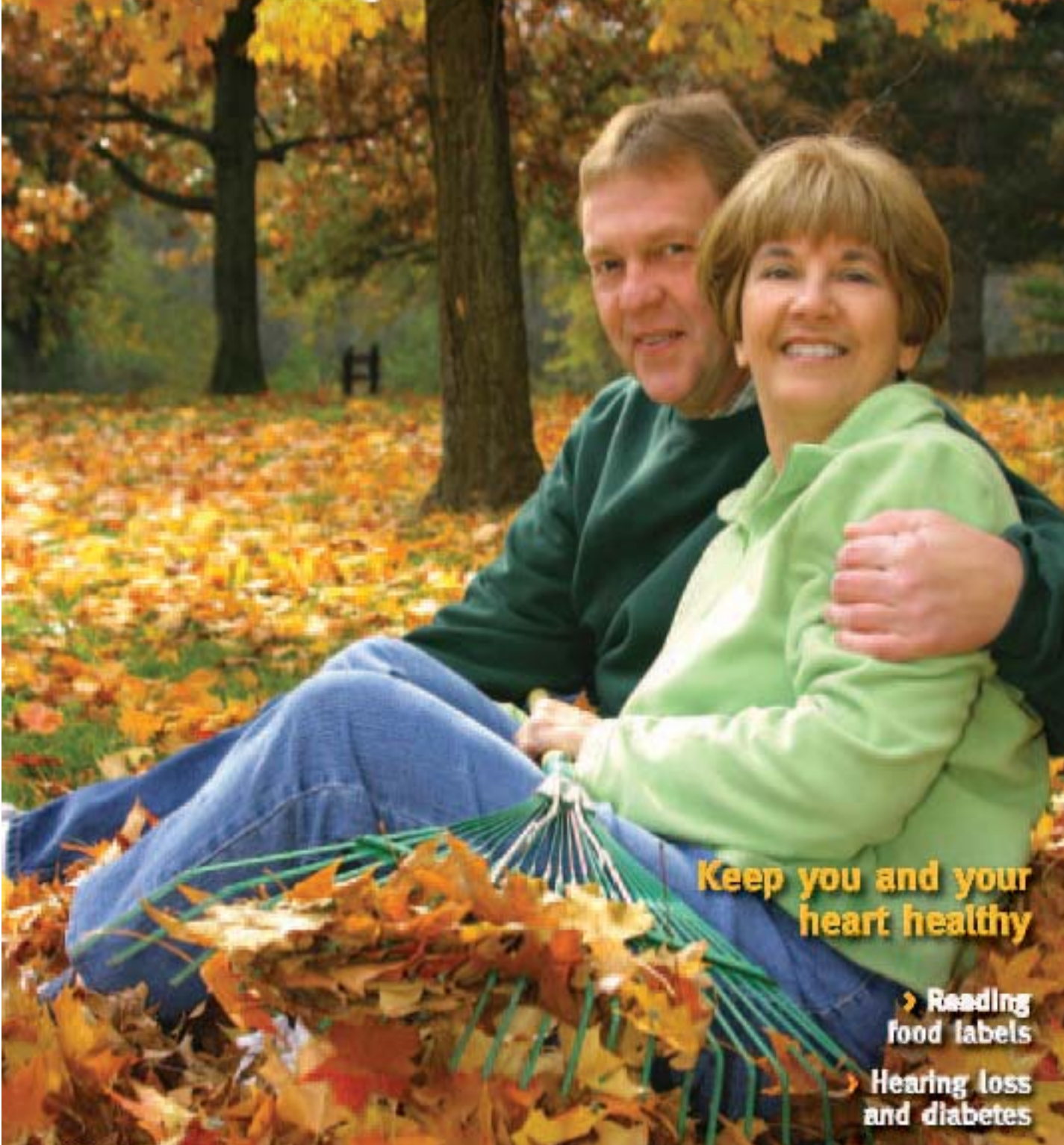


The official magazine of Diabetes Australia Autumn 2009 (March-May) \$6.25

CONQUEST



Keep you and your heart healthy

- › Reading food labels
- › Hearing loss and diabetes



CONQUEST Advertising Rate Card 2008/09



Conquest - the official magazine of Diabetes Australia

Conquest is the national magazine of Diabetes Australia and has been published for over 50 years. *Conquest* is published by Diabetes Australia and distributed nationally to more than 190,000 readers with an overall readership estimated at over 300,000. More than 50% of readers read *Conquest* more than once, and more than 70% of readers keep their issue or pass it on to someone else. It is the only publication of its kind in Australia, designed specifically to meet the needs of people with diabetes.

