

2016

*esperanto*

Media Kit

# About Us—

**Based at Monash Caulfield, Esperanto is a quarterly free magazine made for students, by students.**

Prying into all aspects of student life: drinking, sex, travel, buying stuff, study as well as deeper social issues, we aim to reflect the voice and interests of the average 18-24 year old in all their funny, frank, brutally honest and vulgar glory.

Thematic editions are released quarterly and are free to all students, often meaning that the magazine enjoys a high reader-per copy figure. This also means a whopping 100% pick up rate.

Esperanto also has a website that has been turned into a new, sleek, easy-to-use incarnation, that will enable students to keep up to date 24/7, as well as allow for multimedia content and advertisements.

At Monash Caulfield alone, the student population is over 20,000. This is the primary market, but distribution extends beyond campus grounds to surrounding cafes and businesses, as well as the larger Monash campus in Clayton.

We're on the hunt for relevant, interesting and even a little left-of-field advertisers to join us in:

- a\_ The most exciting, thrilling and perhaps arousing year of Esperanto yet.
- b\_ Beating other student magazines to a bloody pulp.

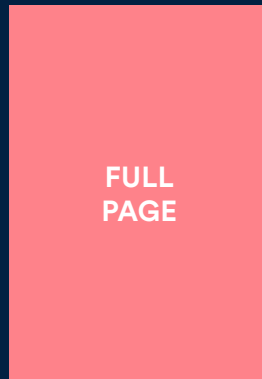
# Issues and Deadlines—

ISSUE N°	RELEASE DATE	ARTWORK DEADLINE
N° 1 Sex	11.04.16	17.03.16
N° 2 Melbourne	11.05.16	22.04.16
N° 3 Life Hacks	31.08.16	11.08.16
N° 4 Summer	05.10.16	20.09.16
N° 5 O-Week	TBA 2017	TBA 2017

# Rates and Discounts—

<b>Back Cover</b>	<b>\$650</b>	<b>Two or more editions</b>	<b>15%</b>
<b>Inside Front Cover</b>	<b>\$550</b>	<b>All four editions</b>	<b>20%</b>
<b>Double Page Spread</b>	<b>\$450</b>	<b>Monash University</b>	<b>15%</b>
<b>Full Page</b>	<b>\$350</b>	<b>Monash Clubs</b>	<b>15%</b>
<b>Half Page</b>	<b>\$200</b>		
<b>Web Advert</b>	<b>\$100</b>		

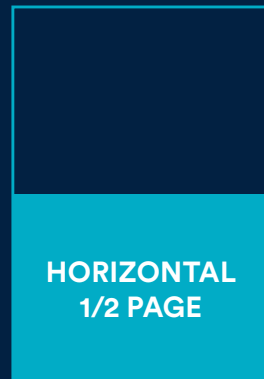
# Ad Specs



FULL  
PAGE

Trim: 260h x 180w  
Bleed: 270h x 190w

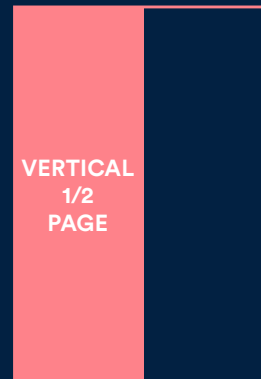
*(5mm bleed on  
each outside edge)*



HORIZONTAL  
1/2 PAGE

Trim: 140h x 180w  
Bleed: 145h x 190w

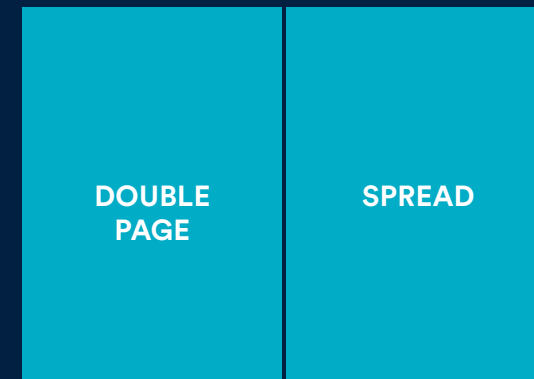
*(5mm bleed on  
each outside edge)*



VERTICAL  
1/2  
PAGE

Trim: 260h x 88.5w  
Bleed: 270h x 93.5w

*(5mm bleed on  
each outside edge)*



DOUBLE  
PAGE

SPREAD

Trim: 260h x 360w  
Bleed: 270h x 370w

*(5mm bleed on  
each outside edge)*

## ARTWORK

Artwork must be CMYK and must be at least 300 dpi. All stated measurements are in mm. Artwork needs to be sent to [mail@esperantomagazine.com](mailto:mail@esperantomagazine.com) in a pdf or hi-res jpeg format. There is 5mm of bleed on each outside edge of the artwork, so add an extra 5mm to the artwork margins. All artwork must be sent in using the 'bleed' dimensions.

# Say Hello–

**For general and  
marketing enquiries**

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