



THE ROYAL AUSTRALIAN CHEMICAL INSTITUTE

CHEMISTRY IN AUSTRALIA
MEDIA KIT
2024-25

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CONNECT WITH OUR CHEMISTRY READERS

Chemistry in Australia is the flagship publication of The Royal Australian Chemical Institute (RACI). Published four times each year, it has served its readers for more than 30 years.

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CHEMISTRY IN AUSTRALIA GIVES YOU ACCESS TO:

- **a diverse chemistry readership** – RACI members work in research, academia and education, manufacturing, business and government, across fields such as materials and life sciences, minerals, food and pharmacy.
- **unique editorial content** – We publish a broad range of features, plus opinion pieces with themes such as innovation, education, environment and career development.
- **a nationwide print and online distribution** – RACI members receive four issues of our 44-page magazine each year, which is available in print and online.



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CHEMISTRY IN AUSTRALIA



CONNECT AT CHEMAUST.RACI.ORG.AU

At our dedicated website, readers can browse features, news stories and opinion pieces from our latest issue, as html or downloadable as a PDF. Access is also available to our magazine archive. Special issues and searchable indexes are also available.

Each of the following options enables 3 months of access to our chemistry readership and visitors to the Chemistry in Australia website. Advertisements can be linked directly to your nominated landing page.

Size	Resolution (pixels)	Price (excl. GST)
Large (Square)	360 (W) x 360 (H)	\$695
Medium (Vertical)	360 (W) x 180 (H)	\$495
Small (Square)	162 (W) x 162 (H)	\$295

Packages for multiple online insertions and across our print and digital media are also available.

Please contact us to find out more about presenting your media message to our online audience.

INSERTS AND E-NEWSLETTERS

Inserts can be distributed with our magazine. National or state-specific distribution can be arranged. Rates will depend on the type and number of the insert. For further information, please contact us.

The RACI produces a monthly national e-newsletter for fellows and members, along with highly targeted, state based e-newsletters which can be used to tightly focus a marketing message to a specific state. Advertising rates and distribution details of each e-newsletter are available on request.

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PRINT ADVERTISING RATES 2024-25

Type	2 page spread	Full page	Half page	Third page	Quarter page
Casual	\$4,010	\$2,290	\$1,600	\$1,145	\$920

Covers	Inside front	Inside back	Outside back
Casual	\$2,640	\$2,520	\$2,245

For website advertising rates, see previous page.



PRINT ADVERTISING DEADLINES 2024-25

Issue Date	Booking*	Material due	Published+
June - August	26 April	9 May	24 May
September - November	2 August	15 August	30 August
December (24) - February (25)	1 November	14 November	29 November
March - May	31 January	13 February	3 March

*Cancellation of advertising space prior to the booking deadline will not incur a cancellation fee.

Cancellation of advertising space after the booking deadline will incur a 50% cancellation fee based on the value of the space booked.

Cancellation after the material deadline will incur a 100% cancellation fee based on the value of the space booked.

+Online publication occurs approximately two weeks before print publication.

TECHNICAL SPECIFICATIONS

Size	Width (mm)	Height (mm)	Bleed* (mm)
2 page spread	420	275	+3 on all edges
Full page	210	275	+3 on all edges
1/2 page vertical	103	275	+3 on trim edges
1/2 page horizontal	210	132	+3 on trim edges
1/3 page vertical	75	275	+3 on trim edges
1/3 page horizontal	210	114	+3 on trim edges
1/4 page vertical	103	132	+3 on trim edges
1/4 page horizontal	210	75	+3 on trim edges

*Bleeds are preferred. Non-bleed dimensions available on request.



MATERIAL FILE FORMATS

- Advertisements should be provided as CMYK PDFs distilled using the PDF X-1 or 'press-ready' preset. All fonts and high-resolution images (300 dpi) should be embedded, and the file must include crop marks.
- All page elements must be at least 3mm inside the trim, and colour bars and crop marks must be at least 6mm outside the trim.
- Black text must be 100% black and not 4-colour black, to avoid registration issues.
- Ink density must not exceed 280%.
- Material can be sent directly to the Production Editor, Catherine Greenwood (catherine.greenwood@bigpond.com).

chemistry

March–May 2023

in Australia

Machine learning using
artificial neural networks

demaustraci.org.au



- Reverse osmosis and Australia's water security
- A remedy for fragmentation in our chemical organisations
- A decade of RACI Careers and Mentoring

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GOOD THINGS COME IN SMALL PACKAGES

*Present your product or service to our specialist market
of chemistry professionals.*

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Contact

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