

LIMELIGHT

Music, Arts & Culture

Limelight is a unique platform dedicated to Australian arts, featuring the best news, features and reviews of classical music, opera, theatre, dance and visual art from at home and abroad



For many years, *Limelight* has been the publication that Australian readers reach for when they want to know what's happening in classical music and the arts. In an environment where arts media has been shrinking, *Limelight* has increased its coverage of classical music, opera, theatre and dance through its platforms.

With substantial features by knowledgeable arts writers, entertaining interviews with leading Australian and international artists, comprehensive reviews, and coverage of current affairs, *Limelight* continues to engage and consolidate Australia's arts audience.

Join us as the arts re-emerge from the coronavirus pandemic, ready to reassess and reshape their cultural role as they embrace a bright future.

Jo Litson, Editor of *Limelight*

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PRINT

Magazine distribution 6,000
Readership..... 24,000 (Roy Morgan, March 2020)

WEBSITE

Monthly pageviews (Total)..... 143,041
Monthly pageviews (AU)..... 93,903
Monthly users (Total) 87,818
Monthly users (AU) 52,623

EMAIL

Weekly Newsletter (Sat) 23,000 Subscribers
EDM (Mon, Wed, Fri) 16,500 Subscribers
Eventful (Sun)..... 17,500 Subscribers

SOCIAL MEDIA @LimelightArtsAu

Facebook followers..... 40,321
Twitter followers 7,816
Instagram followers..... 3,875

LIMELIGHT

Schedule

Issue	Book by	Material due	Inserts due	Mailed out	Available online	Available in stores
Jun 22	29 Apr	4 May	11 May	19 May	23 May	31 May
Jul 22	27 May	1 Jun	8 Jun	16 Jun	20 Jun	5 Jul
Aug 22	1 Jul	6 Jul	13 Jul	21 Jul	25 Jul	2 Aug
Sep 22	29 Jul	3 Aug	10 Aug	18 Aug	22 Aug	30 Aug
Oct 22	26 Aug	31 Aug	7 Sep	15 Sep	19 Sep	5 Oct
Nov 22	30 Sep	5 Oct	12 Oct	20 Oct	24 Oct	1 Nov
Dec 22	28 Oct	2 Nov	9 Nov	17 Nov	21 Nov	29 Nov
Jan/Feb 23	2 Dec	7 Dec	14 Dec	22 Dec	23 Dec	tbc

For Trade orders please contact
United Book Distributors on 1800 338 836
or orders@unitedbookdistributors.com.
au or contact your Penguin Random House
sales representative.

Title: Limelight

Sub-title: Music, Arts & Culture

AU RRP: \$11.99

Format: PB, full colour

Trim size: 210 x 275mm

Extent: 68pp

Print

DPS Package (Double Page Spread + MREC*)	\$5,500
FP Package (Full Page + MREC*)	\$3,500
Half Page (Half Page Vertical or Horizontal)	\$2,200
Third Page (Third Page Vertical or Horizontal)	\$1,450
Insert#	\$100 + \$500 CPM

*MREC runs for one week at 25% Share of Voice. 20% loading applies to IFC, IBC and OBC positions.

#Insert costs vary. Please contact us for a quote.

Digital

EDM	\$1,850
Enews Header Combo (Banner & MREC)	\$1,200
Eventful EDM Premium Inclusion	\$1,000
Boosted Facebook Post	\$350
Website Banner (1 week, 25% SOV)	\$500
Website MREC (1 week, 25% SOV)	\$500
Native Content (includes Boosted Facebook Post)	\$2,500
Syndicated Content (includes Boosted Facebook Post)	\$1,650
Events uploaded to the <i>Limelight</i> website	POA

EDM (Solus)

Our most popular digital inventory, an EDM delivers your content direct to our database. Sent Monday, Wednesday and Friday between 5-8am (NSW).

Eventful EDM

Our newest addition, a monthly events email distributed on the last Sunday of the month prior to your event. Maximum of 3-4 Premium Inclusions per email.

Boosted Facebook Post

A Facebook post (linked post, image, video) approved by *Limelight's* editorial staff, boosted to a targeted audience.

Native Content

Commission one of our experienced writers to create a feature article for your business. We will share this article on our social media channels and your article will also be included in our Weekly Newsletter.

Syndicated Content

Do you have an article that you want more people to read? You can reach the *Limelight* audience through syndication. We'll publish your article on our website, include it in our Weekly Newsletter and share it on our social media channels. *Subject to editorial approval, a 500-800-word limit applies.*

Microsite

Contact us for more information.

