A full-page photograph of a mountain landscape. In the background, a large, jagged mountain peak is covered in snow and partially shrouded in mist. The middle ground shows a valley with dense, golden-brown trees, suggesting autumn. In the foreground, a narrow, rocky trail winds along a steep, rocky slope. Several hikers with backpacks are visible on the trail, moving away from the viewer. The overall scene is dramatic and adventurous.

# Wild

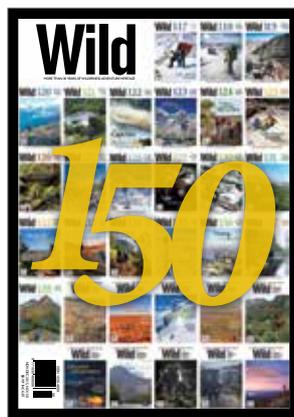
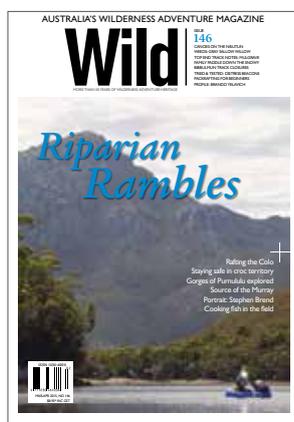
media kit 2016



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# Wild



## our mission

To inspire conscientious participation in outdoor activities through coverage of the adventures, landscapes, people, environmental issues, gear and apparel, trends and events that define the active and intrepid Australian lifestyle.



## about us

*Wild* is Australia's longest running wilderness adventure magazine, boasting the most loyal and engaged readerships in the outdoor adventure category.

Established as a quarterly in 1981, *Wild* was taken bimonthly in 2010 under the guardianship of Melbourne-based Prime Creative Media. It is the lead title in a portfolio that includes [www.wild.com.au](http://www.wild.com.au) and the *Wild Update* e-newsletter.

Founding Editor Chris Baxter first described the title as a 'magazine for those who enjoy the adventure of wild places... it took shape over the past few years in discussion with other rucksack enthusiasts.' Since that time the title has become defined by its fiercely engaged readership consisting of bushwalkers, mountaineers, paddlers, backcountry skiers, climbers, canyoneers, caving enthusiasts and conservationists. Today, a new generation of these adventurers

are engaging with our content and partners online via our digital properties and social media networks.

In addition to detailed trip reports, each issue includes outdoor news and events alongside profiles of leading adventurers, instructional articles, extensive gear reviews and high-quality photography throughout. The iconic *Track Notes* section has made *Wild* a collector's item for bushwalkers, and generates regular requests for back-issues. Over the last three decades, *Wild* has featured the words and recorded the deeds of many of the legends of Australian adventure, from Tim Macartney-Snape and Sue Fear to Jon Muir and Lincoln Hall

Known for sponsoring the first Australian ascent of Everest and covering the battle for the Franklin River, *Wild* has long been at the forefront of pioneering expeditions and wilderness issues.

# editorial schedule (print) 2016

## **JAN/FEB (151)** **Sacred Australia**

Exploring the country, voices and issues of the world's longest-surviving cultures.

## **MAR/APR (152)** **Ghosts, ghost towns and extinctions**

The spectre of history hangs over the landscape, creating fodder for ghost stories around the campfire.

## **MAY/JUN (153)** **Trees and forests**

Australia's changing landscape offers a vast array of wooded habitats to visit on foot or by paddle.

## **JUL/AUG (154)** **Overcoming hardship**

It's rare for an expedition to go smoothly and seamlessly. More often than not there will be trials aplenty to rise above.

## **SEPT/OCT (155)** **Going the distance**

Australia's wide horizons are fertile grounds for long distance adventures. Here we take a closer look at trail running for the first time.

## **NOV/DEC (156)** **Deserts**

Surviving arid Australia requires adventurers to become desert specialists and highlights the increasingly rare commodity of freshwater in modern society.





## print

*Wild* has an estimated readership of 46,000 based on a newsstand and subscription base approaching 11,000, with unparalleled pass on and retention rates. In fact, many of our subscribers have been with us for over 30 years.



## digital newsstand

*Wild* is available on tablet and mobile devices through Zinio, the world's largest newsstand and bookstore. This allows readers to take their *Wild* collection with them, wherever they are in the world.



