

Advertising

IQ

The RIM Professionals Australasia Quarterly magazine

The RIM Professionals Australasia's flagship publication is IQ. A peer reviewed journal produced in February, May, August and November each year it has a distribution rate of 3,500 and an estimated readership of more than 6,000.

RATE CARD

All rates in \$AUD, incl GST

<i>POSITION</i>	<i>MEASUREMENT</i>	<i>PRICE</i>
Full page	210 x 297	\$ 2,250
Double page spread	410 x 297	\$ 4,255
Half page	186 x 125	\$ 1,265
1/3 page horizontal	186 x 83	\$ 920
1/3 page vertical	60 x 250	\$ 920
1/4 page	186 x 60	\$ 620
1/6 page	60 x 125	\$ 390



Bookings for the same advertisement (content, image and size) to appear in 4 issues in any one year (financial or calendar) will receive a 15% loyalty discount (the discount does not apply to preferred position loadings which will be calculated on the full price).

PREFERRED POSITION LOADINGS

Inside front cover (dps only)	30%
Outside back cover	30%
Inside back cover	15%
Other specified positions	10%

INSERT RATES

Based on brochure, maximum size A3, folded to A4, 80gsm - \$475/1000 Inserts can be based on state/country or for whole readership Costs for larger/heavier inserts or only for outside Australia will incur additional charges and will be quoted on an individual requirement basis.

DEADLINES

	<i>Booking</i>	<i>Artwork</i>	<i>Inserts</i>	<i>Publication</i>
February	30 Nov	8 Jan	15 Jan	10 Feb
May	30 Mar	7 Apr	15 Apr	12 May
August	30 Jun	7 Jul	15 Jul	11 Aug
November	30 Sep	7 Oct	15 Oct	10 Nov

PUBLISHER

IQ is published by V-Dot Media Suite 48, 78 William Street Sydney NSW 2011

Mobile: 044 9828 190

Email: valentine@vdotmedia.com.au

Web: www.vdotmedia.com.au



Records and Information Management Professionals Australasia (RIM Professionals Australasia)
PO Box 276 St Helens TAS 7216

Freecall Australia: 1800 242 611
Freecall New Zealand: 0800 400 625

Email: admin@rimpa.com.au

Freefax Australia: 1800 333 802
Freefax New Zealand: 0800 400 626

Website: www.rimpa.com.au