

Samove

THE RAA MAGAZINE

MEDIA KIT 2023-24

South Australia's
largest circulating
PUBLICATION

CIRCULATION

361,354



* (CAB) ISSN 1030-8253



Who we are

South Australia's largest-circulating publication

We've been around for a while - more than 110 years, in fact. First published in 1913, *sa move* is SA's longest-running magazine.

We pack the pages each season with travel inspiration, car advice, road-safety tips and so much more for our more than 800,000 members.

Plus, we bring it all to life on the *sa move* website - samove.raa.com.au - with interactive quizzes, videos, photo galleries and extra articles for our readers.

RAA is one of SA's most-trusted, credible and recognisable brands and you can connect with our members by advertising in *sa move*.

Published
quarterly

"We are one of SA's most trusted and iconic brands, and our RAA membership is more than 800,000 people strong."



sa move in print

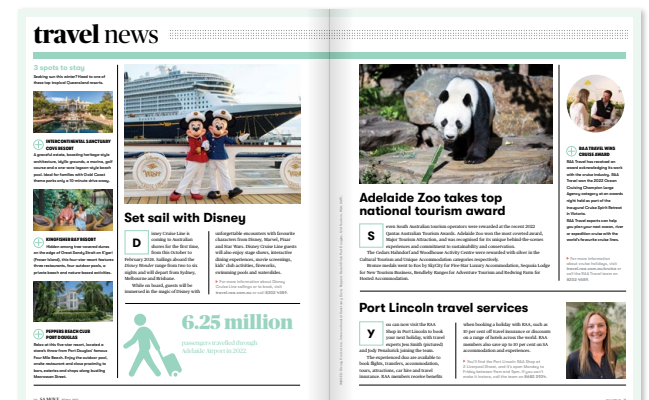
Celebrating and inspiring South Australians

sa move is delivered quarterly to RAA member letterboxes, offering you the perfect chance to connect with our engaged readership.

From products and services, to home and lifestyle, travel and innovation, our articles inspire, educate and offer an escape for our members.

We campaign for road improvements on behalf of our members, give them car tips and ways they can connect with their communities, plus the chance to win some great prizes each edition.

Compelling, progressive, passionate, and powerful.
That's what we stand for at sa move.



samove.raa.com.au

Bringing stories to life

Our *sa move* website - **samove.raa.com.au** - is just another place RAA members can get exclusive access to information about new and used cars, road rules, travel, and so much more.

With extra content - like videos, photo galleries and additional stories that aren't featured in the print magazine, the *sa move* website is where our stories come to life - it's also where our members can connect with you.

Here are just a few examples of where your ad can feature on the *sa move* website.



Audience insights

We are the largest circulating publication in SA



361,354



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Our readers:

