

# The LISTENING POST

## OVERVIEW:

The **Listening Post** is a magazine published three times a year and read by more than 10,000 serving, returned and ex-defence members of Australian and Allied Armed Forces and their families.

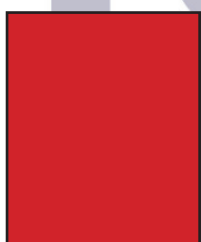
The **Listening Post** has been produced since 1921 and is a direct link to the Veteran Community. Our Membership covers Western Australia from Wyndam in the North to Esperance in the South. Copies are also distributed to all State Headquarters, overseas members and organisations in allied countries.

## Readership

RSL members are varied in age, with 25% under the age of fifty. The majority own their own home and enjoy a strong degree of financial independence. They are travellers, careful investors, insurers, health conscious and concerned about security, family and retirement.

## ADVERTISING RATES: COLOUR & MONO - EX GST. AS AT NOVEMBER 2020

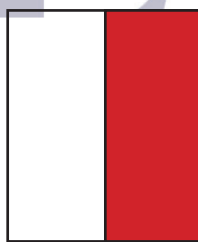
ADVERT SIZE/POSITION	CASUAL	X2 INSERT 5% DISCOUNT	X3 INSERT 10% DISCOUNT	x4 INSERT 15% DISCOUNT
Inside Cover Full Page Only	\$1400	\$1330	\$1260	\$1190
Back Cover Full Page Only	\$1600	\$1520	\$1440	\$1360
Full Page	\$1200	\$1140	\$1080	\$1020
Half Page	\$690	\$655	\$620	\$587
Quarter Page	\$390	\$370	\$350	\$332
Strip Advert	\$350	\$330	\$315	\$298



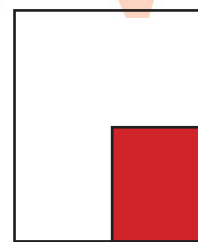
**FULL PAGE**  
210mm (W)  
x 297mm (D)



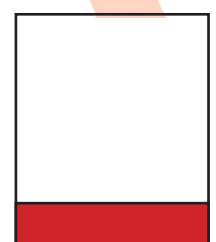
**HALF PAGE  
HORIZONTAL**  
210mm (W)  
x 148.5mm (D)



**HALF PAGE  
VERTICAL**  
105mm (W)  
x 297mm (D)



**QUARTER  
PAGE**  
105mm (W)  
x 148.5mm (D)



**STRIP ADVERT**  
210mm (W)  
x 70mm (D)



**2021 NEXT PUBLICATION DATES: NOVEMBER 1**

**From 2022, THE MAGAZINE WILL BE PUBLISHED QUARTERLY.**

**2022 PUBLICATION DATES: APRIL 6, JUNE 17, SEPTEMBER 16, DECEMBER 9**

**DEADLINES:** Advertising bookings & Editorial materials 2 months prior to publication.

**Supplied artwork to be provided with 3 mm bleed and with crop marks included.**