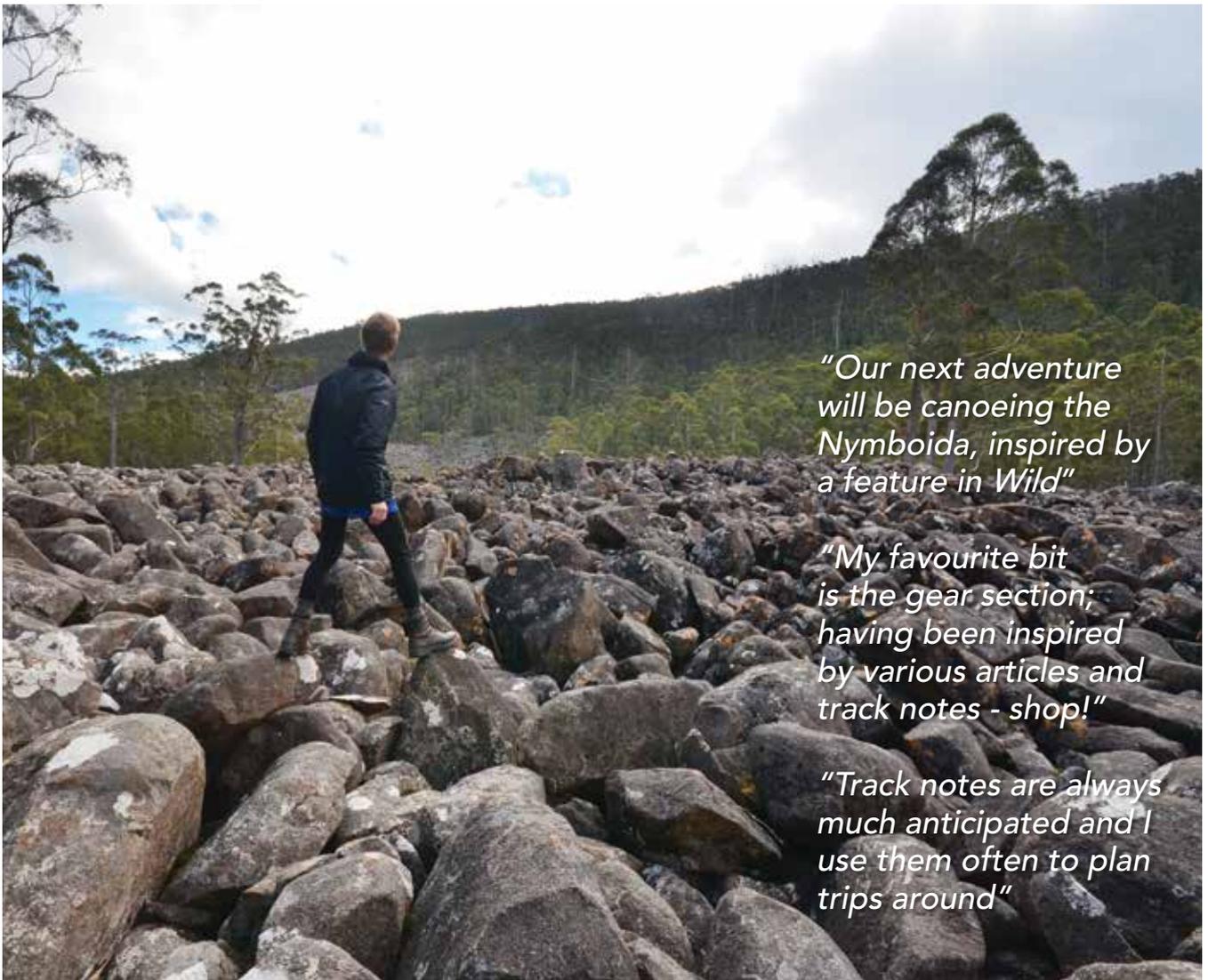
## direct to inbox

Every fortnight, *Wild* sends one electronic direct mail newsletter to a database of over 13,000, containing the latest outdoor news products and events. Our partner-direct messages continue to be available to those wishing to market directly to our database subset engaged readers. This subset is 1,000 subscribers strong and growing.



## web & social

*Wild.com.au* receives around 6,000 unique visitors per month and growing, each spending an amazing 15 minutes on average every session trawling our site in an effort to prepare them for their next wilderness journey. In 2016, this presence is being relaunched to reflect current trends in mobile and tablet internet browsing. Our growing social following enjoy sharing their experiences with *Wild* via Facebook (3,350 likes) and Twitter (almost 1000 followers), while our infant Instagram presence continues to grow rapidly.

