



**CAMPUS**  
REVIEW

**2020**  
MEDIA KIT

## VIEW DEMOGRAPHICS AND DISTRIBUTION

## MAGAZINE DEADLINE DATES

## AD DIMENSIONS AND SPECIFICATIONS GUIDE

## THE LARGEST REACH IN HIGHER EDUCATION

Published since 1991, *Campus Review* is Australia's leading independent tertiary education print and digital content provider. Our widely respected journalists engage an audience of more than 284,000 people every month, delivering over 50,000 leads a year in an industry worth about \$84 billion per annum. We are widely read by VCs, academia, researchers, professors, technical staff, heads of faculties and support staff. IBIS reports: "Through 2017–18, the education sector's revenue is forecast to expand by 3.5% per annum, to a total of \$121 billion."

## CREATIVE ADVERTISING

Use the latest in print and online technology to help your ad stand out as soon as someone picks up a magazine or sees your ad on the website or e-newsletter.

If you're looking to create better connections or generate immediate leads in higher education, contact us today.

## APN Educational Media

facilitates more connections between professionals in education and health-care markets than anyone else. These connections help generate a more informed community, capable of learning and developing at a faster rate for the benefit of students and patients throughout Australia. Our influence and reach help suppliers of products and solutions generate more leads than anyone else through our access to exclusive subscription media audiences.

We also manage the complete strategy and delivery of turnkey content marketing solutions for companies intent on dominating social media and traditional channels as preeminent thought leaders.

Hundreds of customers, from SMEs to multinationals, trust us to help them connect and engage in education and healthcare. They do so because we care as much about our clients' business as they do.





**284,784**

AUDIENCE REACH PER MONTH

**46,466**

MONTHLY SITE USERS

**79,609**

MONTHLY PAGE VIEWS

**2,808**

PRINT AND EMAGS

**125,934** WEEKLY EDMs

**104,940** WEEKLY E-NEWS

**5,557**

FOLLOWERS ON SOCIAL  
MEDIA

**1,887**

MONTHLY PODCAST LISTENS

*\*Source: average numbers between April to June 2020. These numbers are a best indication and can be subject to fluctuation.*

### AUDIENCE

**90%** University  
**2%** TAFE  
**2%** Private Provider  
**2%** Government  
**4%** Other

### ROLE

**22%** Lecturers & Senior Lecturers  
**19%** Professional Staff (HR, Marketing, etc.)  
**17%** IT Staff  
**14%** Administration  
**11%** Researchers  
**12%** Professors (all levels)  
**5%** Others

### EXPERIENCE

**56%** 10+ years  
**23%** 5-9 years  
**12%** 3-4 years  
**6%** 1-2 years  
**3%** <1 year

## DISPLAY ADVERTISING

Premium Full Page  
210 mm (w) x 297(h)  
+ 5 mm bleed **\$4,383**

Full Page  
210 mm (w) x 297(h)  
+ 5 mm bleed **\$3,765**

1/2 Page  
185 mm (w) x 133(h) **\$2,093**

1/3 Page  
185 mm (w) x 90(h) **\$1,396**

1/4 Page  
Horizontal  
185 mm (w) x 64(h) **\$1,129**

1/4 Page  
Vertical  
90 mm (w) x 133(h) **\$1,046**

2-Page Spread  
420 mm (w) x 297(h)  
+ 5 mm bleed **\$7,528**

All files to be sent at a high resolution (300dpi)  
PDF file in CMYK with full page crop marks  
via email to [ads@apned.com.au](mailto:ads@apned.com.au) or via Quickcut

Call 02 9936 8710

All prices include GST

## ADVERTORIAL ADVERTISING

Full Page  
600-800 words  
+ 1 image + 1 logo **\$4,894**

Double Page  
1800-2200 words  
+ 1 image + 1 logo **\$8,095**

Contact [ads@apned.com.au](mailto:ads@apned.com.au) for our  
full advertorial specifications

## AD CREATION

Advertising artwork  
service for print and  
online advertising. **\$400**

We include: Artwork for layout option  
and 2 rounds of author corrections.

### You provide:

- (1) Finalised text in a Word Document
- (2) 2 high-resolution (300 dpi) photos
- (3) Company logo in vector format
- (4) Previous ad styles we can emulate.

