



Photo: Practical Ecology

Park Watch magazine - information & ad rates

Park Watch is the quarterly membership magazine of the Victorian National Parks Association (VNPA).

It is a 32 page full colour magazine with a readership of 3000 members and subscribers.

Content includes articles written by experts in the field on current issues affecting national parks and biodiversity in Victoria.

Why advertise with us?

In addition to VNPA members, ***Park Watch*** is received by many institutions, public libraries, schools, government agencies and politicians.

Our readership is made up of people who enjoy the great outdoors and have an interest in conservation and environmentally sustainable products.

This makes ***Park Watch*** an ideal vehicle through which to reach your target market and promote nature-related businesses and products.

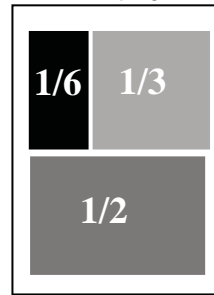


Advertising Rates (prices include GST)

Size (mm)	Black & White	Colour
Outside back cover (A4)		\$858
Inside front cover (A4)		\$792
Inside back cover (A4)		\$748
Full page (A4)	\$440	\$528
1/2 page (122 X 180)	\$267	\$320
1/3 page (119 X 119)	\$158	\$189
1/6 page (122 X 57)	\$116	\$139

Save 10% on adverts placed in four consecutive issues (12months).

Full payment in advance please.



Inserts	
1 page	\$528
2 pages	\$594
3 pages	\$682
4 pages	\$880

Booking Deadlines

March issue -	22 Jan	June issue -	27 April
September issue -	23 July	December issue -	24 Oct

Booking Form

Please complete the form below and return to Victorian National Parks Association by:

email: vnpa@vnpa.org.au fax: 03 9347 5199

or post to: Victorian National Parks Association, Level 3, 60 Leicester St, Carlton VIC 3053

I would like to place an advertisement in **Park Watch** magazine.

Ad size & position _____ Colour/Black & White _____

Insert (no. of pages) _____

Issues _____ Total cost _____

Company _____

Address _____

Contact name _____ Telephone _____

Fax _____ Email _____

Signature _____ Date _____

Advertising Conditions:

All advertisements should be compatible with VNPA policies, and must not be detrimental or contradictory to the aims of the VNPA. Park Watch welcomes the support of its advertisers. Publication of an advertisement does not imply endorsement by the VNPA Inc. of the advertised product or service. The VNPA reserves the right to refuse any advertisement at any time.

Bookings are only valid when the signed form has been received by VNPA. All advertisements are subject to the approval of the publishers. The publisher will not be held liable for design or associated costs of adverts that are not approved. No cancellations or space changes can be accepted after the booking deadline, as specified above, and any advertising booked will be charged at the full rate. If advertising material is not received by, or changes are made to the copy after, the copy deadline, the publishers reserve the right to insert copy previously used or copy submitted prior to the copy deadline. Price does not include agency commission unless indicated. Terms of payment are strictly net 30 days of invoice date. Late payment may incur surcharge.