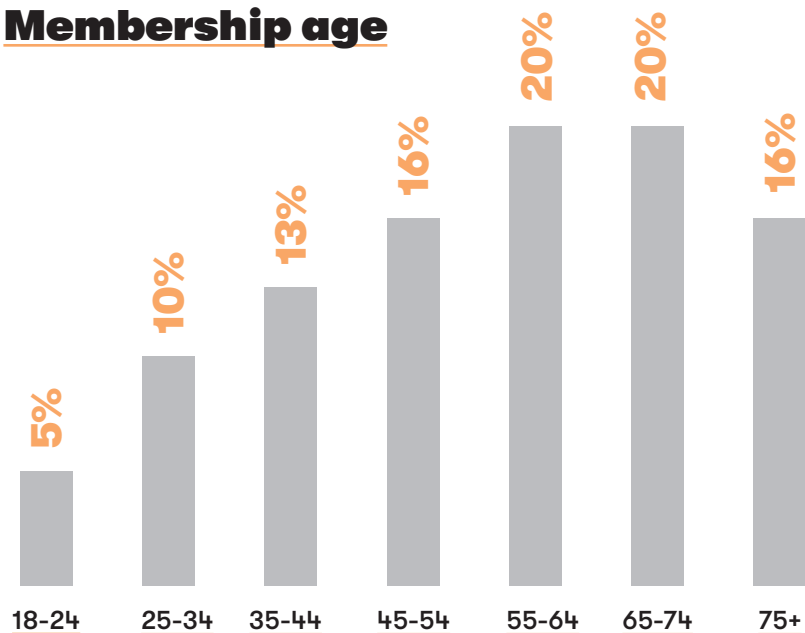


88%
reader
satisfaction rate

48%
women

52%
men

Membership age



SOURCE: RAA

Digital channels – website and e-news

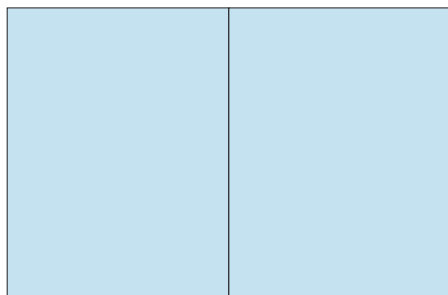


220,000
subscribers to
sa move e-news

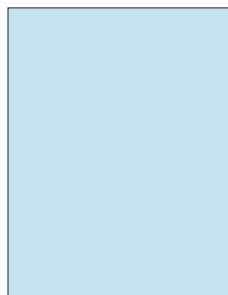
35,000
visit the sa move
website per month

62,000
monthly page
views

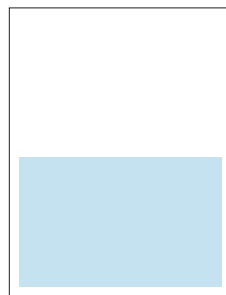
Print rates & dates



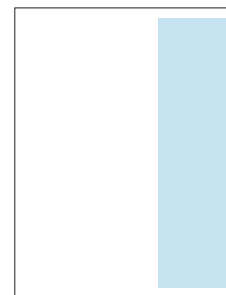
Double page spread



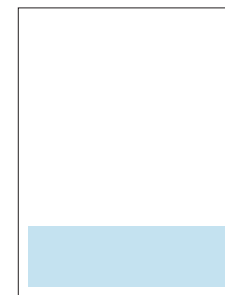
Full page



Half page



Third page



Quarter page

Rates	Casual ex GST	2x Rate ex GST	4x Rate ex GST	Trim Size (width x height)
Double page spread	\$16,275	\$15,553	\$15,141	420mm x 275mm
Full page	\$9205	\$8740	\$8255	210mm x 275mm
Half page	\$5845	\$5562	\$5260	185mm x 122mm
Third page	\$4245	\$4027	\$3816	60mm x 255mm
Quarter page	\$3400	\$3224	\$3050	185mm x 56mm
Issue Deadlines	Booking / Cancellation	Material Due	Delivery Period	
Autumn 2024	4 January	12 January	7-23 February	
Winter 2024	3 April	11 April	8-24 May	
Spring 2024	3 July	10 July	7-23 August	
Summer 2024-25	2 October	11 October	6-22 November	

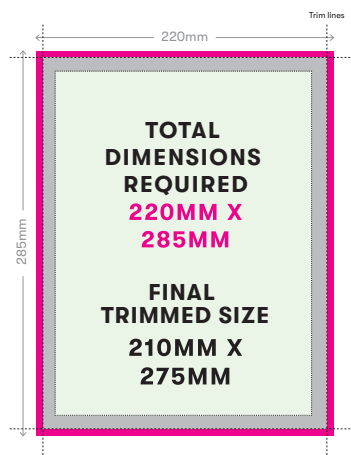


Loadings: inside front cover 20%; back cover 25%; specified location 10%.

Rates effective to the end of 2023-24 financial year. Dates subject to change. Cancellation after booking deadline will incur a 50% fee.

All advertisements are subject the publisher's approval and sa move reserves the right to request modification of, or reject any advertisement at any time.

Artwork – sa move print ads

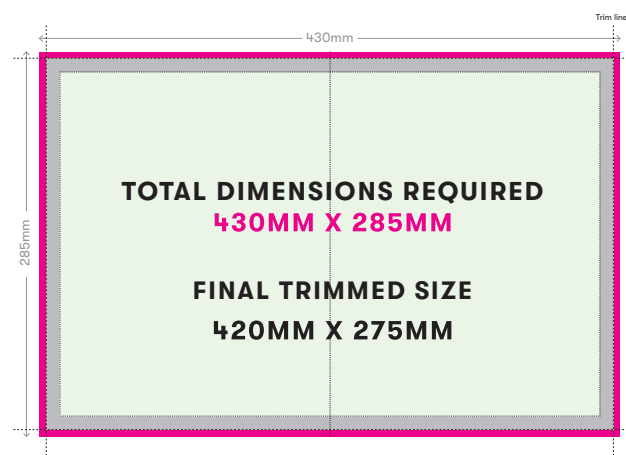


Full page (single)

Trim size: 210mmW x 275mmH + 5mm bleed all round

Artwork/text safe area: 190mmW x 255mmH

Total dimensions: 220mmW x 285mmH (inc 5mm bleed)



Double page spread

Trim size: 420mmW x 275mmH + 5mm bleed all round

Artwork/text safe area: 400mmW x 255mmH

Total dimensions: 430mmW x 285mmH (inc 5mm bleed)

Artwork specifications:

- All images must be 300dpi and CMYK.
- Total image ink coverage at 300% or less.
- CMYK only – no RGB or spot (PANTONE) colours.
- No RGB images.
- No 4-colour process black.
- Black text to be provided as 100% CMYK black.
- Absolute minimum font size (for T&Cs only) is 6pt.
- Only PDF artwork is accepted.
- Export PDF without TRIM marks (no crop marks required).

