

chemistry

in Australia



MEDIA KIT
2022-23

chemaust.raci.org.au

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.

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.
- **products and services advertorial** – Our 'On the market' segment allows you to promote your product or service in a more comprehensive manner than a standard advertisement permits. This is an opportunity to supplement your existing advertising program and reinforce your message with targeted editorial and a supporting image.

Now is the perfect time to use *Chemistry in Australia* to tap into a difficult-to-reach but influential market of chemistry consumers.



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 a month's 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 wide x 360 high	\$695
Medium (vertical)	360 wide x 180 high	\$495
Small (square)	162 wide x 162 high	\$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.

The screenshot displays the homepage of the *Chemistry in Australia* website. At the top, there is a navigation menu with links for Home, Previous issue, Back issues, Contribute, Advertise, Join RACI, Other resources, and Contact. The main header features the magazine title "chemistry in Australia" and the RACI logo. Below the header, a banner reads "The Royal Australian Chemical Institute's magazine for and about the chemical science professions". A central section titled "Latest issue" highlights the March-May 2022 issue, "Towards outsmarting the wily fox: The chemistry of odours", with a "Download full PDF" link. To the right, there is an advertisement for "100% Australian owned company supplying your scientific needs throughout Australia and abroad since 1987", featuring "Plasticware" and "ROWE SCIENTIFIC". Below the main article, there are two more article teasers: "Addison's disease: A chemical view" by Alf Larcher and "How not to strike oil: Australia's science policy" by Ron Clarke. A red banner at the bottom right promotes the "Innovation Summit" with the tagline "Stay Ahead with new GC and GCMS technology".

Print advertising rates 2022–23 (excluding GST) for full colour placement

Type	2 page spread	Full page	Half page	Third page	Quarter page
Casual	\$4010	\$2290	\$1600	\$1145	\$920
X 4 (-15%)	\$3410	\$1990	\$1350	\$990	\$780
X 6 (-20%)	\$3205	\$1830	\$1280	\$915	\$735

Covers	Inside front	Inside back	Outside back
Casual	\$2640	\$2520	\$2245
X 4 (-15%)	\$2240	\$2140	\$1905
X 6 (-20%)	\$2110	\$2015	\$1795

Please note all rates are agency commissionable. For website advertising rates, see previous page.

Print advertising deadlines 2022–23 (excluding inserts)

Issue date	Booking*	Material due	Published†
June–August	29 April	12 May	30 May
September–November	5 August	18 August	5 September
December (22)–February (23)	4 November	17 November	5 December
March–May	3 February	16 February	8 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

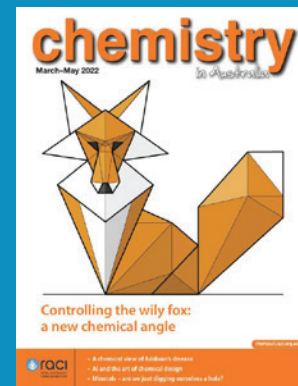
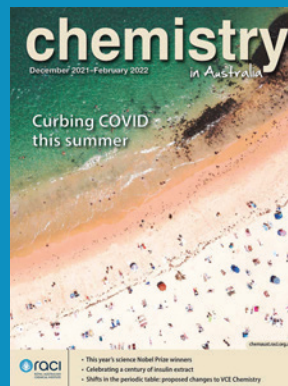
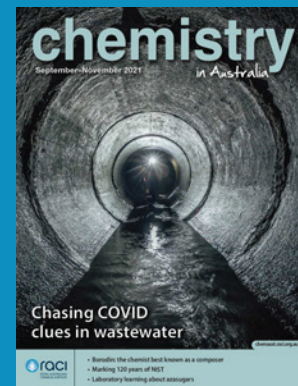
Advertisements should be provided as CMYK PDFs distilled using the PDF X-1 or 'press-ready' preset. All fonts and high-resolution images (300 dpi) should be embedded, and the file must include crop marks.

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).





Good things come in small packages

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

contact

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