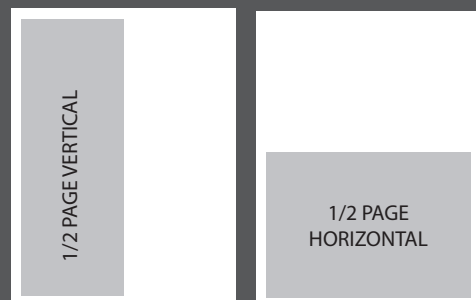
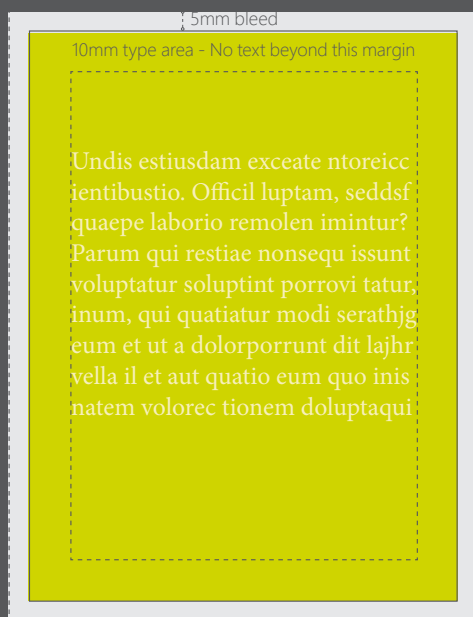


2025 ADVERTISING RATES

Appita is the leading not-for-profit industry association supporting the advancement of the Australian and New Zealand pulp, paper, packaging and bioproducts industries.



Appita reserves the right to refuse any advertisement which is deemed unsuitable for inclusion in the Appita magazine.

For advertising contact:

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jenny@appita.com
www.appita.com

Appita magazine

1. MAGAZINE RATES (Australian dollars excl gst)

Prices are per Advert	Once	2 Issues	3 Issues	4 Issues
Full Page	2280	2223	2166	2052
Half Page	1980	1931	1881	1782
Half Page Vertical (Editorial)	1650			
Inside Front Cover	2560	2496	2432	2304
Inside Back Cover	2560	2496	2432	2304
Outside Back Cover	2680	2613	2546	2412
Advertorial - Half Page	800			
Advertorial - Full Page	1500			
Advertorial - 2 Page	3000			

Appita Members: 20% discount applies. Agency: 10% discount applies.

2. ADVERTISING DESIGN SPECIFICATIONS

Inside (width x height in mm)	
Full page	210 x 297
Half page	210 x 148
Half page vertical (Editorial)	105 x 297
Cover	210 x 297

3. CONTENT & ADVERTISING DEADLINES

2023 Issues 1 - 4	Content/Advert Deadline	Distribution Date
January-March 2025	12 Feb 2025	4 Apr 2025
April-June 2025	14 May 2025	4 July 2025
July-September 2025	14 Aug 2025	2 Oct 2025
October-December 2025	12 Nov 2025	18 Dec 2025

4. TECHNICAL SPECIFICATIONS

- All advertisements must have a type area of 10mm in from edge.
- Digital artwork supplied at 300dpi.
- Files supplied as high res PDF or JPEG (minimum 5 KB).
- Files set to CMYK, black & white artwork set to grayscale or bitmap.
- All screen and printer fonts and linked images must be supplied if not embedded in the file.
- Advertisements may be scaled proportionately to fit and/or suit a page layout, therefore, font size should not be smaller than 7pt.
- Advertisements may bleed to the edge of page or be cropped accordingly.