5mm Bleed

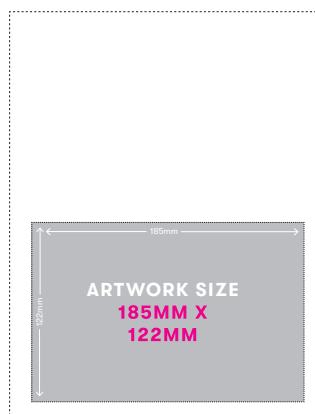
Area around each edge that is trimmed after printing

10mm Safety Margin

We recommend no text or important information as exact trim line cannot be guaranteed by printer

Artwork Safe Area

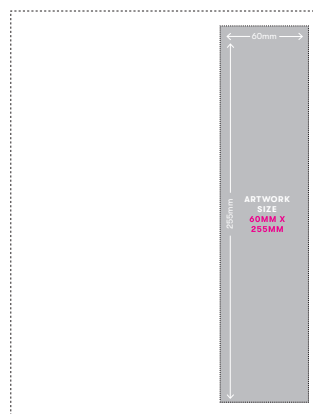
Area that is recommended to keep key artwork within



Half page horizontal

Trim size: 185mmW x 122mmH

No bleed or trim marks required



Third page vertical

Trim size: 60mmW x 255mmH

No bleed or trim marks required



Quarter page horizontal

Trim size: 185mmW x 56mmH

No bleed or trim marks required

Flysheets

The flysheet is prime advertising space and the first thing members see. It can be customised to reach different audience segments.

Issue Deadlines	Booking / Cancellation	Material Due	Delivery Period
Autumn 2024	4 January	12 January	7-23 February
Winter 2024	3 April	11 April	8-24 May
Spring 2024	3 July	10 July	7-23 August
Summer 2024-25	2 October	11 October	6-22 November

Tech Specs	Trim Size (width x height)	Dates subject to change.
Maximum	275mm x 135mm*	Type should not be placed within 10mm of the page edge.
Bleed	5mm all edges	

Cover and gatefold options

sa move offers advertisers a wide range of coverwrap and gatefold options.

Run	Rate
Min 50,000	\$92/1000
Min 100,000	\$80/1000
Min 200,000	\$72/1000
Full run	\$68/1000

Flysheet artwork specifications:

Trim size:

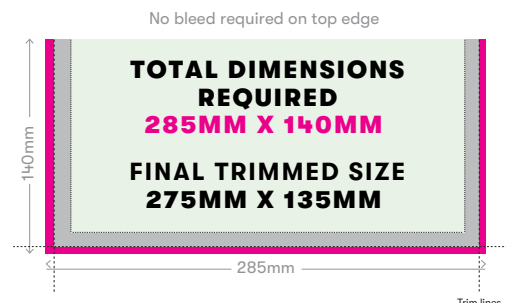
275mmW x 135mmH*
+ 5mm bleed on three only edges:
left, right & bottom

Text safe area:

255mmW x 115mmH

Total dimensions:

285mmW x 140mmH



Onserts

Onserts can be segmented based on audience, including age, gender and postcode.

	Up to 8g	Up to 15g	Up to 20g
Minimum 100,000	\$67 per 1000 (ex GST)	\$88 per 1000 (ex GST)	\$106 per 1000 (ex GST)
Minimum 200,000	\$60 per 1000 (ex GST)	\$82 per 1000 (ex GST)	\$100 per 1000 (ex GST)

Issue Deadlines	Booking / Cancellation	Material Due	Delivery Period
Autumn 2024	4 January	12 January	7-23 February
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Spring 2024	3 July	10 July	7-23 August
Summer 2024-25	2 October	11 October	6-22 November

Tech Specs	Trim Size (width x height)	Dates subject to change.
Maximum	210mm x 275mm*	*If onserts are larger than the sa move finished size (210mm x 275mm) they must be pre-folded to fit inside the mailing pack.
Minimum	110mm x 220mm	Paper weight 80gsm minimum.

