



# RABELAIS

## Introducing Rabelais - La Trobe's student magazine

Since 1967, Rabelais has been the only student publication at La Trobe University. Rabelais is distributed for free and circulated throughout La Trobe's 6 campuses, reaching 35,000 students in Victoria. With twenty distribution points across the Bundoora campus alone, Rabelais magazine offers direct and quality consumer contact for your brand.

The students of La Trobe create Rabelais autonomously; this helps to promote audience driven content and a sense of student ownership. The vibrant published material is relevant and exciting to a student population with diverse views and backgrounds.

In addition to the printed magazines (1500 copies per edition with 8 editions across 2 semesters), Rabelais maintains an active web presence and provides its audience with an online magazine version - thereby greatly increasing the readership!

## Key statistics

- Direct access to a student population of approximately 26,000 including undergraduate, postgraduate, local and international student cohorts.
- Average readership between 18 and 25 years old allows advertisements to target active student consumers.
- Rabelais is the only student magazine to service six campuses across the Victoria. This allows Rabelais access to the youth market in the city, suburbs and rural Victoria.
- Published online via the La Trobe Student Union (LTSU) website - 123,000 visits in 2015, with over 65,000 users.
- Magazine advertised through the LTSU's social media and e-bulletin - 14,000+ subscribers.
- E-Advertising packages, including on the LTSU website and the LTSU's e-bulletin are available!

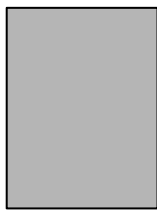
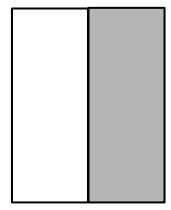
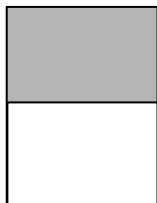
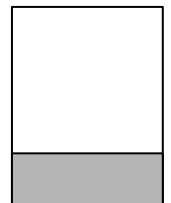
## 2017 Publishing Deadlines

Edition	Booking Deadline	Artwork Deadline	Release Date
0 week guide (small)	23 January	4 February	20 February
Issue One	6 February	10 February	27 February
Issue Two	27 February	6 March	20 March
Issue three	20 March	27 March	24 April
Issue Four	10 April	17 April	29 May
Issue Five	12 June	19 June	17 July
Issue Six	3 July	10 July	14 August
Issue Seven	7 August	14 August	11 September
Issue Eight	4 September	11 September	2 October

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## Advertising Specs

All artwork must be in PDF format and HI-RES (300dpi or higher). All advertisements will be printed in colour and all colour advertisements must be printed in CMYK format. Please note that all sizes are typed height x width.

	<p>Option One: Full Page Type size – 260mm x 180mm With Bleed – 263mm x 183mm</p>	
	<p>Option Two: Half Page - Horizontal Type size – 130mm x 180mm With Bleed – 133mm x 183mm</p>	

## Print Advertising Rates

Back cover - \$1300 + gst

Inside front or back cover - \$1000 + gst

Full page - \$880 + gst

Half page - \$440 + gst

Quarter page - \$220 + gst

## Print + e-Advertising Packages:

Back cover & (2 week web homepage slider or 1 x e-Bulletin item) package - \$1500 + gst

Inside front or back cover & (2 week web homepage slider or 1 x e-Bulletin item) package - \$1220 + gst

Full page & (2 week web homepage slider or 1 x e-Bulletin item) package - \$1100 + gst

Half page & 1 x e-Bulletin item package - \$660 + gst

Quarter page & 1 x e-Bulletin item package - \$550 + gst

[For more on campus advertising options please view our partnership opportunities guide!](#)



# RABELAIS

Business Name:	
Contact name:	
Position:	
Phone number:	
Email:	
Postal Address:	
ABN:	
Details of Ad Booking/Package:	

### *Terms and Conditions*

*Rabelais reserves the right to exclude or request amendments to any advertisement that does not satisfy our specifications and policies above.*

*Advertisement placement will be entirely at the discretion of the editors, who will endeavour to uphold all specific placement requests in accordance to standard placement priorities. Rabelais assumes no responsibility for typographical errors, omissions or other mistakes beyond our control. LTSU reserves the right not to publish any content that may contravene the LTSU Constitution. All cancellations must be in writing and will be charged 50% of the advertisement rate if received after the artwork deadline.*

### **Agreement**

Print name.....

Signature .....

Date..... Total amount due.....

### **Please contact for bookings:**

Danielle Mengel – Operations Supervisor, La Trobe Student Union

P: (03) 9479 2613

E: [d.mengel@latrobe.edu.au](mailto:d.mengel@latrobe.edu.au)

W: [www.latrobesu.org.au](http://www.latrobesu.org.au)

### **Please contact for artwork queries:**

Rabelais Editors - E: [LTSU\\_Rabelais@latrobe.edu.au](mailto:LTSU_Rabelais@latrobe.edu.au)