

WARTIME

OFFICIAL MAGAZINE OF THE AUSTRALIAN WAR MEMORIAL | ISSUE 100 | SPRING 2022



100 ISSUES



LOCATING THE LOST

The search for prisoners of war dead along the Burma-Thailand railway

"VILELY MURDERED"

Five Australians were among 50 killed after the Great Escape from a Nazi prison camp

A NEW IMPERIAL AGE

In the 1930s, the Axis nations were pursuing an outdated dream of empire



Be a part of the Australian War Memorial's magazine

Wartime is the official military history magazine of the Australian War Memorial and a must-have resource for anyone with an interest in history.

Published quarterly, the 76-page magazine is devoted to the Australian experience of war, military history and the effects of war on society. All features are written by eminent historians and illustrated with incredible images from the Australian War Memorial archives.



AUSTRALIAN WAR MEMORIAL

12,500+

copies per issue distributed via:

DIRECT MAILING

1,700

Friends of the Memorial

2,250

Loyal subscribers

PARTNERS

1,550

via key industries

NEWSTANDS

7,000

nationwide, including Canberra airport

Copies are sold and promoted in the Australian War Memorial shop, at the Memorial and online. Also available at select universities and libraries.

ADVERTISING ENQUIRIES

Kerri Spillane

T: 0419 897 490

E: kerrispillane@hardiegrant.com

PRODUCTION ENQUIRIES

Shahirah Hambali

T: 0425 803 052

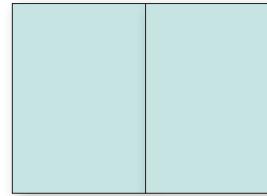
E: shahirahhambali@hardiegrant.com



A Hardie Grant Media Agency

Published for the Australian War Memorial by Hardie Grant Media
Level 7, 45 Jones Street, Ultimo, NSW 2007
www.hardiegrant.com.au

Magazine specifications (width x height mm)



DPS

Trim: 420 x 297
Bleed: 430 x 307



Full page

Trim: 210 x 297
Bleed: 220 x 307



Half page

Trim: 181 x 132
Bleed: 191 x 142



Quarter page

Trim: 86 x 132
Bleed: 96 x 142

Material requirements

FULL PAGE and DPS ads must keep all text at least 5mm away from the edge of page. FULL PAGE and DPS must include crop marks. Final art must be in CMYK and supplied as a HI-RES PDF. Send final art via EMAIL or FTP. Images must be 100% of the size used and at 300dpi. Black and white line art must be 600dpi. Reverse type must be 8pts+ and sans serif. Any changes or amendments required will be communicated to the sender.

Deadlines

Issue	#101 Jan 2023	#102 April 2023	#103 July 2023	#104 Oct 2023
Booking deadline	10/11/2022	02/03/2023	01/06/2023	31/08/2023
Material deadline	25/11/2022	09/03/2023	08/06/2023	07/09/2023
On sale	10/01/2023	10/04/2023	10/07/2023	09/10/2023

2023 Advertising Rates (excluding GST)

	Casual	x 2	x 3	x 4
DPS	\$4760	\$4480	\$4200	\$3920
Full page	\$2800	\$2380	\$2240	\$2100
Half page	\$1680	\$1430	\$1345	\$1260
Quarter page	\$875	\$745	\$700	\$655

Preferred position loadings

Outside Back Cover +25% Inside Front Cover +20% Inside Back Cover +15%

Loose inserts are available

Subject to availability and approval by the Australian War Memorial, weight restrictions apply.

Please note: All pricing excludes GST.

All advertising and inserts subject to the approval of the Australian War Memorial. Advertising and insert 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.