

# Advertising in *Australian Physics* (2023)

Australian Physics is a publication of the Australian Institute of Physics (ABN 81 004 566 509). It provides a nation-wide platform for communication and visibility to the wider physics community, including researchers, educators and teachers, students, and all people interested in physics. In 2023, the magazine will be published in 4 issues across the year.

For enquiries, please contact the Editors at [aip\\_editor@aip.org.au](mailto:aip_editor@aip.org.au).

## Deadlines & Rates

Content deadlines are negotiable. As a guide, we prefer delivery along the following schedule:

Issue	Content delivery	Issue	Content delivery
#1 January - March	15 <sup>th</sup> January	#3 July - September	30 <sup>th</sup> June
#2 April - June	30 <sup>th</sup> March	#4 October - December	30 <sup>th</sup> September

2023 Advertising Rates				
Type, Size (Width x Height)		Casual Rate	2x placement 10% Discount	4x placement 20% Discount
<b>Cover Pages *</b>				
Inside Front (page 2); Outside back		\$ 1,280	\$ 1,152	\$ 1,024
Facing Inside Front (page 3); Facing TOC (page 4)		\$ 1,250	\$ 1,125	\$ 1,000
Inside Back		\$ 1,225	\$ 1,103	\$ 9,80
<b>Internal Pages</b>				
Full Page *	185 mm x 250 mm	\$ 1,125	\$ 1,013	\$ 900
Half Page	185 mm x 123 mm	\$ 765	\$ 689	\$ 612
Third Page	185 mm x 80 mm	\$ 645	\$ 581	\$ 516
Quarter Page	90 mm x 123 mm	\$ 535	\$ 482	\$ 428
Column Rate		\$ 36 per column centimetre		
Inserts		<b>\$ 800 for 1 issue</b> (approx 1200 distribution) - This price includes manual insertion of supplied inserts into the print magazine and inclusion in the digital version. - Printing can be arranged at an additional cost. - Extra postage will apply for inserts weighing more than 100 gms.		
Product News		<b>\$ 11 per line or \$ 16 per column centimetre</b> (2 column page) * <b>With a full-page advertisement, up to 3 product news (up to 500 words plus images) will be placed free of charge.</b>		
<b>All prices quoted in Australian Dollars exclusive of GST.</b> <b>All above prices assume artwork supplied by advertiser; preferred format is high-resolution PDF.</b> <b>Artwork can be arranged at competitive prices.</b>				