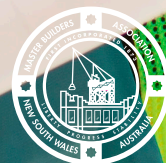


FLORENCE

CONSTRUCTING A NEW PERSPECTIVE **MEDIA KIT 2022**



**Master
Builders
Association**
New South Wales



CONSTRUCTING A NEW PERSPECTIVE



Thank you for your interest in the official Master Builders Women In Construction magazine — FLORENCE.

Florence Taylor was Australia's first qualified female architect and first woman to train as an engineer.

Florence is a magazine for women in the building and construction industry, focusing on real women and their stories.

This magazine gives insight into building and construction, improving skills and knowledge and uphold all women in the industry.

1,500 copies will be available from the Master Builders Association of New South Wales and will be distributed throughout events across the year.

Florence magazine will be digitally promoted for 3 months across News Corps digital arm — News Xtend. Using programmatic display and social media targeting, this publication will be placed right in front of your target market.

Regulars

Health & Wellbeing | Personal Finance | Legal | Business | Tradie Talk | Apps & Software | Technology |
Calendar of Events | Insta Sistas

April edition

Published: 8 April
Booking deadline: 9 February
Material deadline: 16 February

September edition

Published: 9 September
Booking deadline: 13 July
Material deadline: 20 July

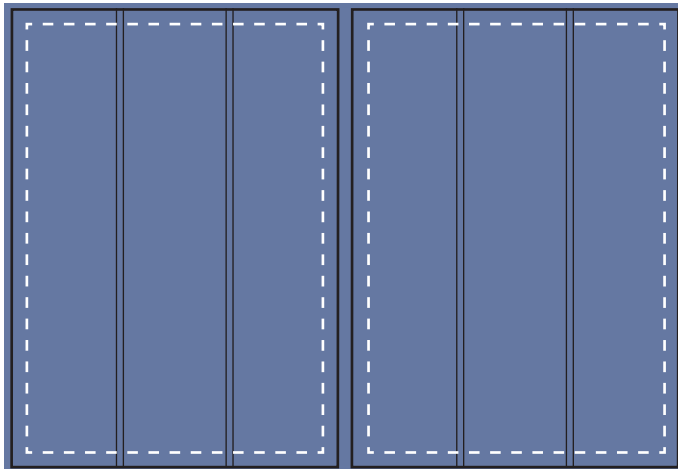


ADVERTISING RATES

Advertise your brand to our targeted, engaged customers to create visual impact, build brand awareness or drive sales of your product.

	Position	1 edition	2 editions (per edition)
Premium	Double page spread (2&3) & (4&5)	\$6,600	\$5,600
	Outside back cover	\$4,200	\$3,600
	Full page	\$3,700	\$3,200
Standard	Double page spread	\$6,000	\$5,000
	Full page	\$3,800	\$3,200
	Half page	\$2,200	\$1,800
	Quarter page (horizontal only)	\$1,100	\$900
CUSTOM ADVERTISING: Talk to your media sales consultant about custom advertising opportunities from pictorials to editorial features.			
*All rates exclude GST. For guaranteed positioning, an additional 10% load charge applies on the above standard rates.			

MATERIAL SPECIFICATIONS

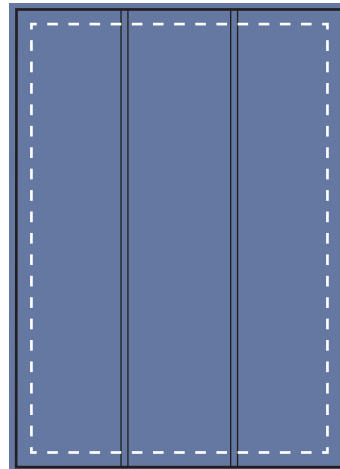


Double Page Spread

Text area: 267mm h x 180mm w (per page)

Trim area: 297mm h x 420mm w

Bleed area: 307mm h x 430mm w

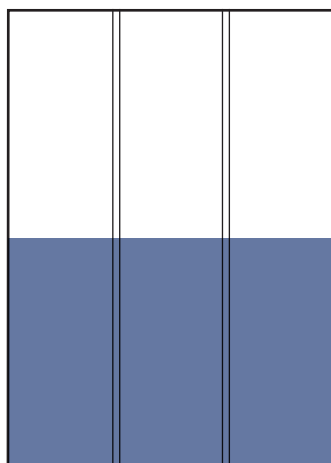


Full Page (bleed available)

Text: 267mm h x 180mm w

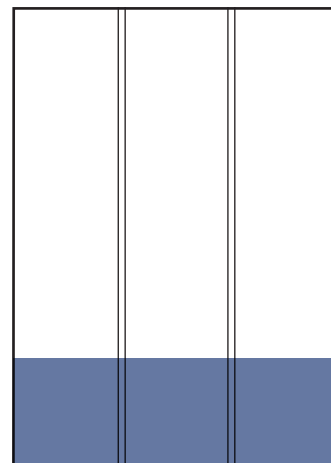
Trim: 297mm h x 210mm w

Bleed: 307mm h x 220mm w



Half Page Horizontal (no bleed)

132mm h x 188mm w



Quarter Page Horizontal (no bleed)

65mm h x 188mm w

SUPPLYING MATERIAL

Final ad art should be supplied as a high-resolution PDF.

For ads with bleed, do not allow any text to extend beyond the Text Area limits.

If supplying elements for an ad to be created by our in-house production team:

- Text should be supplied as a Word Document.

- Images should be sent separately as high resolution JPEGs, set at 300dpi.

- Logos should be in either EPS or PDF format.



ADVERTISING CONTACTS

**FLORENCE Magazine is published by
News Corp Custom Publishing Division.**

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