Onsert packing and delivery:

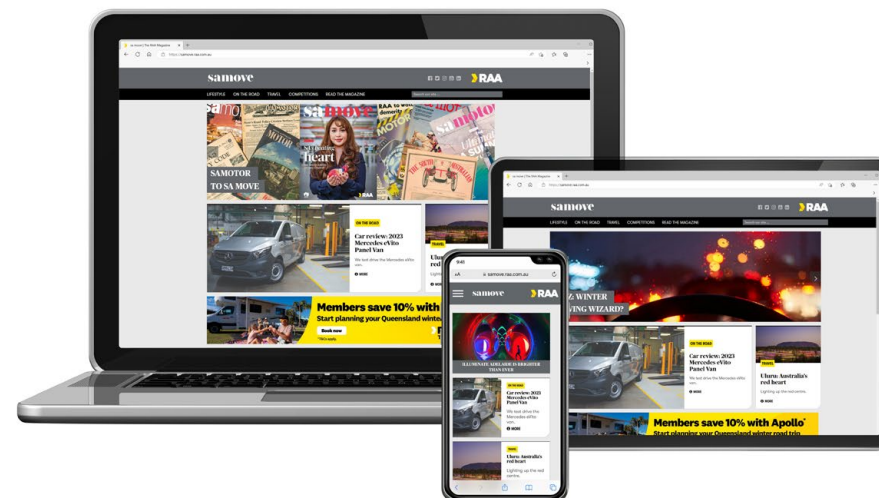
Onserts to be packed on pallets (if necessary) and delivered to:

Lane Communications (Attention Matthew Haddad)
101 Mooringe Avenue
CAMDEN PARK SA 5038

Website rates & dates

Share of voice	Cost ex GST
10%	\$895
20%	\$1700
30%	\$2420

Artwork deadline dates			
January	22 December 2023	July	21 June 2024
February	24 January 2024	August	24 July 2024
March	22 February 2024	September	23 August 2024
April	22 September 2023	October	23 September 2024
May	23 April 2024	November	24 October 2024
June	24 May 2024	December	22 November 2024



Artwork – sa move website ads

Artwork will need to be supplied in both a leaderboard size for desktop and MREC size for mobile.

All artwork must be supplied as 72dpi, RGB, jpg file.

Leaderboard
840 pixels wide x 140 pixels high

MREC
300 pixels wide x
250 pixels high

Artwork specifications:

Large/legible font is key for optimisation across all devices.

Follow these guidelines:

Leaderboard font size:

- Header: 46pt
- Subhead: 15pt

MREC font size:

- Header: 58pt
- Subhead: 15pt

e-news rates & dates

Cost ex GST	E-news send date*
\$450 per edition	11 January 2024
	25 January 2024
	8 February 2024
	22 February 2024
	7 March 2024
	21 March 2024
	11 April 2024
	24 April 2024
	9 May 2024
	23 May 2024
	6 June 2024
	20 June 2024

*Subject to change.
Ad artwork due one week prior to e-news send.



Artwork – sa move e-news banner ads

Artwork will need to be supplied to the following specs for optimum legibility across mobile and desktops.

All artwork must be supplied as 72dpi, RGB, jpg file.

E-news banner
1136 pixels wide x 264 pixels high

Artwork specifications:

Large/legible font is key for optimisation across all devices.

Follow these guidelines:

- Header only copy only, no subhead: 87pt
- Header when there's a subhead: 58-87pt
- Subhead: 53pt

Copy:

- Short and sweet, around 7-10 words
- If a disclaimer is needed, use a symbol (* ^) at the end of the banner copy. T&Cs can be included (6pt min) at the bottom of the e-news

Keep in mind:

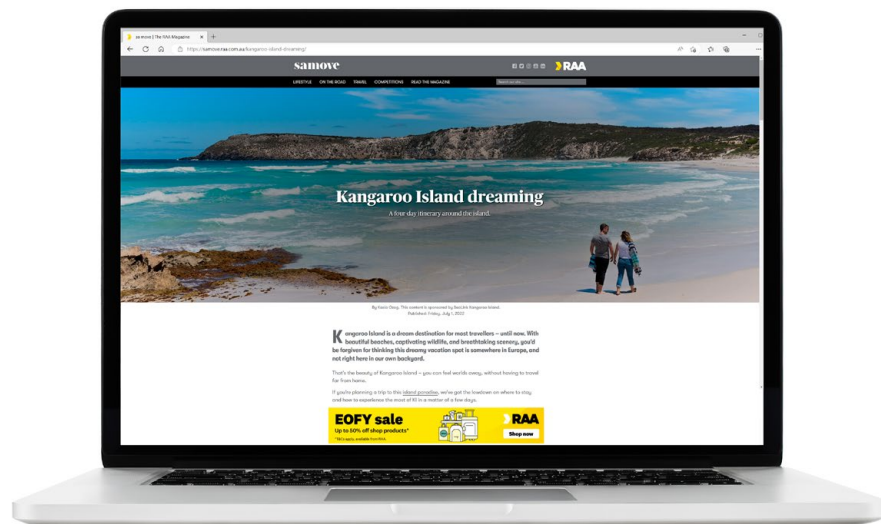
- The webpage must reflect the action i.e. 'Book now' must connect to a landing page with an online booking function
- Banners are to drive subscribers to a website, not to call a phone number
- No grey backgrounds

