

We've got  
**WVA**  
covered



**Horizons**  
**Media Kit 2023**

The Royal Automobile Club of W.A. (Incorporated)



**For the better**

If you want to reach  
Western Australians,  
do it with the magazine  
that WA households  
trust and keep.





# Horizons

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## Take your message to the whole State

As the member magazine of RAC, *Horizons* is the largest circulating publication in WA. With more than one million RAC members, *Horizons* reaches almost one in two WA households.

*Horizons* reflects RAC's WA heritage and values, using high-quality editorial, photography and design to tell the stories that matter for Western Australians. Every edition features special benefits for RAC members and readers, including member discounts and giveaways.

There are regular stories about people, events and activities across WA, tips to make life easier around the home and on the road, travel and motoring snapshots, RAC news, plus reader letters and photos.

*Horizons* is published by RAC WA.

### Horizons covers stories about //

- » WA road trips
- » Emerging technologies
- » All things motoring
- » House and home
- » Camping and caravanning
- » Local WA heroes
- » Rescue stories
- » Car reviews
- » Travel advice
- » Trends and statistics on life in WA
- » Road rules and safety
- » WA's natural wonders and wildlife

# Make an impact

If you want to reach people in WA,  
*Horizons* is the place to be.

The figures speak for themselves.



RAC Intellibus<sup>®</sup> Busselton  
Part of Australia's very  
first automated vehicle  
trial right here in WA



Households reached

# 1,067,000

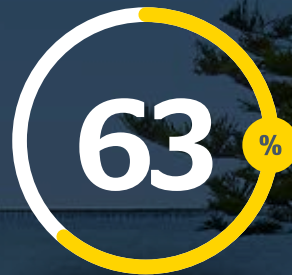
more than

# 700,000

RAC members reached



of members who recall receiving *Horizons* will open it, on average



of readers have received a member discount after seeing it in *Horizons*

## 3 weeks

is how long two in five recipients keep their magazine

## 1 in 2

West Australian households reached

## 1 in 3

say they've purchased an advertised product after reading *Horizons*

Data: Business Information Solutions

# Display advertising

## Rates

Ad Size	Frequency/Rate		
	Casual	x3	x6
Full Page	\$11,495 ex GST	\$10,920 ex GST	\$10,345 ex GST
Half Page (horizontal)	\$6,895 ex GST	\$6,550 ex GST	\$6,200 ex GST
Third Page Strip	\$4,975 ex GST	\$4,725 ex GST	\$4,475 ex GST
Double Page Spread	\$21,360 ex GST	\$20,295 ex GST	\$19,225 ex GST
Inside Front Cover	\$13,800 ex GST	\$13,100 ex GST	\$12,420 ex GST
Outside Back Cover	\$13,800 ex GST	\$13,100 ex GST	\$12,420 ex GST
Inside Back Cover	\$13,285 ex GST	\$12,620 ex GST	\$11,950 ex GST

Position loadings: 5% right hand page and 10% early right hand page.