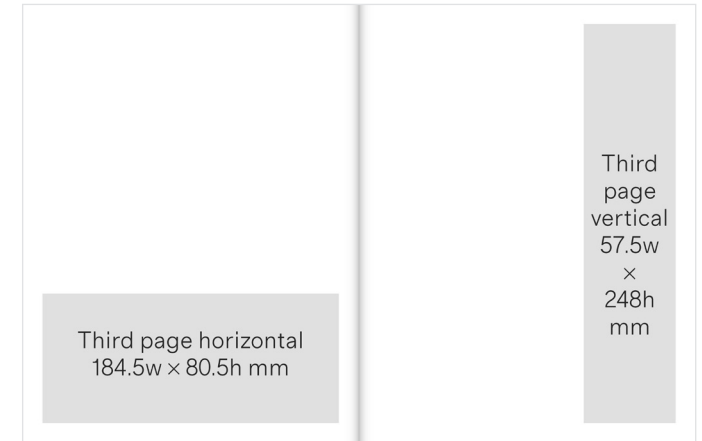
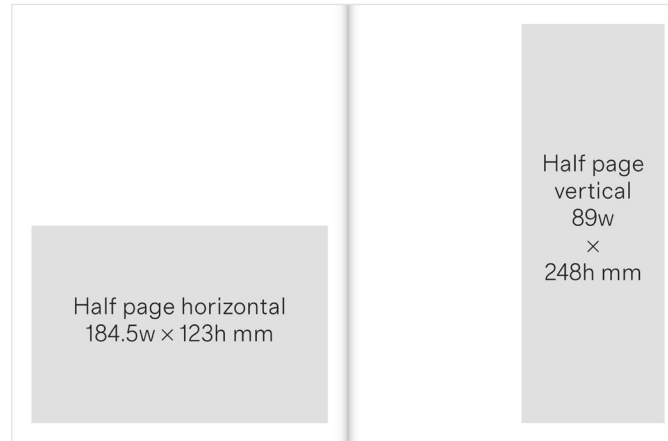
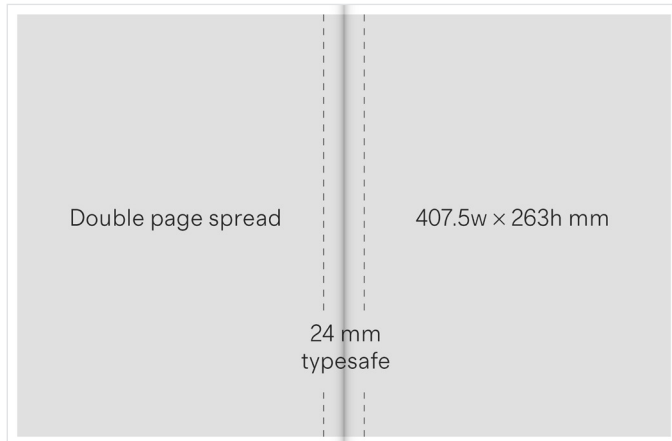
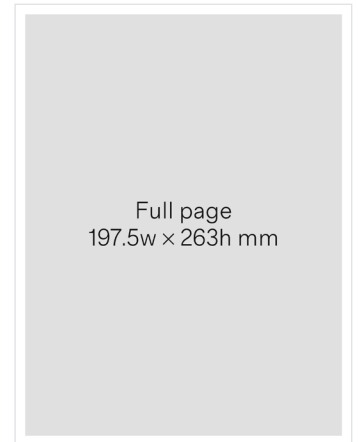
SOV (Share of Voice)

The *Limelight* website's digital display adverts use a Share of Voice model with bookings running Monday-Sunday.

LIMELIGHT

Print Specifications

Page	Trim Size (w x h, mm)	Type Area (mm)
Full page	197.5 x 263	n/a
Double-page spread	407.5 x 263	24
Half page (horizontal)	184.5 x 123	n/a
Half page (vertical)	89 x 248	n/a
Third page (horizontal)	184.5 x 80.5	n/a
Third page (vertical)	57.5 x 248	n/a



Ad Checklist

- Deliver advertising materials to william@limelight-arts.com.au by the booking deadline on your contract.
- Ad has been exported as a high-resolution PDF
- Ad has been created to the relevant size outlined above
- Ad does not exceed and ink weight of 300%
- Colours within the ad only use CMYK (do not use RGB or extra colours)
- A minimum type size of 8pt (10pt for reversed type) has been used
- If body copy is black, 100% black has been used
- Rich Black has been used for type larger than 40mm
- Our printer recommends Rich Black 30/20/20/100 CMYK
- Areas of black should be in Rich Black
- Areas of black are not be set to overprint
- All images used are high resolution, 300 DPI and in CMYK
- All image links are up to date
- All fonts have been embedded
- Ad does not include Printer Marks
- DPS ad can be supplied as a spread or as single pages with 203.5mm width. To ensure no information is lost, please observe Type Area.

Solus EDM, Eventful EDM & Boosted Facebook Posts

Submission forms will be provided for these items on booking.

View our email archive at <https://www.limelightmagazine.com.au/edm-archive/>

Website Ads	Dimensions (w x h, px)	Display size	Maximum File Size	Format
Banner (Desktop)	1,456 x 180	728 x 90	150 kb	jpg, png, gif, html5*
Banner (Mobile)	640 x 100	320 x 50	150 kb	jpg, png, gif, html5*
MREC	600 x 500	300 x 250	150 kb	jpg, png, gif, html5*

Newsletter Ads	Dimensions (w x h, px)	Display size	Maximum File Size	Format
Banner	1,200 x 148	600 x 74	150 kb	jpg, png, gif
MREC	600 x 500	300 x 250	150 kb	jpg, png, gif

Examples of all digital ads are available on request

Digital Ad Checklist

- Display ads that exceed our file size limits will be resized without notice
- Please provide a URL with your Display Ad. URLs supplied must use https
- *HTML5 ads need to be created to the Display size spec
- *HTML5 ads need to meet the HTML5 requirements for Ad Manager <https://support.google.com/admanager/answer/7046799?hl=en>

EVENTFUL EDM - PREMIUM INCLUSION

Position: Top section of email

Image: 800 x 450 px (w x h)

Title format: Organiser name: Event name

Words: 50-100 in up to three paragraph(s)

Date and Venue: Do not include in text;
displayed separately as *d-d month, venue*

URL: 1x included on image, title and button

WEBSITE LISTING

It is free to [add an event](#) to the *Limelight* website ([terms and conditions apply](#)).

For support with online events contact
events@limelight-arts.com.au

[View an example of the eventful EDM \(April 2022\)](#)

Premium inclusions will only appear as Featured Events on the *Limelight* Events Calendar after an event you have [submitted to our website](#) has been approved and a signed contract is recieved.

- Advertisements in this email are sold as a Premium Listing only
- Final placement is at the discretion of *Limelight*