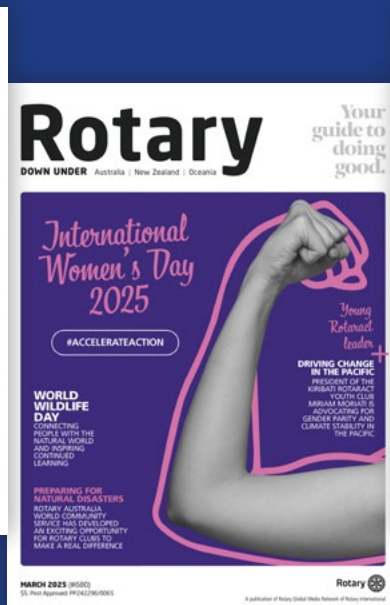


# Your guide to doing good.

media  
**KIT**  
2025

VERSION 04

 THIS IS AN INTERACTIVE PDF  
WITH CLICKABLE LINKS.



## ***ROTARY DOWN UNDER MAGAZINE***



“ *Rotary Down Under* is the official Rotary International publication circulated monthly throughout Australia (21,500 members), New Zealand and the South Pacific region (5900 members) to approximately 62,000 readers who are influential and discriminating consumers – leaders of business, industry, public service, the general community and their families.

”

**ROTARY INTERNATIONAL**



“ Rotary International is an organisation of business and professional people united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world ... ”

## ALL ABOUT: ROTARY DOWN UNDER

A priority for *RDU Magazine* is to keep its members up-to-date on the latest news, developments and humanitarian projects, focusing on vocational, international and community service, with positive themes featuring business, finance, technology, lifestyle, travel, health and wellbeing, with *RDU Magazine* an essential tool in helping to achieve that goal.

For advertisers, *RDU Magazine* provides access to Rotary members, allowing them to target a captive audience on their newest products, technological advancements and information relevant to their specific brands.

*RDU Magazine* has been published for over 60-years.



# PRINT ADVERTISING PRICES

**Your advertisement will benefit from our integrated exposure across the following platforms:**

- Printed magazine
- Digital magazine edition
- Web banners on our website

## Advertisement creation services

A full design and creative advert make-up service is available to advertisers at the following rates:

Double Page Spread \$280\* +GST

Full Page \$210\* +GST

Half Page \$140\* +GST

Third Page \$140\* +GST

Quarter Page \$140\* +GST

## Flyer Inserts (per thousand) \$90 +GST

*\*Advert design prices include one high resolution stock image and one round of changes. Images are then charged at \$30 +GST per image and changes at \$17.50 +GST per 15 minutes.*

## Double page spread advertisement

*(prices are per edition)*

Casual: \$5830 +GST

3 editions: \$5335 +GST

6 editions: \$4730 +GST

Annual: \$4455 +GST

## Half page advertisement

*(prices are per edition)*

(Vertical/Horizontal)

Casual: \$2090 +GST

3 editions: \$1760 +GST

6 editions: \$1595 +GST

Annual: \$1430 +GST

## Quarter page advertisement

*(prices are per edition)*

(Vertical/Horizontal)

Casual: \$1320 +GST

3 editions: \$1155 +GST

6 editions: \$990 +GST

Annual: \$880 +GST

## Full page advertisement

*(prices are per edition)*

Casual: \$3520 +GST

3 editions: \$3025 +GST

6 editions: \$2805 +GST

Annual: \$2585 +GST

## Third page advertisement

*(prices are per edition)*

(Vertical/Horizontal)

Casual: \$1650 +GST

3 editions: \$1375 +GST

6 editions: \$1210 +GST

Annual: \$990 +GST

[Click here to contact advertising staff for more details](#)

# DIGITAL ADVERTISING

**Yes, your print advertisements will appear in the digital edition!**

We can include extras like image galleries, videos and hyperlinks.

[Click here to read the digital edition](#)

[Click here to view the website](#)





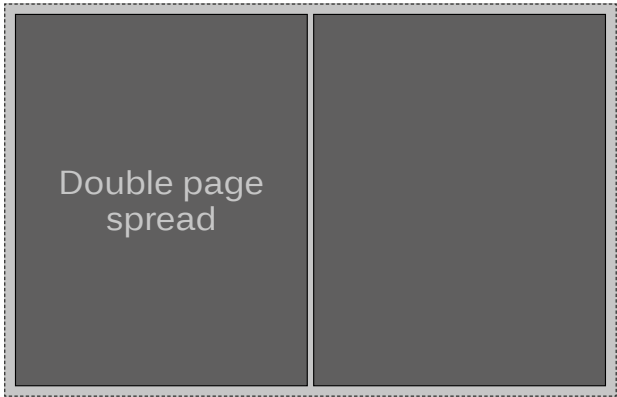
# PUBLICATION DEADLINES

| ISSUE                         | PUBLISH MONTH  |
|-------------------------------|----------------|
| Issue 684 (July-August)       | July 2025      |
| Issue 685 (September-October) | September 2025 |
| Issue 686 (November-December) | November 2025  |
| Issue 687 (January-February)  | January 2026   |
| Issue 688 (March-April)       | March 2026     |
| Issue 689 (May-June)          | May 2026       |
| Issue 690 (July-August)       | July 2026      |