For more information, email  
[ads@apned.com.au](mailto:ads@apned.com.au)

## FEATURES AND SCHEDULE

ISSUE   Feature	Booking Deadline	Delivery Week
01 International education	Jan 16	Feb 6
02 Building and refurbishment	Feb 13	Mar 5
03 Professional management	Mar 12	Apr 2
04 Technology	Apr 9	Apr 30
05 Student accommodation	May 7	May 28
06 Building and refurbishment	Jun 4	Jun 25
07 International education	Jul 2	Jul 23
08 Student accommodation	Jul 30	Aug 20
09 Technology	Aug 27	Sep 17
10 Professional management	Sep 24	Oct 15
11 Building and refurbishment	Oct 22	Nov 12
12 International education	Nov 19	Dec 10



## SOCIAL MEDIA

Along with our widely read print edition and popular website **campusreview.com.au**, *Campus Review* also connects with a large percentage of its audience through social media. This is our fastest growing area to engage our readers and allows us to be followed by an engaged demographic locally and nationally.

**5000+** followers online

Social Media Blast **\$1,250**

For more information, email  
[ads@apned.com.au](mailto:ads@apned.com.au)

Sponsorship provides an opportunity to build and reinforce relationships or introduce new initiatives, products and services to a relevant audience.

Packages can be tailored to suit your needs and budget.

## PODCASTS

Our podcasts allow our team to communicate information directly and efficiently, creating an intimate and personal connection with our audience.

