Rates, dates and specs

Dumbo Feather

To advertise with us, contact
advertising@dumbofeather.com
(03) 8534 8040
Send your artwork to
amandine@dumbofeather.com

www.dumbofeather.com

Print Advertisment

RATES

	CASUAL	X2	X4	X6
DOUBLE PAGE SPREAD*	$5,720	$5,720	$4,680	$4,420
SINGLE PAGE*	$3,520	$3,520	$2,880	$2,720

* 25% loading for premium positions – All prices exclude GST

DISTRIBUTION

WORLD WIDE DISTRIBUTION

UK	USA & CANADA	UAE & EUROPE	ASIA	NZ & OTHER
30%	31%	19%	15%	5%

AUSTRALIA WIDE DISTRIBUTION (IN %)

NSW	VIC	SA	QLD	WA	TAS	NT
31.7%	38.3%	5.4%	12.3%	8.5%	2.4%	1.4%

10,000 PRINT RUN
National distribution through newsagents, airport stores and speciality retailers including magnation, National Gallery of Victoria, Museum of Contemporary Art and the Grumpy Swimmer.

35,000 READERSHIP
(source: Dumbo Feather reader survey July, 2013)

SPECS

SUPPLY FORMAT AND IMAGES
Send artwork as a print ready PDF (min 300dpi, in CMYK) for uncoated paper stock.

DOUBLE PAGE
400 x 270 mm
5 mm bleed
20 mm inside gutter

SINGLE PAGE
200 x 270 mm
5 mm bleed
20 mm inside gutter

DATES

ISSUE 45 - SPRING
On sale 1st week of November, 2015

Booking deadline /
September 25

Art deadline /
October 2

ISSUE 46 - SUMMER
On sale 1st week of February, 2016

Booking deadline /
November 27

Art deadline /
December 4

ISSUE 47 - AUTUMN
On sale 1st week of May, 2016

Booking deadline /
March 25

Art deadline /
April 1

ISSUE 48 - WINTER
On sale 1st week of August, 2016

Booking deadline /
June 24

Art deadline /
July 1

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Digital Advertisment

RATES

	1 MONTH	3 MONTH	6 MONTH
DUMBOFEATHER.COM* Box/Banner	$800 p/m	$720 p/m	$650 p/m
DUMBO FEATHER APP*	$800 p/m	$720p/m	$650 p/m
eNEWS* Exclusive ad coverage (3 banners + featurette)	**1 eNEWS** $1250	**3 eNEWS** $950 each	

*All prices exclude GST

DIGITAL STATS

30,000+ Followers

eNews
11,500+ Followers

iPAD APP
First week of launch 3,200 downloads

Website
21,000+ Monthly unique visitors

SPECS

ALL SPECS ARE IN PIXELS.

eNEWS
Sponsorship includes:
2 x banners (468 x 60 px)
50-60 words editorial giveaway
1 x image (260 w x 170 h px)

SPECS
- Leaderboard Ad 728 x 90
- Medium Rectangle 300 x 250
- eNews Banner 468 x 60

SUPPLY
- Animated GIF
- Static JPEG
- SWF with static GIF

With your URL link (to direct from our site as a text file)

ALL FILES TO BE SMALLER THAN 800KB. SIZING IS IN PIXELS.

Events

AN AUTHENTIC DUMBO CONNECTION

Please contact Madeline Lucas (madeline@dumbofeather.com) for event opportunities to further align your brand with *Dumbo Feather.*

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iPad App Advertising

• You will need to provide four different files (the specs are below), as well as a URL.
The Retina (higher resoultion) ads will show on newer Retina iPads, and the Non-Retina ads will show on older iPads.

• We reccomend you keep your ad as simple as possible (see examples below). Either logo or minimal text on a plain or textured background.

• All ads must be approved by the Dumbo design team to ensure it fits within the aesthetic of the app and that you get the best response possible.

• When your ad is clicked on, the user will be taken to your nominated URL, which will open within the Dumbo Feather app.

SPECS

ALL CREATIVE TO BE SENT AS RGB FILES.

LANDSCAPE RETINA:
396 x 362 (width x height) pixels.
Save as a .jpg at 72 DPI.

PORTRAIT RETINA
384 x 378 (width x height) pixels.
Save as a .jpg at 72 DPI.

LANDSCAPE NON-RETINA
198 x 181 (width x height) pixels.
Save as a .jpg at 72 DPI.

PORTRAIT NON-RETINA
192 x 189 (width x height) pixels.
Save as a .jpg at 72 DPI.

TIP
Simply design your Retina versions first, save them, then reduce the image by 50% and save as new file (this new file now becomes your Non-Retina version).

DESIGN EXAMPLES