

AUSTRALASIAN

LEISURE

M A N A G E M E N T

Australasian Leisure Management is the only magazine for decision makers and professionals in all areas of the leisure industry in Australia, New Zealand and Asia.

MAGAZINE

MEDIA PACK 2025

Aquatics, Attractions, Entertainment,
Events, Fitness, Parks, Recreation,
Sport, Tourism, Venues.



Published six times a year, *Australasian Leisure Management* is the required reading for more than 13,000 industry personnel: academics, business owners, consultants, C-suite leaders, governments, investors, managers, manufacturers and suppliers, and students.

In Association with
& reaching members of



AQUATIC &
RECREATION
INSTITUTE



IAKS
International Association
for Sports and Leisure Facilities

AUSTRALIAN
Swim
SCHOOLS ASSOCIATION



SPORTS&PLAY
INDUSTRY ASSOCIATION LIMITED

**X EXERCISE
NEW ZEALAND**



CONTENT

Through authoritative news, features and comment, *Australasian Leisure Management* addresses best practice, development, industry trends, innovation, investment, planning, policy and strategic management.

Feature articles

Industry news

Association and organisation news

People news

Product information

Event previews and reviews

Leisure trends

Education and training

Employment and legal matters



Australasian Leisure Management pursues an independent editorial policy - we report on all that is best about this vibrant and vital industry.

READERSHIP PROFILE AND CIRCULATION

AUSTRALIA

Sectors	Numbers
Attractions: amusement and theme parks, waterparks and zoos	700
Aquatic, Recreation and Sport Facilities	1500
Aquatics: swim schools	600
Children's Play	200
Events and Festivals	600
Fitness Clubs and Gyms	2750
Golf Clubs	200
Major Venues: stadiums, arenas and theatres	1000
Parks, National Parks and Outdoor Recreation	950
Registered Clubs, Casinos and Gaming	150
Sport Management	950
Tourism: resorts and ecotourism	550
Universities and education	200
Others (consultants, designers, suppliers)	550

Total Circulation Australia 10,900

Distribution at industry trade shows	500
Other countries	200
TOTAL CIRCULATION	13,250

NEW ZEALAND

Sectors	Numbers
Aquatic, Recreation and Sport Facilities	300
Architects and Consultants	100
Attractions	100
Fitness Clubs	350
Leisure Education	50
Outdoor Recreation and Education	100
Parks, Botanical Gardens and Open Spaces	150
Sport Associations	250
Stadia and Major Venues	150
Others	100
Total Circulation New Zealand	1,650



SELLING YOUR PRODUCTS AND SERVICES

The 13,000+ leisure industry buyers, decision makers and professionals who read *Australasian Leisure Management* make purchasing decisions on over \$3 billion worth of products and services each year.

In a survey of leisure industry decision makers and professionals, 80% of respondents said that they consider purchasing products and services advertised in *Australasian Leisure Management*.



ADVERTISING RATES IN AUSTRALIAN \$

	Single Issue	6 x Issues
Double Page	\$5000	\$3750
Full Page	\$3800	\$2850
Full Page Premium	\$4100	\$3075
Half Page	\$2500	\$1875
Third Page	\$1900	\$1425
Quarter Page	\$1300	\$975

FRONT COVER

Feature as a cover story \$3,000 plus minimum half page advertisement

INSERTS

Single sheet flyers, A4, flat or folded (up to 90 grams) \$2,500 per mailing (\$250 per 1,000)

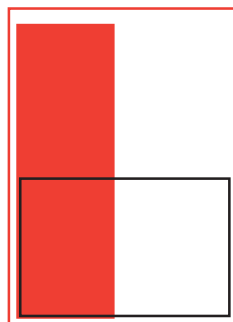
Brochure inserts (91 to 250 grams) \$3,500 per mailing (\$350 per 1,000)

Inserts can also be sent to part of the readership based on state and/or sector

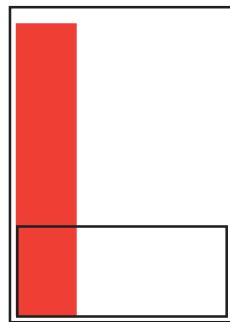
SPECIFICATIONS



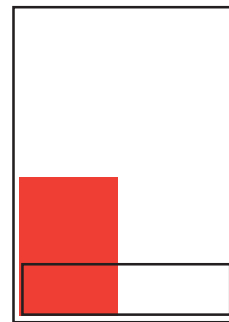
Full Page
 297mm (vertical) x
 210mm (horizontal)



Half page vertical
 265mm x 87mm
 Half page horizontal
 130mm x 180mm



Third page vertical
 265mm x 56mm
 Third page horizontal
 85mm x 180mm



Quarter page square
 130mm x 87mm
 Quarter page Horizontal
 62mm x 180mm

PRODUCTION DETAILS

Receiving Artwork

Advertisements must be provided according to specifications/dimensions on the previous page.

With the recent advances in design technology sending artwork is easy. We can accept artwork for advertisements designed in any of the following high resolution formats; pdf; eps; jpeg; tiff; by email or on cd.

Overlaps

Materials for full page advertisements should have a 3mm over-lap on all edges.

Loose Inserts

Must not exceed the trimmed dimensions of the magazine (297mm x 210mm).

If they do, the insert(s) will be folded and a charge levied.

Helping to Produce Your Advertisement

For clients who do not utilise the services of an advertising agency or production house, Leisure Media Limited offers a comprehensive advertising production service. This service includes:

- Editing and designing your advertisement
- Producing finished artwork
- Supply of photocopy proof for approval

For editing, design, artwork and mono proofs add 10% to the single insertion cost.

Special Instructions

All special instructions must be given to the Publisher in writing and will be confirmed by the Publisher in writing.

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TERMS AND CONDITIONS

These terms and conditions apply to all advertisements accepted by the Publisher. Other terms and conditions do not apply unless they are accepted in writing by the Publisher.

A verbal advertisement booking constitutes a legally enforceable contract. The Publisher will forward a written statement of costs to the Advertiser following all advertisement bookings. This statement of costs will be subject to amendment if the advertising copy submitted is not in accordance with agreed production details.

All advertising copy submitted by the Advertiser is subject to the approval of the Publisher, which may reject any advertisement considered inappropriate.

The Advertiser acknowledges that the positioning or placing of an advertisement is at the discretion of the Publisher except where specifically instructed by the Advertiser and agreed upon by the Publisher.

All advertising must be delivered by advised deadlines. Any other date must be agreed in writing by the Publisher.

Payment of all advertising accounts is to be made 14 days after publication of the magazine unless agreed in writing by the Publisher.

Advertise online at www.ausleisure.com.au
and be seen by thousands of new, potential customers



In addition to advertising within the printed *Australasian Leisure Management* magazine, you can place either a banner ad or a box ad on the *Australasian Leisure Management* website and in the weekly *Australasian Leisure Management* e-newsletter.

The www.ausleisure.com.au website attracts almost 50,000 unique visitors and over 200,000 page views each month, with the average visitor staying on the site for six minutes and viewing five pages.

We expect these numbers to grow even higher as our all new design takes *Australasian Leisure Management* mobile, targeting an even bigger audience across a range of devices.

LEISURE MEDIA LIMITED

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