

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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LIMELIGHT

Brand Reach

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) 24,675 Subscribers
EDMs (Mon, Wed, Fri) 16,850 Subscribers
Eventful (Sun, twice monthly) 18,600 Subscribers

SOCIAL MEDIA @LimelightArtsAu

Facebook followers..... 42,000
Twitter followers 7,900
Instagram followers 4,000

LIMELIGHT

Schedule

Issue	Book by	Material due	Inserts due	Mailed out	Available online	Available in stores
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	10 Jan, 2023
Mar 23	27 Jan	1 Feb	8 Feb	16 Feb	20 Feb	28 Feb
Apr 23	24 Feb	1 Mar	8 Mar	16 Mar	20 Mar	4 Apr
May 23	31 Mar	5 Apr	12 Apr	20 Apr	24 Apr	2 May
Jun 23	28 Apr	3 May	10 May	18 May	22 May	30 May
Jul 23	26 May	31 May	7 Jun	15 Jun	19 Jun	4 Jul
Aug 23	30 Jun	5 Jul	12 Jul	20 Jul	24 Jul	1 Aug
Sep 23	28 Jul	2 Aug	9 Aug	17 Aug	21 Aug	29 Aug
Oct 23	1 Sep	6 Sep	13 Sep	21 Sep	25 Sep	3 Oct
Nov 23	29 Sep	4 Oct	11 Oct	19 Oct	23 Oct	31 Oct
Dec 23	27 Oct	1 Nov	8 Nov	16 Nov	20 Nov	28 Nov
Jan/Feb 24	1 Dec	6 Dec	13 Dec	21 Dec	22 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
Newsletter Header Combo (Banner & MREC).....	\$1,200
Newsletter MREC.....	\$600
Newsletter Opportunities listing.....	\$350
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)	\$2,800
Syndicated Content (includes Boosted Facebook Post)	\$1,850
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 targetted 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.

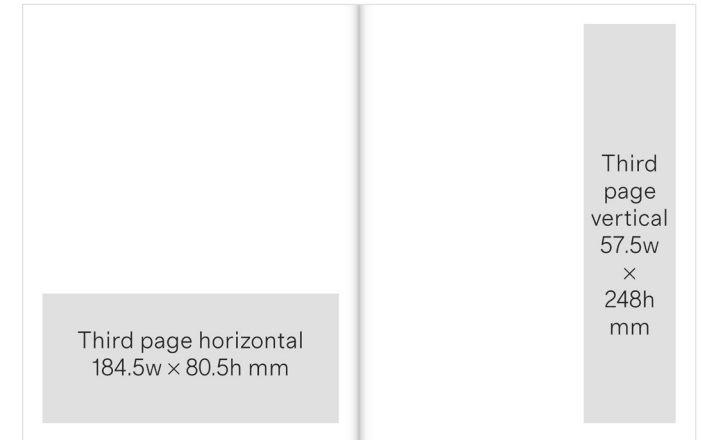
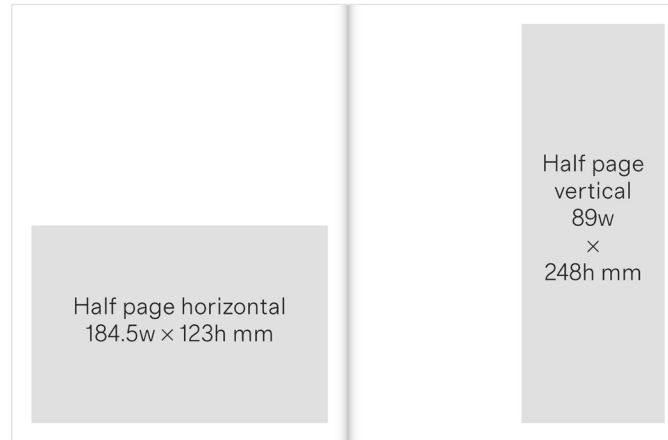
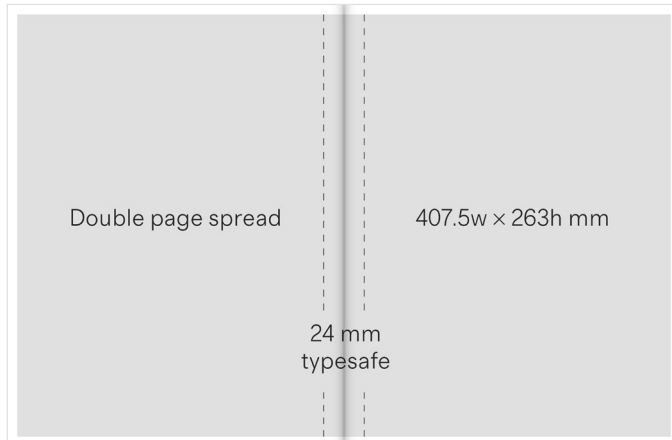
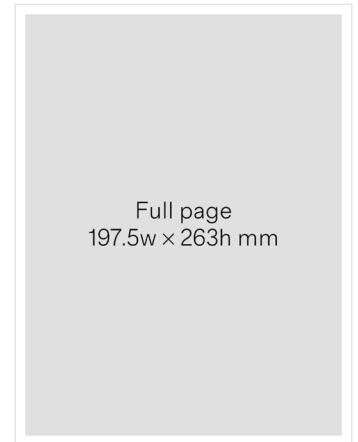
SOV (Share of Voice)

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: 150 words, maximum

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 received.

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

SCHEDULE

2022

Sun 26 Jun, 22

Sun 10 Jul, 22

Sun 31 Jul, 22

Sun 14 Aug, 22

Sun 28 Aug, 22

Sun 11 Sep, 22

Sun 25 Sep, 22

Sun 9 Oct, 22

Sun 30 Oct, 22

Sun 13 Nov, 22

Sun 27 Nov, 22

Sun 11 Dec, 22

2023

Sun 15 Jan, 23

Sun 29 Jan, 23

Sun 12 Feb, 23

Sun 26 Feb, 23

Sun 12 Mar, 23

Sun 26 Mar, 23

Sun 9 Apr, 23

Sun 30 Apr, 23

Sun 14 May, 23

Sun 28 May, 23

Sun 11 Jun, 23

Sun 25 Jun, 23

Sun 9 Jul, 23

Sun 30 Jul, 23

Sun 13 Aug, 23

Sun 27 Aug, 23

Sun 10 Sep, 23

Sun 1 Oct, 23

Sun 15 Oct, 23

Sun 29 Oct, 23

Sun 12 Nov, 23

Sun 26 Nov, 23

Sun 10 Dec, 23