

# FLORENCE

CONSTRUCTING A NEW PERSPECTIVE **MEDIA KIT 2023**



**Master  
Builders  
Association**  
New South Wales





## CONSTRUCTING A NEW PERSPECTIVE

## THE STATS & FACTS

In an industry staffed by as few women as construction, it is essential to give a voice and platform for the women that are building our world. Florence is a platform for women of the industry to be heard, get industry information and most importantly share their stories to inspire the next generation of women in construction.

Florence focuses on the real stories of the real women of construction so it seems only natural that the magazine be named after Florence Taylor Australia's first qualified female architect and the first woman to train as an engineer.

**14,000+**  
**Digital**  
**Views**

**1,500** printed copies are distributed by Master Builders Association of New South Wales to influential members of the community, members of the construction industry and at Florence and Master Builder's events.

The digital edition of Florence regularly draws in more than **14,000 viewers**. With just 2 editions being released each year Florence also enjoys a long **6 month shelf life**.

Florence magazine is digitally promoted all year across News Corps digital arm — News Xtend. Using programmatic display and social media targeting placing Florence in front of ideal readers. The digital campaign has delivered over **900,000 impressions** and more than **10,000 unique site visitors** to the [Florence](#) website which contains not only a digital version of the magazine to read but also resources for training and employment for women looking to get into construction.

**10,000+**  
**Unique Site**  
**Visitors**

Florence hosts **2 luncheons** a year with over **350** influential members of the community attending. The events coincide with the release of each edition of Florence.

Florence is a sponsor of the Master Builder tv show which has brought in over **300,000 views** with more coming in via catch up tv every day.



	Position	1 edition	2 editions (per edition)
Premium	Double page spread^ (2&3) & (4&5)	\$6,700 +GST	\$5,700 +GST
	Full page^ (Inside back cover or Back Cover)	\$4,300 +GST	\$3,700 +GST
Standard	Double page spread^	\$6,100 +GST	\$5,100 +GST
	Full page^	\$3,900 +GST	\$3,300 +GST
	Half page	\$2,300 +GST	\$1,900 +GST
	Medium Strip	\$1,200 +GST	\$1,000 +GST

**CUSTOM POSITIONS:** Guaranteed right hand positioning or requested positions incur a 10% loading on the standard rates

**PREMIUM POSITIONS:** Please check with your account manager as all premium positions are limited and subject to availability.

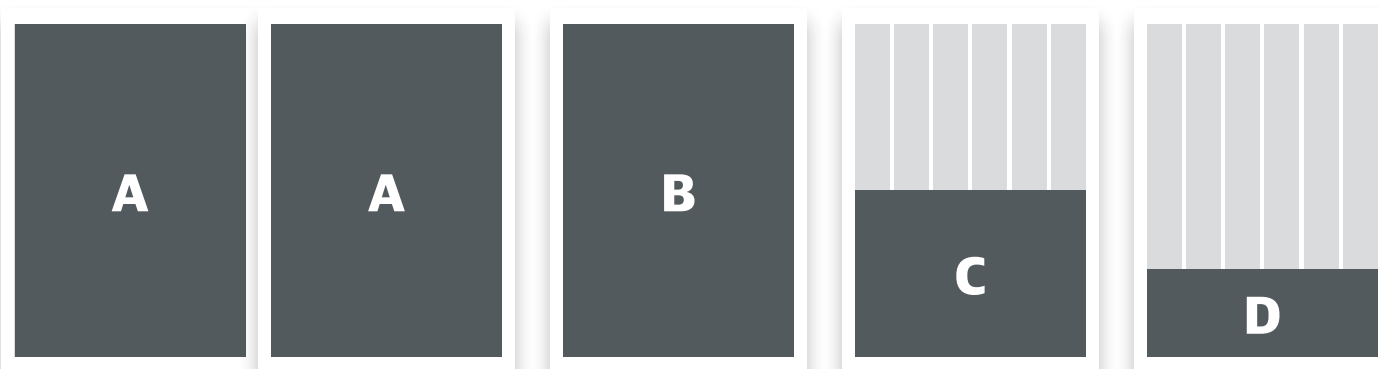
**ADVERTORIAL:** Advertorial is strictly limited and subject to availability, please check with your account manager. Advertorial is charged at the same rate as standard positions. If you purchase an advertorial and advertisement it will be charged at the total space rate (Advertisement must be half page or larger).

^Includes a \$500 newsconnect campaign to promote your business digitally

Deadlines	Edition 1	Edition 2
Bookings close	Friday, 10th March 2023	Friday, 14th July 2023
Complete artwork	Friday, 17th March 2023	Friday, 21st July 2023
Published	Friday, 28th April 2023	Friday, 1st September 2023



# MATERIAL SPECIFICATIONS



AD SIZE NAME	TYPE HEIGHT MM	TYPE WIDTH MM	TRIM HEIGHT MM	TRIM WIDTH MM	BLEED HEIGHT MM	BLEED WIDTH MM
A M12X12 (DOUBLE PAGE SPREAD)	272	398	297	420	307	430
B M12X6 (FULL PAGE)	272	188	297	210	307	220
C M6X6 (HALF PAGE HORIZONTAL)	134	188				
D M3X6 (MEDIUM STRIP)	65	188				

## PDF'S

Supplied material must be Press Ready, PDF version 1.4 All PDFs must be CMYK, supplied to the correct dimensions, no printers marks. All files must be supplied before deadline. Alterations will not be made to supplied PDFs. Replacement material must be supplied.

## Photoshop setup - CMYK

- Resolution - 300dpi
- Ink Weight - 290%
- Separation Type - UCR
- Black Ink Limit - 90% (recommended)
- Dot Gain - 20%
- Highlight set at a minimum of 3%

## Fonts

All fonts must be embedded. 10pt minimum reverse type, sans serif. Colour type 10pt minimum.

## Spreads

Leave 5mm text free either side of centre.

## Bleed setup

Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area to ensure that they don't get cut off when the page is trimmed or advertisement is sitting under editorial.

## Live Type Margins

left - 11mm      top -12.5mm  
right - 11mm      bottom - 12.5mm

## Bleed

left - 5mm      top - 5mm  
right - 5mm      bottom - 5mm

Please Note: Any Bleed ad that is not full width or full height, ad will cut off at Live Type area where it meets up against Editorial.

\*NOTE: Please check your booking information to confirm if bleed is required. If you have any questions contact your News Corp Australia representative.

## FOR ADVERTISING ENQUIRIES:

**Julie Marshall**

Media Sales Consultant  
07 4690 9349  
julie.marshall@news.com.au