

ISSUE 64- WINTER

On sale 1st week of
August 2020

Booking deadline

June 8 2020

Art deadline

July 10 2020

ISSUE 65 - SPRING

On sale 1st week of
November 2020

Booking deadline

September 7 2020

Art deadline

October 9 2020

Rates, dates and specs

Dumbo Feather

To advertise with us, contact
advertising@dumbofeather.com

(03) 8534 8014

Send your artwork to
hello@dumbofeather.com
www.dumbofeather.com

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

As of July 2018



70,000+
Followers

eNews

23,000+
Followers

Dumbo Feather

Podcast

170,000+ listens and
counting

Website

45,000 pageviews p/m
35,000 unique visitors p/m
2 mins spent on site

SPECS

ALL SPECS ARE IN PIXELS.

eNEWS

Sponsorship includes:

- 2 x banners (468w x 60h)
- 50 words copy adding value to readers
- 1 x image (600w x 600h)
- 1 x URL for click through

WEBSITE SPECS

- Leaderboard Ad
728 x 90
- Medium Rectangle
300 x 250
- Homepage leaderboard
970 x 90

SUPPLY

- GIF or JPEG
- URL link
- All files must be smaller than 800KB
- Sizing is in pixels

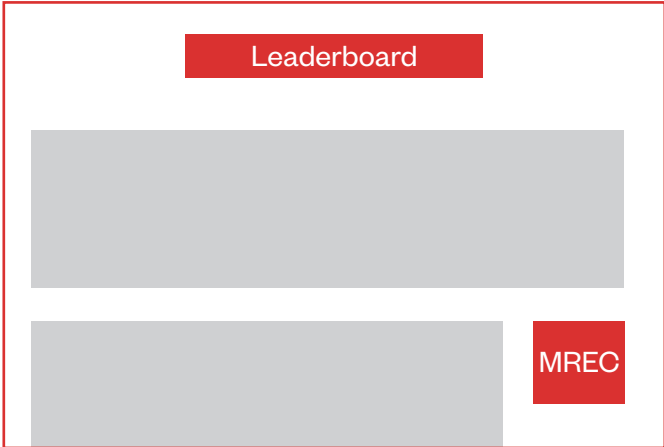
**ALL FILES TO BE
SMALLER THAN 800KB.
SIZING IS IN PIXELS.**

Rates, dates and specs

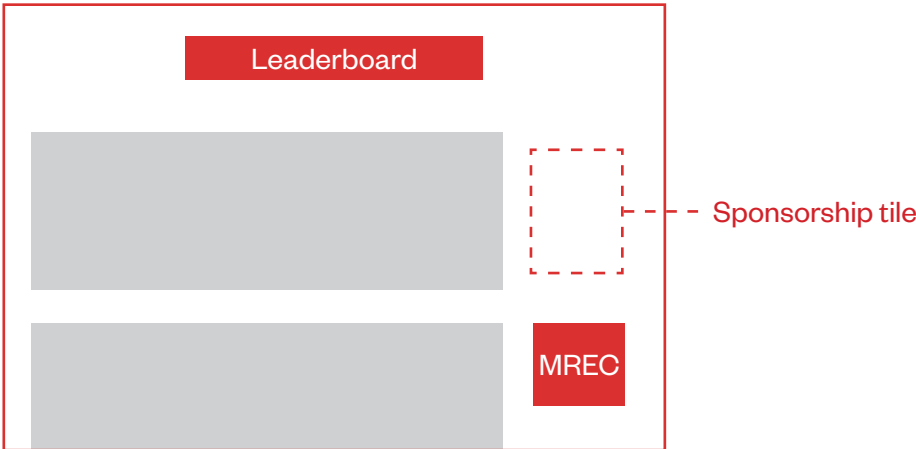
**Dumbo
Feather**

To advertise with us, contact
advertising@dumbofeather.com
(03) 8534 8014
Send your artwork to
hello@dumbofeather.com
www.dumbofeather.com

DISPLAY ADVERTISING



SPONSORED ARTICLE



ENEWS SPONSORSHIP

