

# CONSULTING MATTERS

CONSULT AUSTRALIA'S QUARTERLY E-PUBLICATION

## 2022 MEDIA KIT







## ABOUT CONSULT AUSTRALIA

Consult Australia is the industry association that proudly represents small, medium, and large businesses in design, advisory, and engineering. Our members provide professional consulting solutions to individual consumers, private sector companies, and public sector government clients, local, state, territory and federal. From building design, to advisory services on major infrastructure, our members work across Australia shaping, creating, and sustaining our built and natural environment.

Our reach within our member firms extends across all employees, both technical and non-technical. Many of our firms employ large teams of marketing, HR, IT and administration staff.

From an advocacy point of view, Consult Australia represents an industry comprising some 48,000 firms across Australia, ranging from sole practitioners through to some of Australia's top 500 firms. Collectively, our industry is estimated to employ over 270,000 people, and generate combined revenue of more than \$42 billion a year.

## CONSULTING MATTERS MAGAZINE

Consulting Matters is a quarterly e-publication, published by Consult Australia and provided to its members free of charge. It brings together commentary from leading industry professionals and external subject-matter-experts to provide high quality editorial on the pertinent business issues facing consultants today.

## READER PROFILE

### Demographics:

- Aged between 25-60 years
- Approximately 70% male / 30% female
- White collar professionals
- Tertiary educated
- High income earners
- Job profiles range from graduate consultants through to CEO

## CONTACTS

### Editorial submissions:

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## MAGAZINE DISTRIBUTION



### Circulation

Distribution list: 3,500

### Distribution

Consulting Matters is distributed nationally to approximately 3,500 readers. Directly e-mailed to professional services consultants from graduate through to CEO level, it is also circulated to government agencies and consultants, property developers and construction companies. It is the mostly widely read, business-focussed magazine in its market.

## ADVERTISING RATES

(All prices include GST)

	Casual	Two editions (10% discount)	Four Editions (15% discount)
Inside back cover	\$3,932.50	\$7,079.60	\$13,370.50
Outside back cover	\$4,779.50	\$8,604.20	\$16,250.30
Full page	\$3,932.50	\$7,079.60	\$13,370.50
Half page	\$2,601.50	\$4,683.80	\$8,845.10
Third page	\$2,117.50	\$3,812.60	\$7,199.50
Quarter page	\$1,633.50	\$2,941.40	\$5,553.90
Strip/banner	\$1,210.00	\$2,178.00	\$4,114.00

Consult Australia members will receive a 10% discount on the above rates.

## BOOKING & MATERIALS DEADLINES AND FORWARD FEATURES

Edition	Theme	Materials Deadline	Publication Date
Autumn	Challenge Defining	1 Mar 2022	29 Mar 2022
Winter	Showcase	3 May 2022	7 Jun 2022
Spring	Rebuilding Capacity	2 Aug 2022	6 Sep 2022
Summer	Next Level Aspirations	1 Nov 2022	6 Dec 2022

### Advertising terms

All artwork should be sent to Consult Australia at [daniela@consultaustalia.com.au](mailto:daniela@consultaustalia.com.au)

## ARTWORK SPECIFICATIONS

### FULL PAGE

Printed size:  
225mm (w) x 290mm (h)

With bleed:  
231mm (w) x 296mm (h)

Type safe area:  
217mm (w) x 282mm (h)

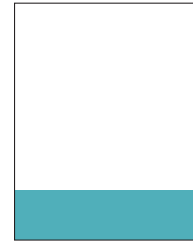


### QUARTER PAGE AD

Printed size:  
225mm(w) x 72.5mm (h)

With bleed:  
231mm(w) x 78.5mm (h)

Type safe area:  
217mm(w) x 67mm (h)

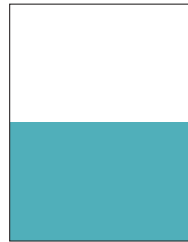


### HALF PAGE

Printed size:  
225mm (w) x 145mm (h)

With bleed:  
231mm (w) x 148mm (h)

Type safe area:  
217mm (w) x 140mm (h)

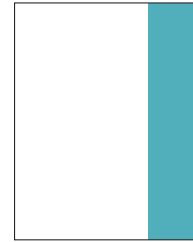


### STRIP (VERTICAL)

Printed size:  
72mm(w) x 290mm (h)

With bleed:  
78mm(w) x 296mm (h)

Type safe area:  
62mm(w) x 282mm (h)

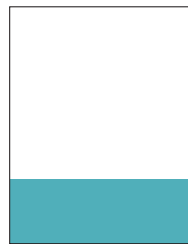


### THIRD PAGE AD

Printed size:  
225mm(w) x 97mm (h)

With bleed:  
231mm(w) x 103mm (h)

Type safe area:  
217mm(w) x 91mm (h)



## TERMS AND CONDITIONS

- 2.1 All advertising artwork should be sent direct to Consult Australia at [daniela@consultaaustralia.com.au](mailto:daniela@consultaaustralia.com.au) in high res PDF.
- 2.2 Please note that Consult Australia does not provide design services – logos and/or images must be supplied as a finished product.
- 2.3 All advertising fees will be invoiced and must be paid within 14 days of the publication date.
- 2.4 Consult Australia reserves the right to check the suitability of all content and advertisements supplied.
- 2.5 All advertisements and advertorial will be subject to editorial approval.
- 2.6 Consult Australia reserves the right to refuse advertising based on inappropriate content or subject matters contradictory to Consult Australia's strategy and objectives.
- 2.7 Cancellations made after the booking deadline cannot be accepted or refunded.
- 2.8 Advertising rates do not include agency commission. Accredited agents must add their commission to the advertising rate/s.

## ENHANCING YOUR SUBMISSION

Consulting Matters e-publication is highly enhanced by the use of imagery and photography alongside all articles. In order to enhance your submission, the inclusion of any images, photography, infographics, charts etc. is desirable, and will ensure your article is more visually appealing to readers.