



**MASTER
PAINTERS
AUSTRALIA**

WA Association

DIVISION OF MPA GROUP



Media Kit 2012

Brush Strokes Magazine

The Painting Magazine of Western Australia

Brush Strokes Magazine is Western Australia's highest circulating painting publication for painters with a combined distribution of in excess of 6,000+.

Brush Strokes Magazine is a dedicated painting publication that contains articles of high interest to painting contractors and other key industry professionals.

What can the Brush Strokes Magazine offer?

Brush Strokes Magazine presents an issue-by-issue focus on workplace issues and educational opportunities, for painting contractors and other building and construction industry professionals.

It presents current information relevant to the practice of painting in Western Australia with an emphasis on what is new and changing e.g., painters registration, work-related regulations, occupational health and safety, environmental, training and career progression as well as work life balance.

Combined distribution: 6,000+

Unduplicated circulation: 3,200

Frequency: Tri-monthly



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Distribution and Demographics

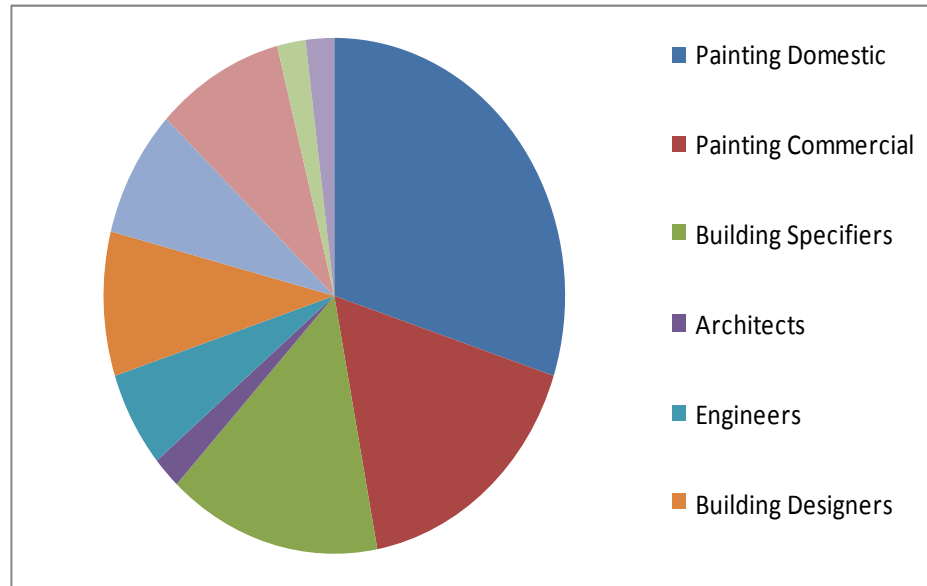
Classification. Discipline

Classification

- General
- Environmental
- Education & Training
- Advocacy and Lobbying
- Business
- Occupational Health and Safety
- Personal Health
- Apprenticeships

Discipline

- Painting Domestic
- Painting Commercial
- Building Specifiers
- Architects
- Engineers
- Building Designers
- Government Departments
- Industry Merchants
- Industry Suppliers
- Other



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Premium Display Advertising Rates

Shape	Dimensions	Rate per issue	
Full Page	297 x 210 mm	\$ 900.00	
½ Page	255 x 88 mm	\$ 600.00	
½ Page	123 x 190 mm	\$ 600.00	
1/3 Page	255 x 60 mm	\$ 500.00	
1/3 page	85 x 190 mm	\$ 500.00	
1/3 page	174 x 93 mm	\$ 500.00	
¼ Page	127 x 93 mm	\$ 400.00	
¼ Page	59 x 190 mm	\$ 400.00	
¼ Page	74 x 210 mm	\$ 400.00	Banner

4 mm Bleed

Inside Front Cover	\$1000.00
Inside Back Cover	\$1000.00
Back Cover	\$1100.00
Inserts per single A4 Sheet	\$1200.00
Creation of 1/4 page Advert	\$ 275.00
Creation of 1/2 page Advert	\$ 330.00
Creation of 1/3 page Advert	\$ 300.00

Full Page Half Page Horizontal Half Page Vertical Third Page Horizontal Third Page Vertical Quarter Page Vertical Quarter Page Quarter Page Banner



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Issue Dates

Issue Number	Publication Date	Material Deadline
1	01 March	01 February
2	01 June	01 May
3	01 September	01 August
4	01 December	15 October

Requirements

Specifications

Please supply all material in any of the following formats:

- High Resolution PDF (Font embedded and all CMYK)
- Page Maker
- Illustrator / Freehand (Font converted to path)
- EPS
- Tiff

To ensure the best possible reproduction of your advertisement, please supply a final colour proof.

