

Reach

MORE THAN

292,000

animal lovers

every issue

who are

PASSIONATE, engaged



SOCIABLE

- THE NUMBERS -

Magazine
circulation of
105,000 copies
per issue

Access an
engaged audience
with **50% repeat**
zoo visits



Zoo News is the official member magazine of Zoos Victoria which includes Healesville Sanctuary, Melbourne Zoo and Werribee Open Range Zoo.

Zoos Victoria is one of the largest Victorian community organisations and a world leading zoo-based conservation organisation with the vision to fight wildlife extinction for a future rich in wildlife. They deliver world class programs and experiences across all three zoos to entertain the whole family and all 2.69 million zoo visitors annually.

Published three times per year, Zoo News is delivered directly to member households, is highly engaging and offers something for all members of the family. The magazine includes conservation articles, animal profiles and staff stories in addition to the latest news and information on the animals that live at the zoos.

Advertising enquiries

Bookings

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Material

Shahirah Hambali
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Advertising rates excluding GST

	Casual	x2	x3
Full Page	\$6,500	\$6,175	\$5,850
Half page	\$4,000	\$3,800	\$3,600

Preferred position loadings:

Outside Back Cover + 25%
Inside Front Cover + 20%

2022 Advertising deadlines

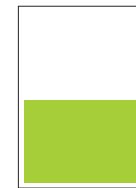
Issue	Mar 23	June 23	Sept 23
Booking deadline	13 Jan 2023	21 April 2023	14 July 2023
Material deadline	20 Jan 2023	28 April 2023	24 July 2023
Magazine delivery	27 Feb 2023	31 May 2023	31 Aug 2023

Magazine display specifications



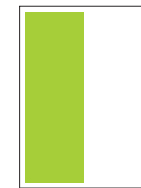
Full page

Trim size
210(w) x 297(h)mm
Bleed size (+5mm)
220(w) x 307(h)mm



Half horizontal

Type size only
182(w) x 132(h)mm



Half vertical

Type size only
92(w) x 267(h)mm

The artwork must be saved in CMYK at 300dpi. PDF (3DAP) is the preferred format for supplied artwork.

Please note: All pricing excludes GST. All advertising subject to the approval of Zoos Victoria. Advertising rates are subject to revision at any time without notice. Prices should be confirmed at the time of booking. Complete advertising material must be supplied according to our advertising specifications.

Hardie Grant
M E D I A

Zoo News is published by Hardie Grant Media
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hardiegrantmedia.com

ZOOS
VICTORIA
Fighting Extinction