

Australian coin review

est. — 1964

Australia's #1 Numismatic Publication



Uniting Collectors For Over 60 Years

20 26 Media Kit

Advertisers

Australian coin review

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Tap into our large audience of keen collectors.



1000+
ACTIVE SUBSCRIBERS

We distribute 11 issues annually, with both physical and digital copies available to our army of subscribers across Australia.

49 **67%** **33%**

MEDIAN AGE

MALE READERS

FEMALE READERS



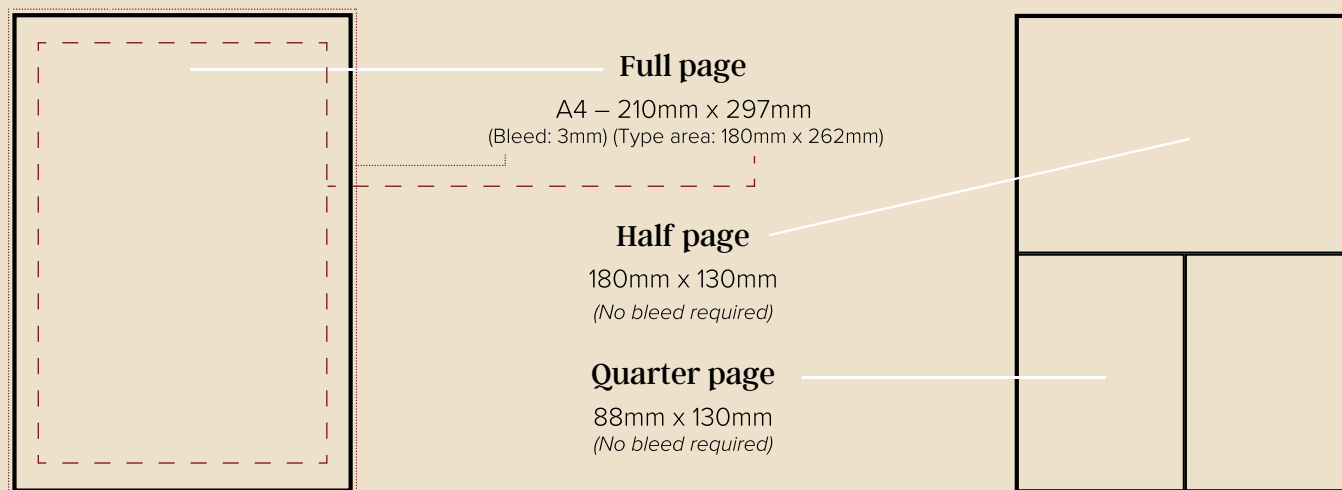
p +61 7 3128 1131 | a 31 Navigator Place, Hendra, Brisbane Qld 4011

e danielle@australiancoinreview.com.au | w australiancoinreview.com.au

Print Advertisements

Ad size	Dimensions	Price (inc GST)	Annual (11 issues)
Full page	210mm (w) x 297mm (h)	\$990	\$8,500
Half page	180mm (w) x 130mm (h)	\$550	\$4,500
Quarter page	88mm (w) x 130mm (h)	\$300	\$2,500

Ad design	Price (inc GST)
Complete ad design	\$600
Minor ad update	Free



- Artwork to be supplied by email as a high resolution PDF (preferred) or JPG format at 300dpi. Full page advertisement to be supplied with 3mm bleed but no crop marks. All fonts must be embedded (outlined) and photographs and illustrations must be converted to CMYK and should have a resolution of at least 300dpi. The publisher will also accept high resolution TIF (Tag Image File), PSD (Photoshop) or high resolution UNCOMPRESSED JPG files at 300dpi.
- Supply of advertising copy (text) can be supplied in the body of an email or as an attachment.
- ACR also offers an advertising design service on request (supply of specific imagery, high resolution logos etc is required. Contact for more information).

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Deadlines & Distribution

The complete magazine is handed over to the printers on the 5th of each month. Production takes place towards the end of month prior.

March Issue Example

- Advertising material due by 25th of January
- Production complete end of January
- Sent to the printers on the 5th of February

While we appreciate content as early as possible, we will accommodate later material where possible.

Delivery to subscribers is on the 1st of each month.

Issue	Advertising Deadline
Feb - Nov	25 th (two months prior)
Dec / Jan (<i>bumper issue</i>)	25 th of October



Become a contributor.

We are on the lookout for new content contributors in our beloved magazine. Whether you're a numismatist, hobbyist, or someone with a unique collecting story, we'd love to feature your voice!

What's In It For You?

- Get paid when your article features
- Get free advertising when you contribute regularly

Get in touch to talk about contributing today.

Digital Advertisements

Reach a highly engaged audience of Australian coin, banknote and collectable enthusiasts. Secure a premium position on the Australian Coin Review website, or combine multiple placements to maximise visibility throughout your campaign.

Placement	Position	Size	Format	Price (inc GST)
Leaderboard #1	Premium sitewide banner	728 × 90 px	GIF, JPG, PNG	\$600 / month
Leaderboard #2	Secondary homepage banner	728 × 90 px	GIF, JPG, PNG	\$200 / month
MREC #1	Premium homepage rectangle	300 × 250 px	GIF, JPG, PNG	\$400 / month
MREC #2	Secondary homepage rectangle	300 × 250 px	GIF, JPG, PNG	\$200 / month
eDM Solus	Direct email campaign	N/A	GIF, JPG, PNG	\$400 / email
eDM MREC	Mid-email placement	300 × 250 px	GIF, JPG, PNG	\$150 / email

Size references (not to scale)

Desktop

Leaderboard
728 × 90 px

Desktop Mobile eDM

MREC
300 × 250 px

eDM Solus

Get directly in front of our engaged subscriber base through a dedicated email campaign.

We can tailor the email and its content to your specifications. Images and copy must be provided.

Audience & Campaign Information

- Approx. 5,000 average monthly website users
- Interested in coins, banknotes, and collecting
- 800 eDM subscribers
- Approx. 50% average eDM open rate

Campaign packages and combined placements can be arranged at a discounted rate. Please direct all enquiries to Danielle, including questions about content, copy, creative requirements and booking dates.