

# RABELAIS

This is *Rabelais*, the official student magazine of the La Trobe Student Union.

Since its inception in 1967, *Rabelais* has been the only publication at La Trobe University to be created by and for students. The publication is a non for profit, distributed free of charge and circulated across all six of La Trobe University's campuses reaching over 36,000 students across the state of Victoria. The publication includes domestic, international, postgraduate and undergraduate students, as well as over 3,000 staff members.

With 20 distribution points across the Melbourne campus alone, *Rabelais* offers quality content and direct student contact for your brand. The vibrant publication led by students promotes audience driven content that is relevant and exciting to a broad range of university students and staff with diverse backgrounds and views. In addition to the six full editions being published in 2019, the magazine also maintains an active online presence and provides its audience with online versions of the magazine, greatly increasing the readership and reach of the publication.

## Key Statistics:

- Direct access to a student population of approximately 36,000 students across Victoria, ranging from undergraduate, postgraduate, international and domestic students.
- Average readership is between 18 and 25 years old, allowing advertisements to target an audience of young and active consumers.
- Rabelais is the only Victorian student publication that has a reach across all of Victoria, serving campuses in Bendigo, Shepparton, Albury-Wodonga, Mildura, Melbourne (Bundoora), and the CBD. This will give advertisers a large youth market across the city, suburbs and regional areas of Victoria.
- The magazine is also published in an online digital format via the [LTSU Website](#) and [Facebook page](#) – with over 123,000 visits in 2015, and over 65,000 unique users.
- The [Rabelais website](#) 690 unique visitors per month in 2019 so far.
- Northland Shopping Centre is only 2km away from the main Bundoora campus, allowing for the 22,000 students on campus to have easy access to many recognizable brands and franchises in the area.
- We offer several marketing packages, which allow advertisements on our LTSU website and e-bulletin, which has over 14,000 unique subscribers.

## Edition Date Timetable

Edition (theme)	Deadline	Release date
Four (Urban)	July 22 <sup>nd</sup>	July 29 <sup>th</sup>
Five (Power)	Late August*	early September*
Six (Success)	Late September*	early October*

\*Release dates are subject to variance due to external printing. The closer we are to an edition, the more certain we understand the release dates.

## Advertising Specifications

All artwork must be in a 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 our magazine publication is 170 x 245 mm.

We offer a range of advertising options including back cover, inside front cover, inside back cover and pages throughout the edition. We also offer online advertising banners on [our website](#) that, in 2019, has averaged 690 unique visitors per month. We have a static banner on the homepage as well as at the top of each article.

## Advertising Rates:

Back Cover – \$500

Inside Front Cover - \$500

Inside Back Cover – \$500

Full Page (throughout magazine) – \$500\*

Half Page – \$250

Quarter Page – \$125

Online banner – negotiable time and price

GST included in all prices.

\*If you wish to purchase the back cover or one of the inside-covers and they are unavailable, we can offer a full page throughout the magazine at a discounted price.

<b>Business name:</b>	
<b>Contact name:</b>	
<b>Position:</b>	
<b>Phone number:</b>	
<b>Email:</b>	
<b>Postal address:</b>	
<b>ABN:</b>	
<b>Details of advert/ what are you purchasing:</b>	

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

*Advertising 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.*

*The 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:

Date:

Total Amount Due:

Signature:

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

LTSU Operations Supervisor, La Trobe Student Union

P: (03) 9479 2613

E: [ltsu.ops@latrobe.edu.au](mailto:ltsu.ops@latrobe.edu.au)

### **For artwork enquiries, please contact:**

Rabelais Editors: [ltsu\\_rabelais@latrobe.edu.au](mailto:ltsu_rabelais@latrobe.edu.au)