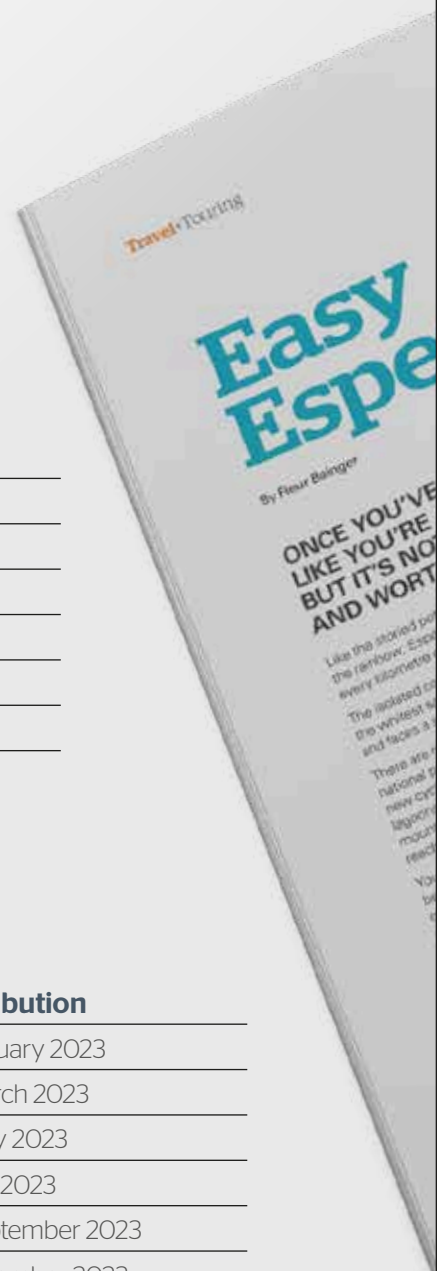
## Display dates

Issue	Booking Deadline	Material Deadline	Distribution
Feb/Mar 2023	6 December 2022	8 December 2022	17 January 2023
Apr/May 2023	10 February 2023	13 February 2023	14 March 2023
Jun/Jul 2023	14 April 2023	17 April 2023	16 May 2023
Aug/Sep 2023	9 June 2023	13 June 2023	11 July 2023
Oct/Nov 2023	11 August 2023	14 August 2023	19 September 2023
Dec/Jan 2024	6 October 2023	9 October 2023	7 November 2023

## Onserts

Price on application, based on size and weight.

**Deliver to:** Fuji Xerox, Goods Inwards, Door 2, 11 Wood Street, Bassendean WA 6054.



# erance

**ARRIVED, YOU'LL FEEL  
A MILLION MILES AWAY,  
AS FAR AS YOU'D IMAGINE  
H EVERY BIT OF THE TRIP.**

of gold at the end of  
ance is a treasure worth  
bitumen that leads to a  
l town is surrounded by  
ndy beaches in the country  
ng of islands.

ew helicopter tours across  
ks to a bright pink island lake,  
ng paths leading to swimming  
nd a microbrewery, and even a  
ous peak to climb – all within easy  
of town.

ll tour 690km beneath your tyres  
ween Perth and Esperance, with the  
jess route taking you through Pigeon  
lake Grace, Lake King and Ravensthorpe.  
the trip can be done in about 7.5hr. A more  
interesting option is found via Cornish,  
where you can visit the dog cemetery  
and remember loved pets as you wander  
through more than 200 headstones ringed  
by calceola fields.

Continue on to Wave Rock and Muka's  
Cave, an Aboriginal rock art site about 18km  
north of Lovers Road. Consider stopping  
for the night at the Wave Rock Motel (where  
there's also a camping ground and a salt pool  
where you can float like you're in the Dead  
Sea). Other wise, push on to Ravensthorpe.  
This scenic adventure only adds another  
17km, so do it at least one way.

## Don't rush it

Viewed as a whole, the journey may seem a  
long one, but it's not much further than driving  
out to Kalbarri from Perth – and plenty of West  
Aussies have done that for a long weekend.

Esperance deserves more than three days,  
if you can spare them. After all, once you get  
there you won't want to leave. Especially  
when you meet the father-son duo behind  
Esperance Distillery Co.

Working from a little white building on  
Norseman Road, the main route that leads  
you into town, David Price and James  
McCarthy-Price have combined their skills  
to turn a "hard-trained idea" of David's  
into a commercial gin-making operation.

With James' expertise in environmental  
engineering, the pair aim to create a  
carbon-free distillery as they expand  
"in 10 years' time I'd like to be one of the  
biggest exporters of gin in Australia, so long  
as we can do it sustainably," says James.

The gin is currently brewed with excess and  
lemon myrtle and David is experimenting  
with grass tree sap and strawberry gum  
foraged by an Aboriginal supplier, as well  
as sea barley from Broom's and Kelp from  
Woody Island in Esperance's Recherche  
Archipelago. 🍷

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Horizons puts  
Western Australia  
first with stories  
that matter most  
to our members

## WA contacts

### Media Tonic

T 08 9388 7844

### Ruth Leyland-Cowan

E Ruth@mediatonic.com.au

### Gail Raj

E Gail@mediatonic.com.au

## East coast contact

### Lauren Casalini

Sales and Partnerships Director

T 03 8520 6451 M 0424 980 800

E laurencasalini@hardiegrant.com

An aerial photograph of a coastal resort. The central focus is a small island or peninsula with a prominent red building and a white house with a blue roof. The surrounding landscape is a mix of green vegetation and reddish-brown earth. A winding path leads from the buildings towards the water's edge. The ocean is a vibrant turquoise color, with white waves crashing against the rocky shore. The overall scene is a mix of natural beauty and human-made structures.

**Horizons**

**RAC Cable  
Beach Resort,  
Broome**

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# Material requirements

## Take your message to the whole state

There are four methods for supplying your advertising material.