### Podcast series:

1 x 10 min **\$990**

3 x 10 min **\$2250**

6 x 10 min **\$4250**

\*all prices inc GST

\*\*podcast re-edit \$950

Advertising packages including podcasts available upon request

**1,887+** plays per month

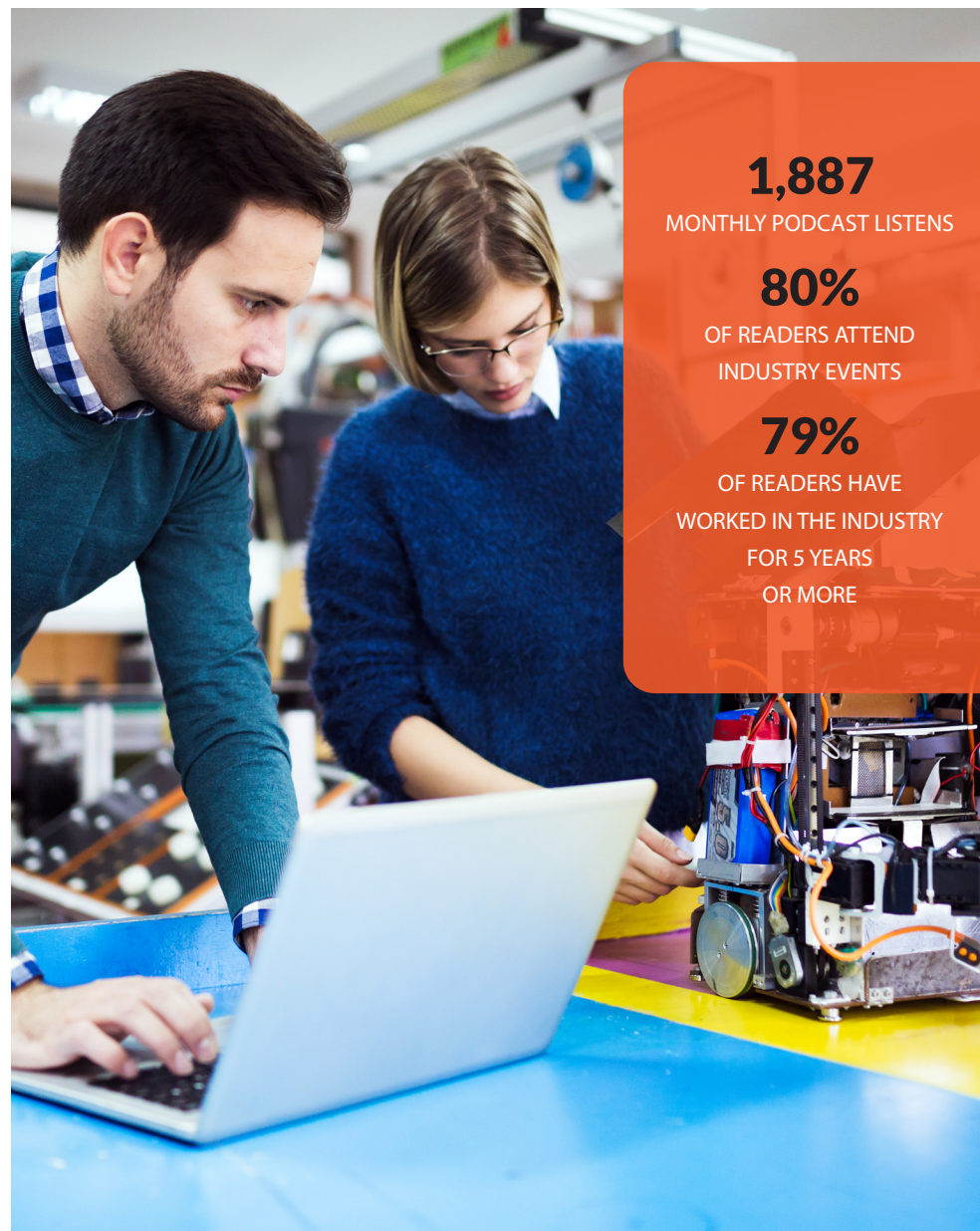
Monthly Sponsorship

**15s intro**

You provide the script, we provide the voice

**\$1,600**

Call 02 9936 8710



**1,887**

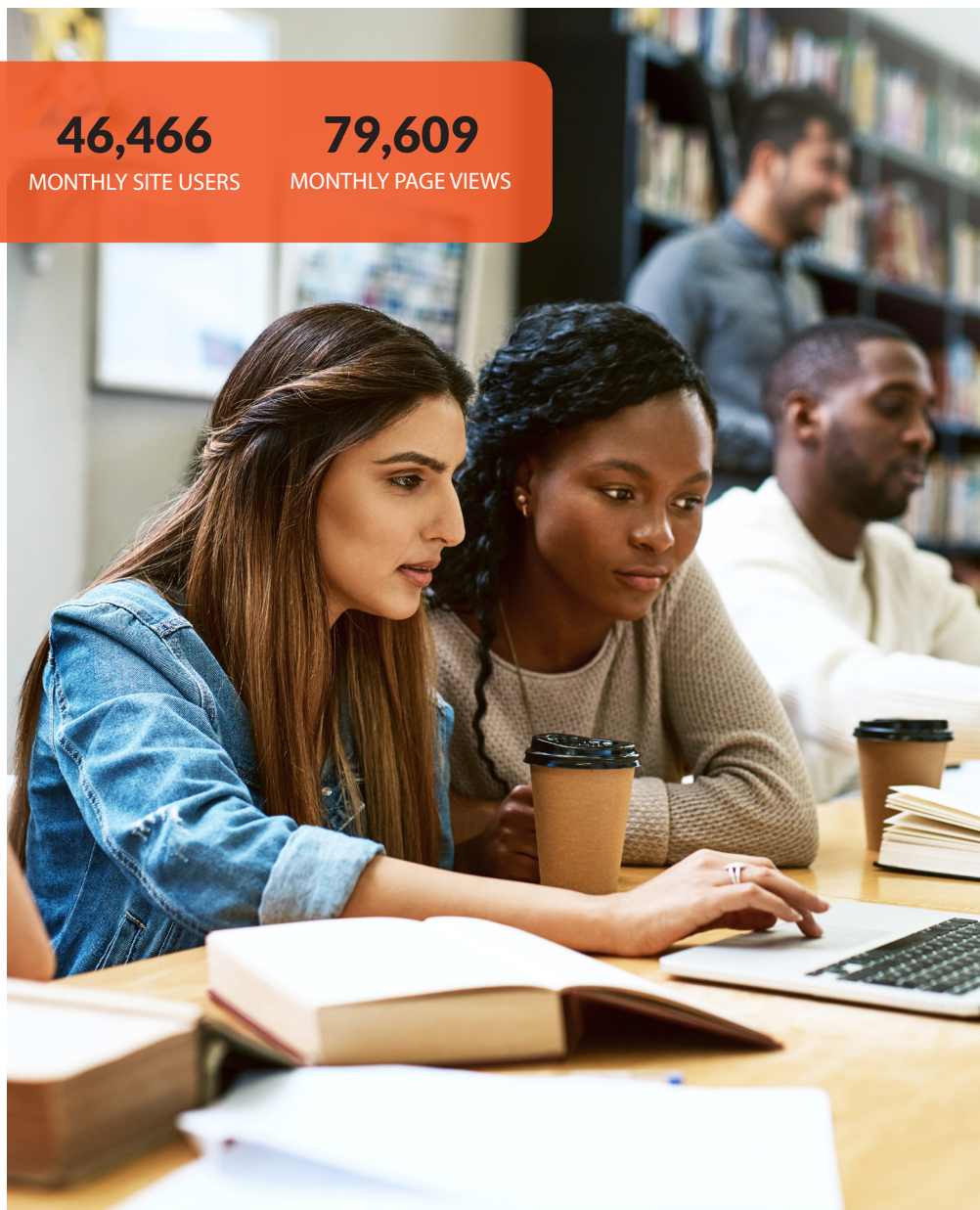
MONTHLY PODCAST LISTENS

**80%**

OF READERS ATTEND  
INDUSTRY EVENTS

**79%**

OF READERS HAVE  
WORKED IN THE INDUSTRY  
FOR 5 YEARS  
OR MORE



**46,466**

MONTHLY SITE USERS

**79,609**

MONTHLY PAGE VIEWS

### SHARED DISPLAY

A "shared" ad rotates with up to two other ads upon page refresh. Price is per month.

Leaderboard  
940 x 90 px **\$3,090**

Box  
300 x 250 px **\$2,194**

For more information, email  
[ads@apned.com.au](mailto:ads@apned.com.au)

### CAMPUS REVIEW JOBS

Often the best candidates are actively employed and not actively scanning for a new role.

30-day job listing **\$400**

### ADVERTORIAL

Website post &  
social media boost  
600-1000 words  
+ 1 image + 1 logo

**\$4,200**

### EXCLUSIVE DISPLAY

Subject to availability. Price is per month.

Leaderboard  
940 x 90 px **\$6,100**

Exclusive Box  
300 x 250 px **\$4,356**

Call 02 9936 8710

**TECHNICAL SPECS** Web artwork in JPG format. Up to 3 transitions via GIF. No Flash files accepted. All files to be supplied at the specified size.



## E-NEWS OPTIONS

Sponsor one of our e-newsletters sent every Monday, Wednesday, and Friday.

Leaderboard **\$4,704**  
940 x 90 px

Listing **\$5,148**  
310 x 165 px  
70 words + your logo

