

LIMELIGHT

Music, Arts & Culture

LIMELIGHT

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



Title: Limelight

Sub-title: Music, Arts & Culture

AU RRP: \$11.99

Format: PB, full colour

Trim size: 210 x 275mm

Extent: 68pp

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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*

PRINT

Magazine distribution6,000
Readership..... 24,000 (Roy Morgan, March 2020)

WEBSITE

Average monthly views150,000
Average monthly users63,000

EMAIL

Weekly Newsletter (Sat) 28,000 Subscribers
Solus EDM (Mon, Wed, Fri)18,700 Subscribers
Events EDM 'Eventful' (Sun, twice monthly)16,600 Subscribers
Shared EDM 'Tutti' (Fri, monthly)18,700 Subscribers

SOCIAL MEDIA @LimelightArtsAu

Facebook followers..... 47,000
Twitter followers7,900
Instagram followers.....4,300

EVENTS EDM

Month	Date (Sun)
Jan 23	15, 29
Feb 23	12, 26
Mar 23	12, 26
Apr 23	9, 30
May 23	14, 28
Jun 23	11, 25
Jul 23	9, 30
Aug 23	13, 27
Sep 23	10
Oct 23	1, 15, 29
Nov 23	12, 26
Dec 23	10

SHARED EDM

Month	Date (Fri)
Jan 23	20
Feb 23	17
Mar 23	17
Apr 23	21
May 23	19
Jun 23	16
Jul 23	14
Aug 23	18
Sep 23	15
Oct 23	20
Nov 23	17
Dec 23	15

MAGAZINE

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

SOLUS EDM

Mondays, Wednesday and Fridays (excl. Shared EDM dates)

NEWSLETTER

Every Saturday except for 31 Dec, 2023 and 7 Jan, 2024

Print

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

Digital

EDM ‘Solus’.....	\$1,850
Events EDM ‘Eventful’ – Premium Inclusion.....	\$1,000^
Events EDM ‘Eventful’– State Inclusion.....	\$500
Shared EDM ‘Tutti’ – Inclusion.....	\$1,200^
Newsletter Header Combo (Banner & MREC).....	\$1,200
Newsletter MREC.....	\$600
Newsletter Opportunities listing.....	\$350
Boosted Facebook Post.....	\$500
Website Leaderboard (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

* 20% loading applies to IFC, IBC and OBC positions. Bonus MREC is for 1 week, 25% SOV and may be exchanged for a Leaderboard.

Insert costs vary. Please contact us for a quote.

^ 20% loading on rate card applies for first listing/preferred position. All other inclusions are ordered by date.

EDM ‘Solus’

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

Events EDM ‘Eventful’

A twice-monthly events email distributed on Sundays. One link only.

Shared EDM ‘Tutti’

A mid-month email distributed on Fridays. Multiple links.

Boosted Facebook Post

A native Facebook post (linked post, image, video), boosted for seven days 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

Reach the *Limelight* audience through syndication. We will publish your existing article on our website, include it in our Weekly Newsletter and share it on our social media channels. Subject to approval, 500-800-word limit.

SOV (Share of Voice)

Website display inventory uses a Share of Voice model, with bookings running Monday through Sunday.

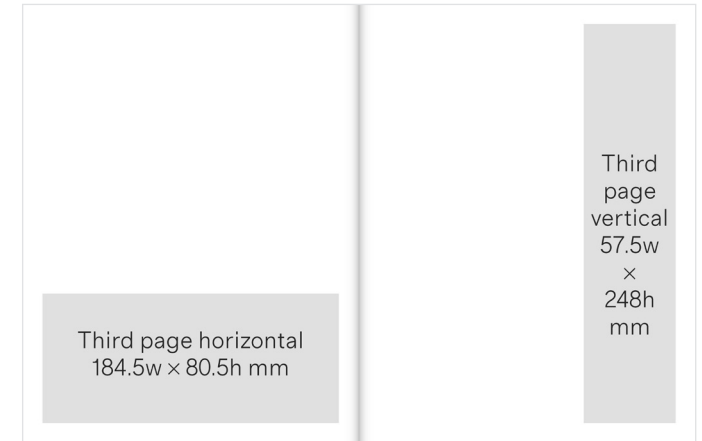
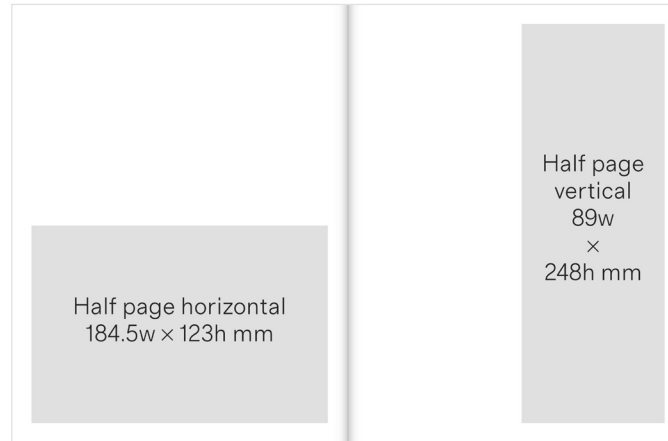
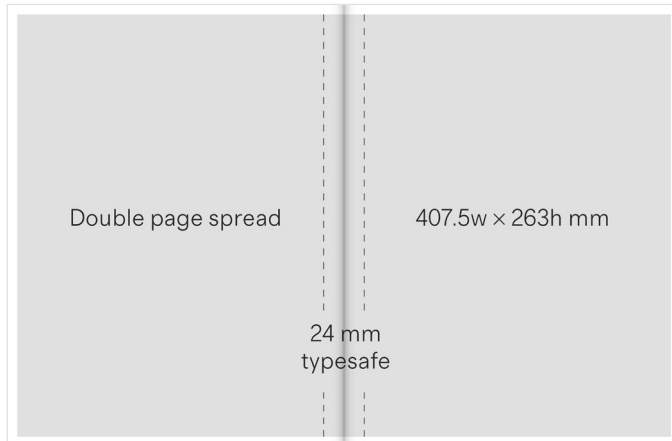
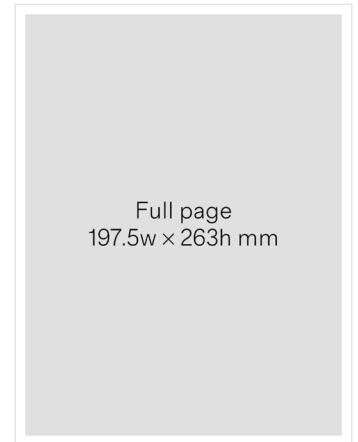
Microsite

Contact us for more information.

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.

Website Ads	Dimensions (w x h, px)	Display size	Maximum File Size	Format	Also known as
Banner (Desktop)	1,456 x 180	728 x 90	150 kb	jpg, png, gif, html5*	Leaderboard
Banner (Mobile)	640 x 100	320 x 50	150 kb	jpg, png, gif, html5*	Leaderboard
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	

Solus EDM, Eventful EDM, Shared EDM and 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/>

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>