### 1. Via Adstream/Quickcut (preferred)

Please use 'N/A' for the booking number. For more information regarding Quickcut please contact:

Adstream: 1300 423 787

enquiries@adstream.com.au

Web: visit.adstream.com.au/au/print

### 2. Via Dropbox [dropbox.com](https://www.dropbox.com)

### 3. Via WeTransfer [wetransfer.com](https://www.wetransfer.com)

### 4. Emailed PDF (file size must be under 8MB)

- > Supply of advertising material in this way means you are wholly responsible for any changes to material required by you, Hardie Grant Media or its clients.
- > Ensure advertisement is the correct size (including 5mm bleed if you choose a trim size ad).
- > All images must be CMYK and 300dpi and ensure fonts are embedded when creating the PDF file.
- > PDFs must be created using the 3DAP job options and include crop marks, bleed and registration marks.
- > PDF job options can be downloaded from [3dap.com.au](https://3dap.com.au) and it is advised that you use these job options to make your PDF as they are industry standard. PC and Mac versions are available as well as step-by-step instructions.

### Material enquiries

#### Shahirah Hambali

Production Coordinator, Hardie Grant Media

**M** 0425 803 052

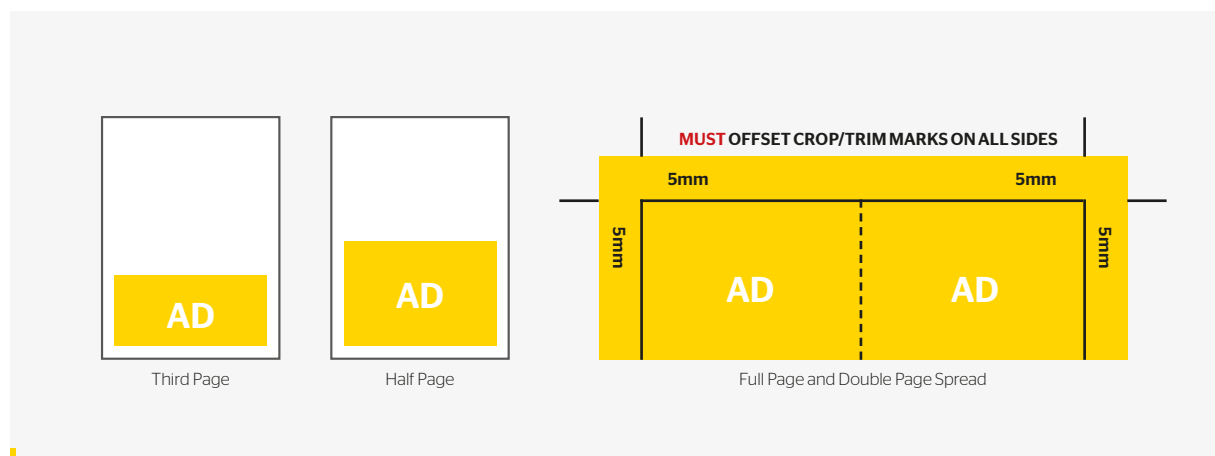
**E** [shahirahhambali@hardiegrant.com](mailto:shahirahhambali@hardiegrant.com)

## General artwork specifications

- > Advertising material is to be supplied to the correct publication page size. Take special care to include bleed, trim and registration marks. Minimum bleed size is 5mm. **Trim and marks must be offset 5mm outside of the trim.** Printer PDF settings can be provided on request. Do not include registration marks or colour bars.
- > Avoid running type across the gutter of a double page spread.
- > Text and logos should be no closer than 5mm from the trim to avoid being cut off in the printing process.
- > All type should be a minimum of 6pt and 8pt for reversed type.
- > Files must be saved in CMYK format. Spot colours, RGB or LAB colour formats will be rejected.
- > Images need to be minimum 300dpi at print size. Black & white/line art should be 600dpi.
- > Solid black panels or backgrounds should carry 40% cyan to ensure a rich black.
- > Do not supply black text made up of multiple colours. Three and four colour black text is unacceptable.
- > Total ink limit should be between 280-310%.
- > To ensure accurate colour reproduction, Hardie Grant Media recommends a 3DAPv3 approved digital proof. Please go to [3dap.com.au](http://3dap.com.au) for more details.
- > File must be a high res 3DAP PDF.
- > Advertising material supplied incorrectly may be subject to a production charge if Hardie Grant Media is required to amend it.

## Additional requirements

- > Avoid running type into the gutter of your double page ad. Allow at least 24mm clear space in the centre of artwork for the gutter.
- > Don't place text or logos closer than 5mm to the trim to avoid being cut off during the printing process.
- > Trim area ads must include 5mm bleed on all sides. We cannot accept a trim area ad without bleed.