For more information, email  
[ads@apned.com.au](mailto:ads@apned.com.au)

Please contact your  
account manager for our  
full specifications sheet at  
[ads@apned.com.au](mailto:ads@apned.com.au)  
or 02 9936 8710

## EDM

(ELECTRONIC DIRECT MAIL)

You provide the HTML, we provide the audience!

**Per email/  
broadcast \$9,020**

**Follow-up  
email \$3,671**

### Technical Specifications

- HTML file, all images linked
- Text file (for non-HTML email clients)
- Subject line (less than 50 characters)

### Layout suggestions

- No background images
- No GIFs, video or Flash
- Table format, 600 px wide
- Don't link to an external .css file
- No Javascript
- No more than 45,000 characters
- Don't use <div> tags
- Use links for forms or videos



**125,934** WEEKLY EDMs  
**104,940** WEEKLY E-NEWS

The main benefit of an eDM campaign is that it's one of the only forms of mass communication that provides usable data and analytics that can assist with future planning. You can view how many people opened your email, how many took action as a result, which link they clicked on, how many people clicked on each individual link, all valuable data that will help you calculate an exact return on investment (ROI).

An eDM campaign can save our clients time and money by making it simple for them to reach large, targeted audiences that would have previously been out of their reach.

The most important aspect of an eDM is a client's ability to customise and personalise their message. Unlike traditional marketing platforms, an eDM allows our clients to specifically design a message, offer, competition, free demo etc to encourage and entice subscribers to engage with their eDM.