# SCIENCE VICTORIA

MEDIA KIT 2023



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# **EDITORIAL ENQUIRIES**

For advertising please contact editor@sciencevictoria.org.au

# **Facebook**

@RoyalSocietyVictoria

# Instagram

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### Linkedin

@the-royal-society-of-victoria

#### **Twiter**

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#### Youtube

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#### Website

www.rsv.org.au









# ABOUT THE PUBLICATION

Science Victoria seeks the discussion and promotion of scientific topics, particular those of relevance to the state of Victoria. We are particularly focused on highlighting where scientific work and thinking can directly address or deepen our understanding of environmental and socioeconomic challenges.

We publish news, features, opinion, and analysis articles on current scientific research, recent scientific discoveries, related social and policy issues, technical innovations, and overviews of impactful research. We cover a broad range of topics around Science, Technology, Engineering, Mathematics, Medicine/health (STEMM) under an overarching theme of "science and society."

#### **OUR AUDIENCE:**

Science Victoria is read in digital and print editions by a diverse, scientifically minded audience, including students, academics, industry professionals, public servants, and the general public with an interest in science. Our readers are engaged and curious, and are eager to read about the discussions and developments in science and technology.

#### **DISTRIBUTION:**

*Science Victoria* is distributed online through our website and social media channels, as well as through the **Royal Society of Victoria email subscription**.

Our publication is available in print to subscribers, and also at select locations including universities, research institutions, the Royal Society of Victoria, Inspiring Victoria partners such as Museums Victoria and Royal Botanic Gardens Victoria (full list available at **inspiringvictoria.org.au**), and science-related entities.

For more detail about distribution, please contact editor@sciencevictoria.org.au.

# EDITORIAL CALENDER

## **JUNE EDITION**

**The Future of Healthcare in Victoria**Advertising applications due by 12th of May 2023

#### **JULY EDITION**

Careers in Science in Victoria
Advertising applications due by 9th of June 2023

#### **AUGUST EDITION**

#### **Plastics**

Advertising applications due by 14th of July 2023

#### SEPTEMBER EDITION

#### Victoria's Flora

Advertising applications due by 11th of August 2023

## **OCTOBER EDITION**

#### Science and Food

Advertising applications due by 8th of September 2023

#### **NOVEMBER EDITION**

## Victoria and Space

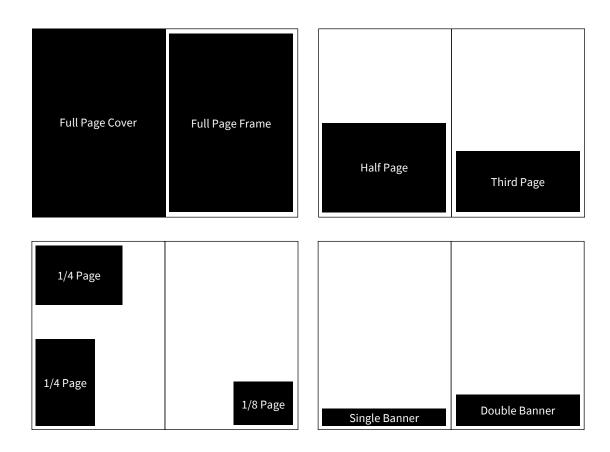
Advertising applications due by 13th of October 2023

#### **DECEMBER EDITION**

#### The Future of Drug Discovery

Advertising applications due by 10th of November 2023

# ADVERTISING SIZES



### **ACCEPTED FILE TYPES**

Advertisements must be supplied as press-ready high-resolution (300DPI) PDF files.

Text must be supplied as a Microsoft Word file, not in the body of an email or PDF.

Images to be supplied as high-resolution (300DPI) JPG, PNG, SVG, or TIFF files (as appropriate).

Images must not be embedded in Microsoft Word documents.

Material placed outside the live area could appear incorrectly placed and it is recommended all critical content sits within this area.

# **WE DO NOT ACCEPT**

Photos, illustrations, and logos as RGB pictures, JPEG compression, or embedded in Word documents.

Images obtained from, or created for, websites.

Reponsibility for spot colours (all colours to be CMYK). *Science Victoria* will not take responsibility for any supplied spot colours appearing different in print.

Please note that printed colours may vary from how they appear on screen. *Science Victoria* takes no responsibility for any colour discrepancy between screen and print outcomes.

# ADVERTISING COSTINGS

Total page size is (h) 297 mm x (w) 210 mm.

RSV Members and Affiliates receive 10% off all bookings.

| SIZE                            | DIMENSIONS              | PRICE (EX. GST) | PRICE (INC. GST) |
|---------------------------------|-------------------------|-----------------|------------------|
| Full page - Outside Back Cover  | (h) 297 mm x (w) 210 mm | \$3636          | \$4000           |
| Full page - Inside Front Cover  | (h) 297 mm x (w) 210 mm | \$2955          | \$3250           |
| Full page - Inside Back Cover   | (h) 297 mm x (w) 210 mm | \$2727          | \$2750           |
| Full page - Frame               | (h) 265 mm x (w) 187 mm | \$2275          | \$2503           |
| Half page                       | (h) 125 mm x (w) 187 mm | \$1147          | \$1262           |
| Third page                      | (h) 80 mm x (w) 187 mm  | \$802           | \$883            |
| Quarter page (Horizontal)       | (h) 125 mm x (w) 90 mm  | \$632           | \$695            |
| Quarter page (Vertical)         | (h) 60 mm x (w) 187 mm  | \$632           | \$695            |
| Eighth page                     | (h) 60 mm x (w) 90 mm   | \$333           | \$367            |
| Double Banner                   | (h) 40 mm x (w) 187 mm  | \$506           | \$556            |
| Single Banner                   | (h) 20 mm x (w) 187 mm  | \$253           | \$278            |
| Events & Opportunities listing* | Various                 | \$136           | \$150            |

<sup>\*</sup> Costings only applicable to ticketed events (no cost applies for community and free events).