Publication Information - Circulation Audit Bureau, March 2008: 190,738

Conquest is highly regarded and well-read by people living with diabetes. Editorial topics include diabetes research, diabetes management, medication matters, diet and nutrition, exercise and life style, questions and answers, news and product information, letters to the editor, diabetes profiles and much more. In 2007 *Conquest* undertook a national reader survey. It was found that 70% of readers reported having type 2 diabetes and 28%, type 1 diabetes. The majority of respondents having lived with diabetes for between 2 and 21 years. Readers found *Conquest* useful in understanding other people's experiences with their diabetes and for tips on how to better manage their condition.

- 90% think *Conquest* is a high quality magazine
- 92% agree the articles are a good length.
- 86% agree with the amount of advertising.
- Advertising is highly valued by *Conquest* readers, with more than 80% finding advertising useful.

Advertisers in *Conquest* reach a huge audience, not only people with diabetes, but also their families and those interested in the welfare and health of people with diabetes, including diabetes educators.

Diabetes Australia

Diabetes Australia is the national body representing a federation of 12 consumer, health professional and research organisations. Diabetes Australia is a not-for-profit organisation that relies on support from the community and the Australian Government.

As Australia's national peak body for diabetes, Diabetes Australia:

- lobbies and advocates
- provides support to people with diabetes
- forges national partnerships
- raises awareness of diabetes
- supports research into a cure for diabetes
- provides information resources online.

Diabetes Australia is committed to turning diabetes around through awareness, prevention, detection, management and a cure.



Advertising material information

Advertising sizes	width x depth (mm)
Full page with bleed	215 X 285
Full page image area	181 X 243
Half page horizontal	181 X 119
Half page vertical	88 X 243
Quarter page	88 X 119
Eighth page	88 X 57

Artwork instructions

Artwork Film will not be accepted. Please provide electronic artwork with a colour printout of the advertisement. Print optimised PDFs with embedded fonts are preferred. Screen ruling: 150 lines / inch.

Advertising approval process

A lo-res PDF of all new advertising artwork must be sent to the Managing Editor for approval by the publisher before a confirmation of placement is granted. Forward this artwork to conquest@diabetesaustralia.com.au by the dates indicated below.

Delivery instructions

Advertising artwork must be supplied electronically, with all printer and screen fonts, graphics and placed items included. Email advertising artwork less than 10Mb or send file transfer details to conquest@diabetesaustralia.com.au, or on CD to: The Managing Editor, Conquest, GPO Box 3156, Canberra ACT 2601 or Level 2, 103-105 Northbourne Avenue, Turner ACT 2612.

Advertising rates - Effective from 1 January 2008 until further notice. Rates include 10% GST but do not include agency commission.

Size	Casual	x 2	x 4	x 6	x 8	X 10
Full page	\$7750.00	\$7650.00	\$7500.00	\$7400.00	\$7300.00	\$7200.00
Half page	\$4800.00	\$4700.00	\$4600.00	\$4500.00	\$4200.00	\$4100.00
Quarter page	\$2500.00	\$2400.00	\$2375.00	\$2325.00	\$2275.00	\$2250.00
Eighth page	\$775.00	\$760.00	\$750.00	\$740.00	\$730.00	\$720.00

Preferred positions

Inside front cover	\$8500.00
Inside back cover	\$8000.00
Outside back cover	\$9500.00
Loose inserts	\$90.00 per thousand over complete print run.

Publication dates and deadlines - 2009

Issue	Booking	New ads for approval by	Final artwork due	Cancellation date	Distribution
Autumn (Mar-May 09)	07/01/09	14/01/09	4/02/09	11/02/09	From 6 Mar
Winter (June-Aug 09)	08/04/09	15/04/09	29/04/09	6/05/08	From 29 May
Spring (Sep-Nov 09)	08/07/09	15/07/09	5/08/09	12/08/09	From 4 Sep
Summer (Dec-Feb 10)	07/10/09	14/10/09	3/11/09	10/11/09	From 4 Dec

Editorial enquiries

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