

ISLAND

▼ Ideas. Writing. Culture.

Island is a not-for-profit magazine of ideas, writing and culture, produced from Tasmania for a national audience since 1979.

We value excellence and variety, publishing new, emerging and established writers from mainland Australia and overseas as well as from Tasmania. We advocate for excellent writing and for the joys and benefits of reading.

Our readers engage with *Island* because they want to read the best new fiction, essays, poetry and commentary and explore contemporary art and design. They love art and culture, they seek to be challenged, they are compassionate, and they are alive to the big challenges of our time.

We want to build partnerships with companies and brands that are aligned with *Island's* values. As a small not-for-profit arts organisation, we rely on support, such as yours, to keep publishing works by storytellers, thinkers and artists.



▼ Media Kit

▼ Readership and demographics



Island is stocked in over 400 newsagents and bookstores nationally as well as sold directly via subscriptions. Our circulation is over 1000 copies per issues, with an overall readership of approx. 8500.*



95% of our current readers keep their copies of *Island*, or pass them on for others to read.*

Island is collectable and its content is timeless, which means that your advertisement will be seen long beyond the duration of the issue.

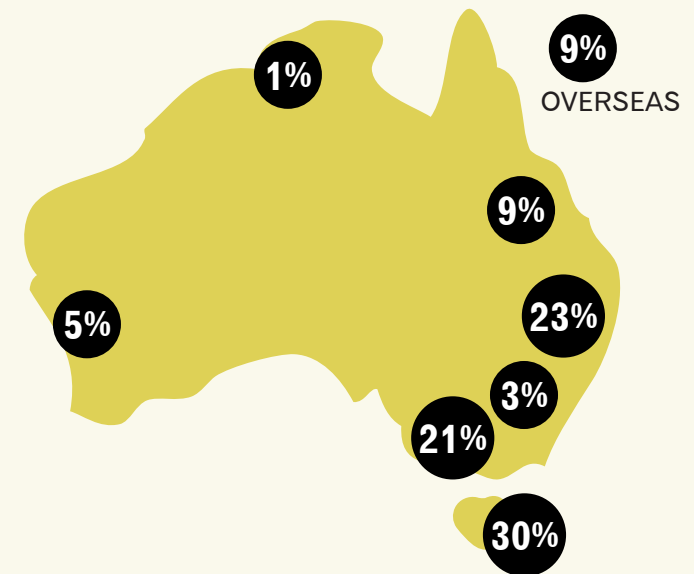
▼ Age*

20–29	14%
30–39	22%
40–49	24%
50–59	18%
60–69	15%
70+	7%

* Reader survey 2018

▼ Reader location

70% of *Island's* readers are outside Tasmania



▼ Employment*

87% of *Island* readers are employed, 7% are retired and the rest are students.

Most are employed in the creative, educational, public and community sectors.

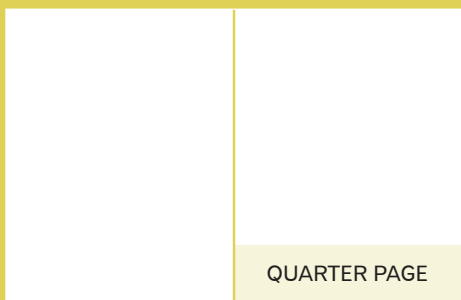
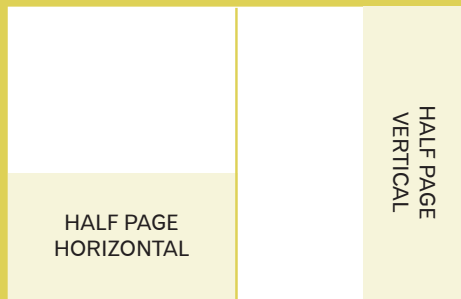


▼ Advertising Rates

Full page	\$1250*
Half page (vertical or horizontal)	\$700*
Quarter page (horizontal)	\$400*

* prices exclude GST

Booking and art deadlines available on request



▼ Specifications

Island is perfect bound, printed on high-quality carbon-neutral uncoated 100% post-consumer recycled paper. Size: w210 x h275mm.

Advertisements are to be supplied as finished artwork in PDF format, minimum 300dpi, CMYK, with bleed. Artwork size includes 5mm bleed. Text safe area is the recommended area for text and logos in keeping with the magazine's text margins, and to keep text clear of the centre spine. All measurements are W x H in mm.

Full page

Artwork size: 220 x 285
 Trim size: 210 x 275
 Text safe area: 180 x 245
 (15mm margin on all sides)

Half page horizontal

Artwork size: 220 x 133
 Trim size: 210 x 128
 (no bleed on top edge)
 Text safe area: 176 x 98

Half page vertical

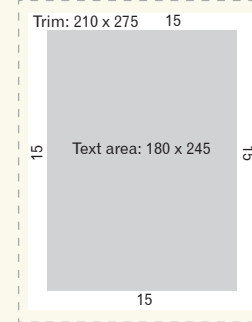
Artwork size: 107 x 285
 Trim size: 97 x 275
 Text safe area: 81 x 225

Quarter page

Artwork size: 220 x 69
 Trim size: 210 x 64
 (no bleed on top edge)
 Text safe area: 176 x 41

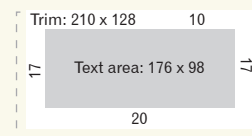
FULL PAGE

Art: 220 x 285 (5mm bleed all around)

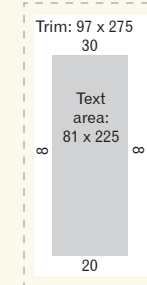


HALF PAGE

Art: 220 x 133

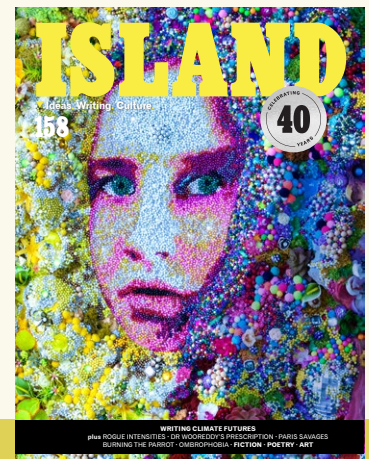
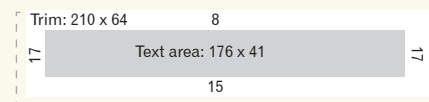


Art: 170 x 285



QUARTER PAGE

Art: 220 x 69



Contact ►

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