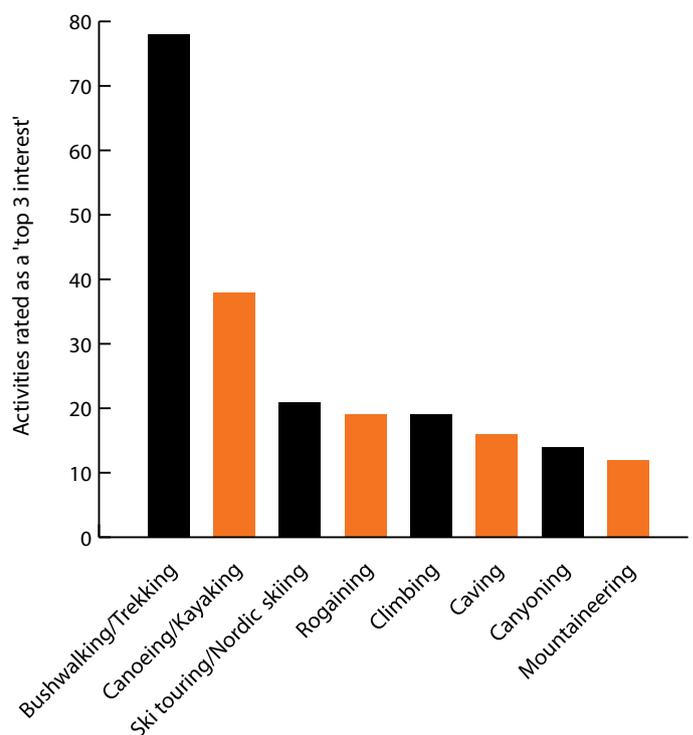


\*Reader feedback collected Sept 2013

## dedicated readership

*Wild* readers are loyal, with 72% of subscribers having received the magazine for more than three years. The majority are university-educated professionals in their mid-20s to late 50s with a healthy disposable income, who regularly get out into the bush. While they are predominately bushwalkers, *Wild* readers love to travel (independently and in groups) and a large number have tried more than one other outdoor discipline. Their favourite 'domestic' destinations include Tasmania and New Zealand, followed by the eastern seaboard states.

\*data from 2010 readership survey



## print advertising rates

Ad type	Casual	x3	x6
double-page spread	\$6,990	\$6,550	\$6,090
full page	\$4,150	\$3,690	\$3,250
1/2	\$2,850	\$2,490	\$2,150
1/3	\$2,390	\$2,150	\$1,990
1/6	\$850	\$750	\$600
<b>Prime positions</b>			
INFCs	\$9,090	\$8,550	\$7,990
OSBC	\$5,350	\$4,790	\$4,250
INBC	\$5,050	\$4,350	\$3,850
first 15 pages		15% loading	
guaranteed position (excl first 15 pgs)		10% loading	

\*all quoted rates are exclusive of GST

## specs

Ad type	Trim size	Bleed
double-page spread	420mm (w) x 297mm (h)	5mm bleed
full page	210mm (w) x 297mm (h)	5mm bleed
1/2 page vertical	100mm (w) x 297mm (h)	5mm bleed
1/2 page horizontal	210mm (w) x 145mm (h)	5mm bleed
2/3 page vertical	133mm (w) x 297mm (h)	5mm bleed
1/3 page horizontal	210mm (w) x 85mm (h)	5mm bleed
1/3 page vertical	65mm (w) x 297mm (h)	5mm bleed
1/3 page square	118mm (w) x 128mm (h)	N/A
1/6 page vertical	57mm (w) x 128mm (h)	2mm safe type
back page	210mm (w) x 297mm (h)	5mm bleed

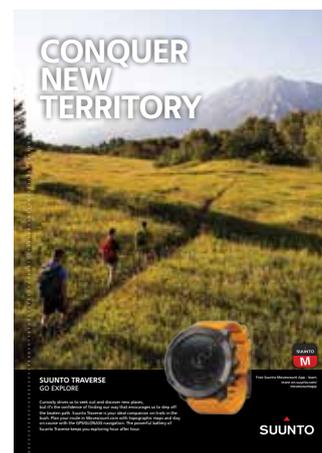
Ensure all type and logos are within a 15mm type safe area unless otherwise stated

## material requirements

Prime Creative Media will only accept material that adheres to the following information. Material that does not adhere to this criteria will be rejected.

