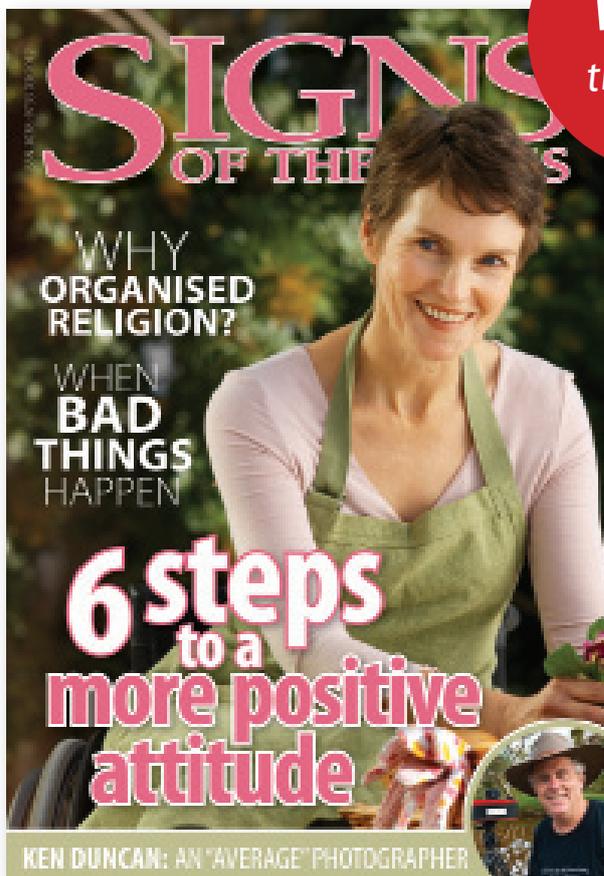


# SIGNS OF THE TIMES

## ADVERTISING PROSPECTUS

100  
thousand  
readers



- CIRCULATION  
30,000+
- DISTRIBUTION  
subscription and distributed  
free to public in airports &  
ferries, surgeries, schools etc
- FREQUENCY  
monthly; 11 issues per year
- PUBLICATION SIZE  
64 pages, B4
- MARKET  
Australia and New Zealand  
but to 55+ countries o'seas
- WEBSITE  
10,000 unique visitors/month  
(and growing)

## ABOUT US

*Signs of the Times* is a self-supporting magazine. Income comes from magazine subscriptions, donations and now advertising. Each month, 11 times a year, about 30,000 magazines go into the community, with surveys showing each is read by at least three people. Its readership is wide-reaching across the community, with many subscribers being lifelong. It is an effective vehicle for reaching both secular- and spiritually-minded people.

## WHY ADVERTISE?

*Signs* . . .

- gives you the opportunity to reach people searching for a better life for themselves—and for others
- has high recognition and is a respected brand for 100+ years
- is widely read by church-goers of all faiths
- is accepted by the general public
- is a recognised soul-winner
- has been awarded for its design and high-quality content
- has a high-traffic website (*over 10,000 unique visitors per month!*)

## OUR READERS ARE

- female and male with a bias toward females
- keen to learn and interested in current issues
- have a wholistic attitude towards life
- interested in spirituality and Christianity
- want to be challenged and grow in their faith
- are impacted by human-interest stories
- families; grandparents
- aged 35-plus
- interested in health

## CONTACT:

For more information about advertising in *Signs*, issue deadlines or to reserve space (ads per issue are rationed), contact:

Lee Dunstan

Managing editor, *Signs* magazine

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Associate editor, *Signs* magazine

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## FILE DELIVERY INSTRUCTIONS AND DATES:

Advertisements are to be supplied print-ready according to the specification contained in the *Signs of the Times* File Requirements and Guidelines. *Signs* does not design advertisements except for those that might form part of a supplied feature, where some size adjustment maybe required. Advertisements requiring design can be submitted to *Signs*, but will be produced by AMN's Refresh design team (\$100/hr) and billed separately.

For *Signs*' comprehensive guide of technical specs and hints for ad construction, contact:

Shane Winfield

Graphic Designer

P: 61 2 9847 2255

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*Signs of the Times:  
Better living now  
with hope for  
a brighter future  
tomorrow.*

Prices valid for 2012 issues only

## ADVERTISING PRICES

ID	AD TYPE	DESCRIPTION	PRICE (INC GST)
MA-1	1-page inside	Full page (L/R) between features	\$660
MA-2	1-column	Single vertical col; up to 1/2 -page horizontal	\$440
MA-3	1/3-page	½ column or 1/3 page (end of feature)	\$240
MA-C	Cover	Full back page	\$1,320

### FEATURE ADVERTORIAL

MA-F	Feature	Advertorial to 3 pages (pics supplied)	\$000
MA-F1	Feature inc 1-page ad	1-page ad accompanying a feature	\$330
MA-F2	Feature inc 1/2-page ad	½-page ad accompanying a feature	\$225
MA-F3	Feature inc 1/4-page ad	½-col (MA-3) within a feature (text supplied)	\$120

### WEBSITE ADVERTISING

WA-1	Web Badge Premium	1 month (appears on web page at 50% higher rate)	\$165
WA-2	Web badge	1 month (appears on web page in rotation)	\$110
WA-D1	Web E-mag	1 month (1-page digital insert in current e-mag)	\$165
WA-V	Value Pack	1-page print (MA-1) + web prem (WA-1)/emag (WA-D1)	\$770

### SIGNS INSERTS ADVERTISING

MI-1	Insert card 1x	Single tear out card (contact us for quote)	TBA
MI-2	Insert card 2x	Double tear out card (contact us for quote)	TBA

## ADVERTISING TERMS AND CONDITIONS

- ▶ Payment is to be made when space is booked; advert to be provided 2 months ahead of publication month.
- ▶ All advertising must comply with the AMN–Signs Editorial Policy.
- ▶ Advertisement cancelled less than 90 days ahead of print publication month *may* not receive a refund, as this involves redesign and restructure of the magazine. Irrespective, a cancellation fee of 50% of the advertisement cost will be charged for notice of less than 60 days, as the design process is by then almost complete.
- ▶ All advertising must comply with the Trade Practices Act and must not be misleading, false or deceptive.
- ▶ All advertisements are subject to the approval of the publisher, who reserves the right to refuse advertising. If refused, a full refund will be given, unless received later than the agree date ahead of publication.
- ▶ Advertisers accept full responsibility for the content of their advertisement and agree to indemnify the publishers against any claim or proceeding arising out of the publication of the advertisements. Provision of the material or copy for publication constitutes acceptance by the advertiser and the advertising agent of this condition.
- ▶ Telephone instructions are accepted but the publisher is not liable for error or misunderstanding if instructions are not confirmed in writing prior to design deadline.
- ▶ No responsibility is accepted by the publisher, proprietor or editor for the accuracy of details supplied in any advertisement appearing in *Signs* or on its web site. Obvious or apparent errors may be brought to advertiser's attention for rectification as a matter of course prior to publication.
- ▶ While *Signs* will do its best to accommodate advertisers' position preferences, the positioning of the advertisement is to a large extent a design element of the overall magazine, and thus entirely at the discretion of the publisher, unless an agreement has been negotiated. *Signs* will do its best to provide complementary positioning, especially when accompanying a supplied feature.
- ▶ The publisher, proprietor and editor will not be liable for any loss caused by late publication, error or failure of an advertisement to appear, but agrees to refund the cost of the advertisement if the delay is severe.

