

# THE AUSTRALIAN motel owners Journal

## 2019 media kit

The Australian Motel Owners' Journal has now established itself as an important contributor to the hospitality industry, with positive feedback coming from all sections of the market.

The 2019 issue is due for release in November this year, and will be distributed free to motels, guesthouses and B&B's throughout Australia.

Australian Motel Owners' Journal is introduced by the Federal Department of Tourism, whom will continue to provide editorial for the magazine, highlighting the government's acknowledgement of the importance of tourism to the Australian economy.

Australian tourism continues to grow at an impressive rate, generating an increased turnover for those able to provide quality service to cater for the needs of this expanding industry. As with their 5 star cousins, our smaller 2 and 3 star motels need to keep abreast of the ever-changing needs of their customers, keeping up to date with the latest trends.

The Australian Motel Owners' Journal is a high-quality A4 colour publication, published in a hardcopy and complimented by an online digital format, **distributed to in excess of 7500 readers**. This years issue will also be supported and distributed electronically by the AAoA (Accommodation Association of Australia) to all of their members. Designed to help educate and inform its readers, featuring topics such as housekeeping, building maintenance, ground maintenance, swimming pool maintenance and front of house etc. These articles and papers are written by experts in their fields and are totally generic.

The information in this publication will raise the skill and knowledge level of the motel owners in Australia and help establish new standards in the industry.

I recommend you reserve space now to promote your products and services to the people you need to reach.



## MOTEL OWNERS IS ONLINE & INTERACTIVE

We are pleased to announce that in conjunction with our hard copy magazine, Motel Owners Journal is online and interactive.

See overleaf for details on hyperlinking your advertisement.



[www.adbourne.com](http://www.adbourne.com)

## advertising rates

|                    | 1 issue |
|--------------------|---------|
| Double page spread | \$3950* |
| Full page          | \$2250* |
| Half page          | \$1395* |
| Quarter page       | \$895*  |

\*All prices +GST

For cover or preferred positions please add 10%

Agency commission add 10%



### Double Page Spread

Type area: 270 mm(h) x 396 mm(w)

Trim: 297 mm(h) x 420 mm(w)

(add 3 mm bleed to trim)

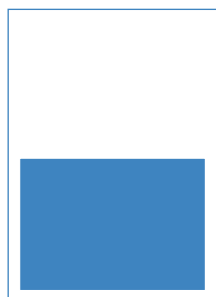


### Full Page

Type area: 270 mm(h) x 185 mm(w)

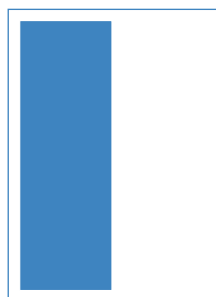
Trim: 297 mm(h) x 210 mm(w)

(add 3 mm bleed to trim)



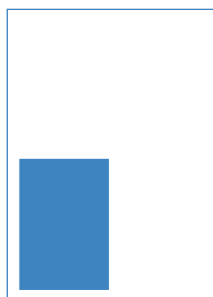
### ½ page horizontal

130 mm(h) x 185 mm(w)



### ½ page vertical

270 mm(h) x 90 mm(w)



### ¼ page vertical

130 mm(h) x 90 mm(w)

## artwork/editorial deadline

|               | Artwork/editorial deadline |
|---------------|----------------------------|
| November 2019 | 8th November               |

## material specifications

|             |  |
|-------------|--|
| Format      | Macintosh (Press Quality PDF is Adbourne's preferred file type)  |
| Hardware    | Mac-compatible CD or DVD   |
| Software    | Adobe Creative Cloud, Acrobat Professional<br>(We do not accept other formats including Quark, Pagemaker, CorelDRAW, MS Word, PowerPoint or Publisher) |
| Fonts       | All fonts must be embedded or supplied   |
| Colour      | Text and images must be supplied CMYK or grayscale, no embedded colour profiles  |
| Images      | ALL Illustrations, images and logos to be TIFF or EPS, JPGs will only be accepted subject to quality   |
| Resolution  | 300dpi or better at 100% finished size   |
| Email limit | 10 MB  |

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For further information, please contact the Production Department on (03) 9758 1436 or email your queries to [production@adbourne.com](mailto:production@adbourne.com)

### Hyperlinks

Now when the magazine is viewed online, readers can click on your advertisement and be redirected to you. Please supply your preferred web address when you submit your advertisement.

## editorial submissions

All editorial submissions should be sent to Neil Muir,

E: [neil@adbourne.com](mailto:neil@adbourne.com)

Items will be published at the editor's discretion.

Adbourne Publishing reserves the right to edit or abridge items accepted for publication.

[www.adbourne.com](http://www.adbourne.com)



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