Delivery

Files can be emailed to: Attention Sarah Forrest, sarahf@mpawa.asn.au.

Advertising Standards

All advertisements submitted to Brush Strokes Magazine are subject to editorial approval and must meet general conditions. Advertisers are responsible for ensuring advertisements comply with Commonwealth and State Law. Publication of any advertising material is ultimately at the discretion of the Editor.

Cancellations

No cancellations will be accepted after the material deadline.

Contacts

Advertising & Content
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E-News & Website Bookings

Petra Wouters—E-News/Website Coordinator
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Email: petraw@mpawa.asn.au
Mail: PO Box 5216 East Victoria Park WA 6981



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Advertising Agreement

	Issue Number	Ad Size	Publication Date	Material Deadline	Cost	Discounted cost if applicable
<input type="checkbox"/>	1	_____	01 March	01 February	\$_____	\$_____
<input type="checkbox"/>	2	_____	01 June	01 May	\$_____	\$_____
<input type="checkbox"/>	3	_____	03 September	01 August	\$_____	\$_____
<input type="checkbox"/>	4	_____	01 December	15 October	\$_____	\$_____

Business Name _____

Contact Name _____

Position _____

Address _____

Phone _____

Fax _____

Email _____

Material Instructions (Shape, size, issue frequency, inserts etc) _____

Total Cost (Exclusive of GST) _____

I am authorised to sign this document on behalf of the company _____

Signature _____

E-Newsletter

Monthly E-Newsletter to Members and Industry Contacts



Advertising Agreement

Issue Number	Publication Date	Material Deadline	Cost \$ 100 per month	Issue Number	Publication Date	Material Deadline	Cost \$ 100 per month		
<input type="checkbox"/>	1	1 January	24 December	\$ _____	<input type="checkbox"/>	7	1 July	24 June	\$ _____
<input type="checkbox"/>	2	1 February	24 January	\$ _____	<input type="checkbox"/>	8	1 August	24 July	\$ _____
<input type="checkbox"/>	3	1 March	24 February	\$ _____	<input type="checkbox"/>	9	1 September	24 August	\$ _____
<input type="checkbox"/>	4	1 April	24 March	\$ _____	<input type="checkbox"/>	10	1 October	24 September	\$ _____
<input type="checkbox"/>	5	1 May	24 April	\$ _____	<input type="checkbox"/>	11	1 November	24 October	\$ _____
<input type="checkbox"/>	6	1 June	24 May	\$ _____	<input type="checkbox"/>	12	1 December	24 November	\$ _____

Business Name _____

Contact Name _____

Position _____

Address _____

Phone _____ Fax _____

Email _____

Material Instructions (Shape, size, issue frequency, inserts etc) _____

Total Cost (Exclusive of GST) _____

I am authorised to sign this document on behalf of the company _____

Signature _____

Advertising Agreement

Monthly special

Members only \$ 100 per month

Consumer & Member \$ 100 per month

Monthly Special

Members only \$ 100 per month

Consumer & Member \$ 100 per month

<input type="checkbox"/> January	\$ _____	\$ _____	<input type="checkbox"/> July	\$ _____	\$ _____
<input type="checkbox"/> February	\$ _____	\$ _____	<input type="checkbox"/> August	\$ _____	\$ _____
<input type="checkbox"/> March	\$ _____	\$ _____	<input type="checkbox"/> September	\$ _____	\$ _____
<input type="checkbox"/> April	\$ _____	\$ _____	<input type="checkbox"/> October	\$ _____	\$ _____
<input type="checkbox"/> May	\$ _____	\$ _____	<input type="checkbox"/> November	\$ _____	\$ _____
<input type="checkbox"/> June	\$ _____	\$ _____	<input type="checkbox"/> December	\$ _____	\$ _____

Benefit Promotion

12 Months \$ 1000 6 Months \$ 500 Monthly \$ 100

Business Name _____

Contact Name _____ Position _____

Address _____

Phone _____ Fax _____ Email _____

Material Instructions (Shape, size, issue frequency, inserts etc) _____

Total Cost (Exclusive of GST) _____

I am authorised to sign this document on behalf of the company _____

Signature _____