

Media Kit

INSIDE STRATA



Your connection to the largest property segment in Australia through the official industry magazine

Published quarterly, in print and digital eBook



strata
community
association



Welcome

I want to thank you in advance for advertising with us in our flagship industry publication.

Inside Strata is the stand-alone publication for Strata Community Association (SCA), the peak industry body for Body Corporate and Community Title Management in Australia and New Zealand.

The magazine is a depended upon, high demand news publication for the thousands of industry professionals and tens of thousands of stakeholders within our sector.

Our 5,000 members help oversee, advise or manage a combined property portfolio with an insurable value of over \$1.2 trillion nationwide, and they're the gateway for you to interact with over 2 million Australian strata property owners.

Why Advertise in Inside Strata?

Inside Strata is a quarterly magazine that is produced seasonally, across Summer, Autumn, Winter and Spring. We have an estimated readership of 10,000 and a combined print and digital reach of approximately 30,000 per edition. The publication has a 3,000 print run that is direct mailed to members, strata companies, industry specialists, sponsors, Federal and State government agencies, as well as individuals in the broader strata community.

But digitally, the reach is much greater, with the digital edition authorised for members to send direct to individual lot owners around Australia.

Our members manage 80% of the market, so the access this publication grants you to both strata companies and strata property owners is unparalleled.

Our recent publications are archived online, ensuring your company continues to grow traction and readership long after its initial release.

Please take a moment to review the enclosed media kit. For advertising or other information, contact:

Marketplace Strategy Solutions

M: 0406 457 329

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Alisha Fisher

CEO SCA National

SCA Members manage 75 percent of the national market

Advertising Rates

Key Positions	1 x	2 x	3 x	4 x
Outside back cover	\$4,354 + gst	\$4,106 + gst	\$3,913 + gst	\$3,521 + gst
Inside front cover	\$3,946 + gst	\$3,764 + gst	\$3,582 + gst	\$3,224 + gst
Inside back cover	\$3,582 + gst	\$3,411 + gst	\$3,251 + gst	\$2,926 + gst
Facing contents	\$3,819 + gst	\$3,643 + gst	\$3,472 + gst	\$3,124 + gst
Facing report	\$3,858 + gst	\$3,643 + gst	\$3,472 + gst	\$3,124 + gst

Standard	1 x	2 x	3 x	4 x
Full page	\$3,362 + gst	\$3,180 + gst	\$3,031 + gst	\$2,727 + gst
Half page	\$1,901 + gst	\$1,791 + gst	\$1,708 + gst	\$1,537 + gst
Quarter page	\$1,157 + gst	\$1,096 + gst	\$1,046 + gst	\$941 + gst

What's New (2pp)	1 x	2 x	3 x	4 x
Third page	\$1,151 + gst	\$1,096 + gst	\$1,046 + gst	\$941 + gst

Directory (1pp)	1 x	2 x	3 x	4 x
Sixth page	\$605 + gst	\$578 + gst	\$551 + gst	\$495 + gst
Twelfth page	\$302 + gst	\$275 + gst	\$247 + gst	\$220 + gst
Line listing (per insertion)	\$117 + gst	\$81 + gst	\$81 + gst	\$81 + gst
Logo listing (per insertion)	\$164 + gst	\$164 + gst	\$164 + gst	\$164 + gst

Mail Pack	1 x	2 x	3 x	4 x
Flysheet (hp)	\$1,818 + gst	\$1,735 + gst	\$1,653 + gst	\$1,487 + gst
Flysheet (hp + fp)	\$3,031 + gst	\$2,893 + gst	\$2,756 + gst	\$2,480 + gst
Insert (4x) (<4pp)	\$1,818 + gst	\$1,735 + gst	\$1,653 + gst	\$1,487 + gst
Insert (>4pp)	p.o.a			

Fly Sheets	1 x
Full Page	\$3,862.00 + gst
Paid Advertorials	1 x
Full Page	\$3,362.00 + GST

Additional opportunities

Print

3/4pp gate fold \$p.o.a. Custom positions +15% loading

SPRING/SUMMER SPECIAL

Content Package – Half Page:

- Inclusive of:
- 2 x Half Page ads (run in Spring 2020 and Summer 2020/21 issues)
 - 2 x Features (equivalent to a Half Page per issue)

\$p.o.a.

Content Package – Full Page:

- Inclusive of:
- 2 x Full Page ads (run in Spring 2020 and Summer 2020/21 issues)
 - 2 x Features (equivalent to a Full Page per issue)

\$p.o.a.

Ad sizes and specifications

Premium Positions

Size	Width	Height	Bleed
Inside Front Cover (IFC)	210mm	297mm	5mm
Inside Back Cover (IBC)	210mm	297mm	5mm
Facing Forward (FF)	210mm	297mm	5mm
Outside Back Cover (OBC)	210mm	297mm	5mm

Standard Positions

Size	Width	Height	Bleed
Full Page (FP)	210mm	297mm	5mm
Half Page (HP)	180mm	130mm	NA
Quarter Page (QP)	90mm	130mm	NA

Fly Sheets

Size	Width	Height	Bleed
Front	180mm	130mm	NA
Front Half and Back	210mm	297mm	5mm

Suppliers Directory

Size	Width	Height	Bleed
Sixth Page	56mm	135mm	NA
Twelfth Page	56mm	65mm	NA
Line listing	Company name plus contact details		
Logo listing	Company name, contact details plus vector or high resolution logo (see image size requirements)		

Artwork checklist*

Fonts converted to outlines ☐

All colours CMYK ☐

Images 300dpi resolution print size ☐

Bleed included (full page only) ☐

File format

PDF (preferred)

EPS or AI

300dpi TIF, JPEG or PSD

DO NOT supply ads produced in:

Powerpoint, Word or Publisher

***Ads that are supplied incorrectly or require adjustment will incur additional artwork fees.**

Written approval for artwork must be supplied before any ads are placed for publication.

If your ad has not been approved by the deadline below, it will not be placed.

Design and artwork services available

Design and prepare high resolution artwork (includes two amendments*). These rates apply to rebuilding or making modifications to existing ads where original artwork files are not able to be supplied:

Full page \$295 | Half page \$200 | Quarter page \$180 | Sixth page \$160 | Twelfth page \$140

*Additional amendments or adjustments to supplied original artwork are charged at \$70/hour.

Key dates

Key dates	Spring 2020	Summer 2020/21	Autumn 2021
Advertising closing date	30 September 2020	18 December 2020	31 March 2021
Artwork and approval deadline	7 October 2020	8 January 2021	7 April 2021
Distribution date	11 November 2020	19 February 2021	5 May 2021



MARKETPLACE
STRATEGY SOLUTIONS

MARKETING • DIGITAL • ADVERTISING • DESIGN

Published by

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