\*Artwork deadline is 4 weeks prior to month of publication

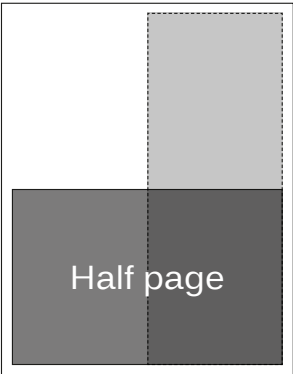
# ADVERTISING SPECIFICATIONS



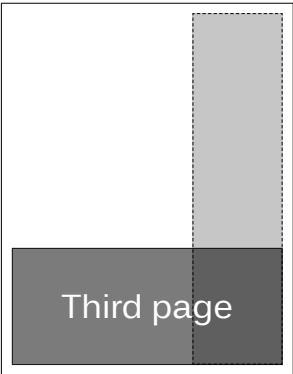
**Double page spread**  
410mm (w) x 276mm (h)  
+ 5mm bleed on all sides  
Safe area: 400mm (w) x 266mm (h)



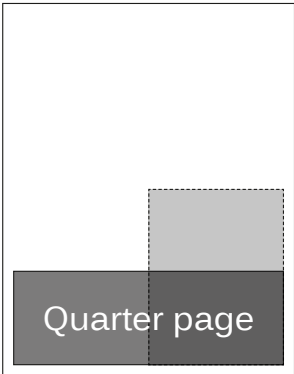
**Full page advertisement**  
205mm (w) x 276mm (h)  
+ 5mm bleed on all sides  
Safe area: 195mm (w) x 266mm (h)



**Half page advertisement**  
H: 165mm (w) x 110mm (h)  
V: 80mm (w) x 229mm (h)  
No bleed required  
No keylines required



**Third page advertisement**  
H: 165mm (w) x 73mm (h)  
V: 52mm (w) x 229mm (h)  
No bleed required  
No keylines required



**Quarter page advertisement**  
H: 165mm (w) x 55mm (h)  
V: 80mm (w) x 110mm (h)  
No bleed required  
No keylines required



# REQUIREMENTS & FILE SUBMISSION

## Essential requirements for digital files:

- Only press optimised PDF files may be submitted
- Image resolution required is 300ppi/dpi
- Images must be saved as CMYK or Grayscale (no RGB, LAB or spot colours)
- Pantone colours must be in CMYK equivalent
- Double page spreads to be supplied as a single page PDF
- Double page spreads and full page adverts must have 5mm bleed on all four sides
- Crop marks set 7mm from trim
- Large areas of black should have a tint of at least 10% cyan under the 100% black
- Total ink coverage should not exceed 240%
- Body copy text which is black should be set to 100% black (not 4 colour CMYK black)

## File submission:

- Email / Google Drive / Dropbox / WeTransfer etc.
- Contact Rhys Martin for artwork queries: [rhys@varsitygraphics.com.au](mailto:rhys@varsitygraphics.com.au)



## Terms and conditions

Rates given are subject to change without notice. All copy is subject to the approval of the editor, who may reject advertising or copy if they feel it necessary. The word advertisement will be placed above or below copy, which, in the opinion of the above, resembles editorial matter. Every care is taken with key numbers but no deduction allowed for errors. Omission on the part of the publisher to insert any advertisement shall not constitute a breach of the advertising order by the publisher, who may at their option insert the advertisement in a subsequent issue. Cancellation deadline is two weeks prior to booking deadline supplied. Cancellations made after this date or artwork that is not supplied by the deadline will still incur the advertising cost. The Advertiser indemnifies RDU Magazine, Rotary Down Under, their employees and agents against any costs, losses, claims, damages or liabilities resulting from any legal action arising from the publications of the advertisement in *RDU Magazine*. Advertisers and/or advertising agencies, upon and by lodging material with the publisher for publication, or authorising or approving of the publication of any material, indemnify the publisher, its servants and agents against all liability claims or proceedings whatsoever arising from the publication and without limited the generality of the foregoing so indemnify each of them in relation to defamation, slander of title, breach of copyright, infringement of trademarks or names or publication titles, unfair competition publication will not give rise to any rights or liabilities in the publisher, its servants or agents. All advertising matter submitted for publication will be accepted only on the understanding that the material is not in contravention of any provision of Part V of the Trade Practices Act and that the publisher may rely upon that understanding.

# CONTACTS

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**Rotary**  
DOWN UNDER 

**RDUONE**  
Communicating. Connecting. Inspiring.