### 3DAPv3 colour proofs

- > Colour proofs must be created at 100% of advert size and be supplied with your advertising material.
- > In order to verify the proof, it will need to contain the 3DAPv3 control strip.
- > Tearsheets or colour laser prints are NOT acceptable forms of proofs.
- > If a 3DAPv3 colour proof is not supplied, Hardie Grant Media and the printer will not accept responsibility for the printed result of the supplied advertising.
- > The proof must be set up to the correct paper type of the magazine.

### Display formats

Ad Size	Image Area (mm)	Trim Size (mm)	Bleed Size (mm)
Third Page	80 (h) x 178 (w)	-	-
Half Page (horizontal)	120 (h) x 178 (w)	-	-
Full Page	246 (h) x 178 (w)	270 (h) x 202 (w)	280 (h) x 212 (w)
Double Page	246 (h) x 380 (w)	270 (h) x 404 (w)	280 (h) x 414 (w)



Horizons



RAC Karri  
Valley Resort,  
Pemberton

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# Member benefits

This special section provides you with a chance to promote your business to RAC members at a discounted rate.

In return, we ask that you provide our members with an exclusive offer not typically available elsewhere. We look for unique and best offers that will remain market competitive and first-class customer service. Long-term advertisers may be invited to become part of the RAC Member Benefits partner program.

For more information about the program, visit [rac.com.au/memberbenefits](https://rac.com.au/memberbenefits) or email [member.benefits@rac.com.au](mailto:member.benefits@rac.com.au)

## Member Benefits dates

Issue	Booking Deadline	Material Deadline	Distribution
Feb/Mar 2023	28 November 2022	1 December 2022	17 January 2023
Apr/May 2023	30 January 2023	2 February 2023	14 March 2023
Jun/Jul 2023	3 April 2023	6 April 2023	16 May 2023
Aug/Sep 2023	29 May 2023	1 June 2023	11 July 2023
Oct/Nov 2023	31 July 2023	3 August 2023	19 September 2023
Dec/Jan 2024	26 September 2023	28 September 2023	7 November 2023

## Member Benefits rates

Ad Size	Frequency/Rate	
	1-3 Issues	4-6 Issues
Full Page	\$9,295 ex GST	\$8,365 ex GST
Half Page (horizontal)	\$5,420 ex GST	\$4,870 ex GST
Quarter Page	\$3,670 ex GST	\$3,300 ex GST

### Advertising enquiries

**Media Tonic**  
T 08 9388 7844

**Ruth Leyland-Cowan**  
E [Ruth@mediatonic.com.au](mailto:Ruth@mediatonic.com.au)

**Gail Raj**  
E [Gail@mediatonic.com.au](mailto:Gail@mediatonic.com.au)

# Member offer advert sizes

Advertisers can choose from the templates and sizes below.

RAC will add the yellow member offer strip to the ad footer highlighting the discount or offer to members. Please provide suggested copy for the offer footer. Limited to one text line within the 85mm (1/4 page) and 175mm (full and half page) widths.

## Member offer specifications

Ad Size	Dimensions	Images (300dpi)	Words	Logo
Full Page	175x225mm (WxH)	Up to 4 Hi-res	Up to 200	.ai or .eps file
Half Page (horizontal)	175x105mm (WxH)	Up to 4 Hi-res	Up to 90	.ai or .eps file
Quarter Page	85x105mm (WxH)	Up to 4 Hi-res	Up to 60	.ai or .eps file



Quarter page with discount descriptor

Half page with discount descriptor

Full page with discount descriptor

» Members save up to 20% off on selected products\*

Example of member offer strip applied to base of member offer adverts



rac.com.au/thrifty

Explore your very own backyard and see some of the best this country has to offer with Thrifty. Wherever you're headed, you'll save 15% on day rates, plus get 15% off each day on accident protection options. As always, when you book with Thrifty you'll enjoy flexible bookings for full peace of mind.

Save 15% on the best rate

RAC Members save 15%



Join Wizard Rewards & receive a \$5 welcome voucher

\$5 WELCOME VOUCHER

Wizard Rewards is our free-to-join loyalty program that rewards you for your everyday purchases. In addition to your 5% RAC member discount, you'll receive 5 points for every \$1 spent in-store. PLUS, members get other cool benefits!

- WELCOME VOUCHER
- 5% RAC MEMBER DISCOUNT
- 5 POINTS FOR EVERY \$1 SPENT
- PLUS, MEMBERS GET OTHER COOL BENEFITS!

Good health has its rewards



**Material enquiries**

**Shahirah Hambali**  
 Production Coordinator, Hardie Grant Media  
 M 0425 803 052  
 E shahirahhambali@hardiegrant.com

We've got  
**WA**  
covered  
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