- Media is to be supplied to the correct publication page size. Taking special care to include bleed, trim and registration marks. (Minimum bleed size is 5mm. Trim and registration marks must lay 3mm outside of the trim)
- Material must be supplied as a press ready pdf.
- Avoid running type across the gutter of a double page spread.
- All fonts need to be embedded into the PDF file
- Files must be saved in CMYK format. Any non-process colors included in the file will be converted to CMYK. Conversion process may compromise the integrity of the file and waives our color guarantee.
- Images need to be of a minimum 300dpi at print size.
- Solid black panels or backgrounds should carry 30% Cyan to reinforce the black print
- Total ink limit should not exceed 300%

Please email your PDF file to: [campbell.phillips@primecreative.com.au](mailto:campbell.phillips@primecreative.com.au)



## directory

Directory listing\*  
\$48 in black/\$58 in red

\*Bookings continue indefinitely until we receive written notification otherwise by the cancellation date for the issue

Classified listing  
\$19 minimum in black at \$1.90 per word/ \$23 minimum in red at \$2.30 per word

## schedule

Issue	Ad deadline
Mar/Apr (152)	Feb 10
May/June (153)	Apr 6
Jul/Aug (154)	Jun 8
Sept/Oct (155)	Aug 10
Nov/Dec (156)	Oct 5
Jan/Feb (157)	Dec 7

**728w x 90h ppi**

NEWS PHOTOS GEAR PEOPLE MAGAZINE



TRIP REPORT: PADDY FALLON "50 YEAR ANNIVERSARY SKI CLASSIC"

 BACKPACKER BIRD COURT SURPASSES 13MILE MARK	 RYLE WILLIAMS TO TAKE ON SUMMIT RECORD	 FACT FILE: PRESENTING THE SPREAD OF DEADLY CHAMBERLAIN FUNGUS
 BOOKING WEBSITE LAUNCHES FOR THREE CAPES TRACK	 VICTORIAN GOVERNMENT TABLES BILL TO PROTECT NATIONAL PARKS	 ROVER WEED CONTROL METHOD EMPLOYED ON LORD HOWE ISLAND

**300w x 250h ppi**

SUBSCRIBE NOW FOR FREE WEEKLY NEWS AND INFORMATION FROM WILD UPDATES

**300w x 250h ppi**

 A SHORT NATURE DIIALOGUE FOR THE CARTOGRAPHER'S COFFEE TABLE	 HEAD SACCO JOINS THE LIGHTWEIGHT HIKING COMPETITION	 NATURE EDUCATION FOR KIDS: HERBERT PLASCHOFF
 EXPERT: TOM'S TOGETHER WEARS RESIST FOR ADVENTURERS	 KATHMANDU KIT GETS TRIALLED AND TESTED	 STAYING WARM IN WINTER WITH CANTHUS'S ALPINE JACKET

**300w x 250h ppi**

 STARGAZING TIPS FOR ASPRING ASTROPHYSICIS - AND BEYOND GETAWAY	 POLING KANGAROO POINT: THE BEST CLIMBER'S INSIGHTS	 OUTWARD BOUND'S SUBMIT TO SEA: EMERGENCY ADVENTURE
 WINTER, WALLABEY AND THE WILDS OF JERUSALEM	 ADAM'S CARMICHAEL COULMINE SETBACK A CLEAR SIGNAL TO COALITION	 ADVENTURE DIARY: WHAT'S MY REASON FOR ROMANCE?

Portrait section with text: The always loved animals and the birds. There's no reason we give up playing with Lego and our old gear up to become a professional engineer. I want to play with the world's best. Cool, what's it called?



**728w x 90h ppi**



**online**

Digital	x1 month	x3 months
Square 300x250	\$650.00	\$590.00
Leaderboard 728x90	\$850.00	\$790.00
Bottom leaderboard 728x90	\$550.00	\$500.00

**eNews**

	x6 months	x12 months
eNews banner 468x60	\$4,650.00	\$8,690.00

**Banner - 468w x 60h ppi**

**Tablet - 600w x 77h ppi**

**Mobile - 320w x 100h ppi**

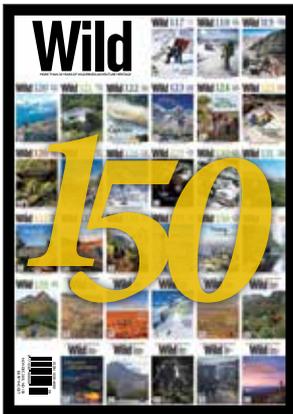
Maximum file size: 50kb  
Material deadline is 1 week prior to the commencement of the campaign. Please supply the URL.

We recommend that HTML5 be the choice of platform - there are no size limits on this format

**eDM**

	Single
Solus eDM (NEW!)	\$2590 (just 24 avail. P.A.)

Contact Campbell Phillips to discuss bespoke, integrated marketing solutions.



## enquiries

Campbell Phillips  
campbell.phillips@primecreative.com.au

Prime Creative Media  
11-15 Buckhurst Street, South Melbourne, 3205. Ph: 03 9690 8766