Online advertorial

sa move offers a limited number of online advertorial spots each month. All content will be clearly labelled as sponsored/advertorial. All booked advertorials are tentative until angle is approved by sa move.

Content remains at discretion of the sa move team.

sa move Benefit	Value ex GST	True cost to client ex GST
Online advertorial 600 words + 3 images	\$8,787	\$4,960
Online advertorial 1200 words + 4 images	\$17,574	\$7,930



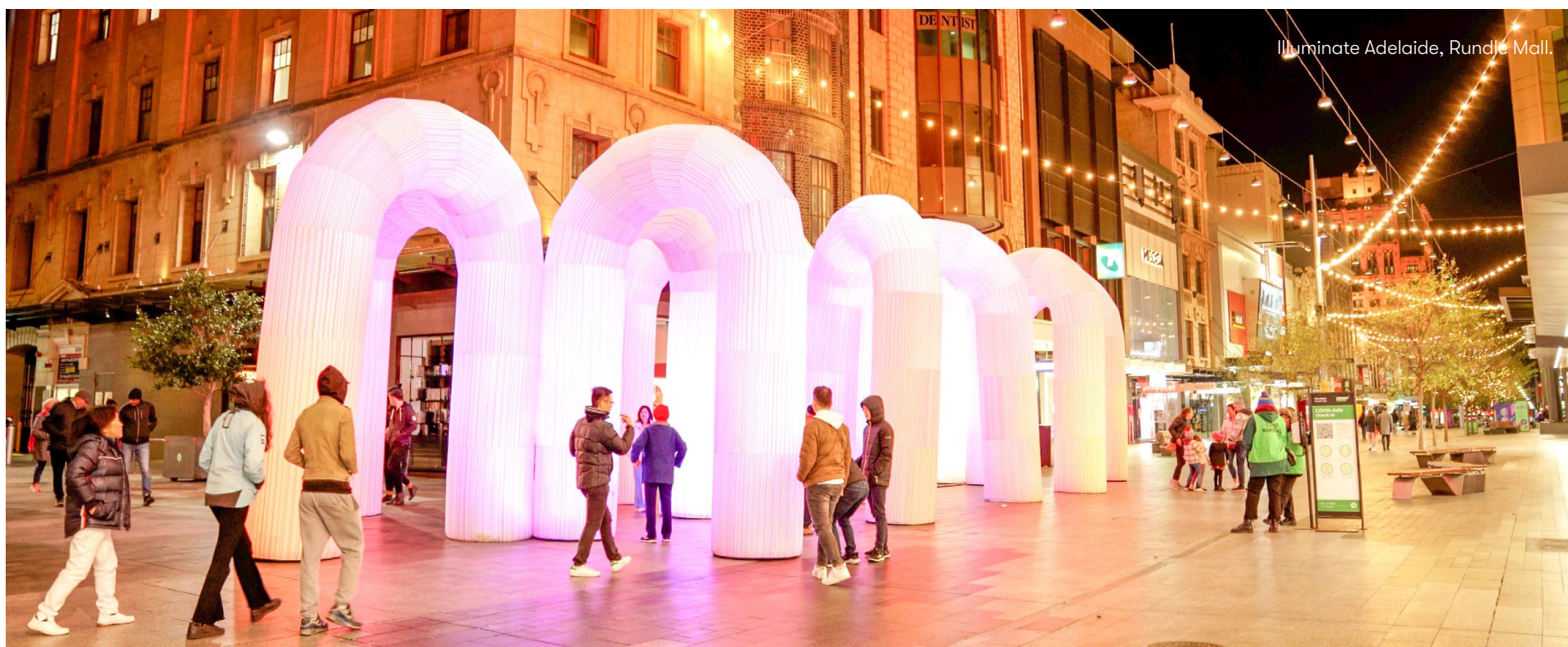
Contact us

MOIRA PENMAN

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E: moira@gsjadvisory.com.au



Cover: Onkaparinga River Mouth, Port Noarlunga, South Australia.