

AUSTRALASIAN

# parks &leisure

2024 MEDIA KIT

Recreation & Physical Activity



The official journal of Parks and Leisure Australia and Recreation Aotearoa  
[parksleisure.com.au](http://parksleisure.com.au) | [nzrecreation.org.nz](http://nzrecreation.org.nz)

*Published by Universal Media Co*

**ODS** | OUTDOOR  
DESIGN  
SOURCE





# PARKS AND LEISURE AUSTRALASIA PRINT & DIGITAL

**T**he parks and leisure industry is growing fast in Australia and New Zealand as a result of expanded leisure time and an increased expectation from citizens in urban environments. This is an opportunity for businesses who supply park and leisure professionals to engage a targeted audience. The *Australasian Parks & Leisure Journal*, produced by Universal Media Co, is the perfect medium through which to capture the conversation in this market.

The *Australasian Parks & Leisure Journal* is a print and digital medium that gives businesses a unique opportunity to target the multiple professions now involved in the development of park and leisure facilities in Australia and New Zealand.

- The *Australasian Parks & Leisure Journal* is published quarterly.
- March, June, December are a Digi-Mag, distributed to the PLA members, and promoted to the ODS Network of 21,000 *plus* opt-in subscribers.
- The September issue is published in both print and digital format, with additional distribution at the annual national Parks & Leisure Australia Conference.

#### Reach highly engaged specifiers

*Australasian Parks & Leisure Journal* reaches all members of Parks and Leisure Australia and Recreation Aotearoa. The controlled subscriber list includes known specifiers working on high-value projects.

In addition, the PLA eNews is sent to the ODS digital network of subscribers — over 21,000.



### Audience Profile

- **48% of subscribers are working within council**
- **Community & Urban Planning**  
Recreation Planning, Play, Playscape, Open Space, Landscape Design & Urban Planning
- **Parks, Environment, Biodiversity & Conservation**  
Parks, Gardens, Horticulture, Aboriculture, Cemeteries, Ecosystems, State & National Parks
- **Sport & Physical Activity**  
Health, Sport Development, Facility Management, Outdoor Recreation, Aquatic Recreation
- **Tourism, Arts & Interpretation**  
Major Events, Cultural Events, Interpretation, Art Installations and Connections

### ■ Private Sector

Consulting, Trade, Benchmarking, Acquisition, Supply Chain

### Content Strategy

The journal is now being packaged to appeal to the needs of professionals who want quick access to research, best practice, and news on changes in the park and leisure industry. Whether readers are consuming the publication in print or digital format, they are getting the best material on park and leisure developments in Australasia.





## ADVERTISING RATES *(print + digital edition)*

Size/Shape	Single Issue	Two Issues	Three Issues	Four Issues
Inside front cover	\$2400	\$2250	\$2100	\$1950
Outside back cover	\$2650	\$2480	\$2310	\$2150
Inside back cover	\$1900	\$1780	\$1660	\$1540
Double page spread	\$2800	\$2625	\$2450	\$2275
Full page	\$1600	\$1500	\$1400	\$1300
Half page	\$950	\$890	\$830	\$770

*\*Digital only issues are charged at 15% less than the above rates*

## DIGITAL ADVERTISING OPTIONS

Item	Single	2X	3X	4X
<b>eNewsletter</b> One image and story of relevance. Story is delivered to ODS Network and receives bonus coverage on <i>outdoordesign.com.au</i> . Limited to 6 per edition.	\$450	\$425	\$400	\$375

*\* All prices in Australian dollars ex GST*

## NATIVE CONTENT

Size/Shape	Full Page	Double Page	3 Page
Product Profile	\$2200	\$4000	-
Project Profile	-	\$4000	\$5400
Industry Professional Interview/Profile	\$2200	\$4000	-

\*Digital only issues are charged at 15% less than the above rates

\* All prices in Australian dollars ex GST

## IMPORTANT DATES

Issue	Bookings Close	Editorial Due	Publish
27.1	19 Jan 2024	26 Jan 2024	Mar 2024
27.2	19 Apr 2024	26 Apr 2024	June 2024
27.3	31 May 2024	07 June 2024	Sept 2024
27.4	18 Oct 2024	25 Oct 2024	Dec 2024

### NATIVE CONTENT

#### ■ Product Profile

Highlight your product to an invested audience with a Product Profile that shares its innovative design aspects or demonstrates how it can benefit a commercial project.

#### ■ Project Profile

Showcase your outstanding commercial works with a Project Profile that lets the industry know what you're capable of.

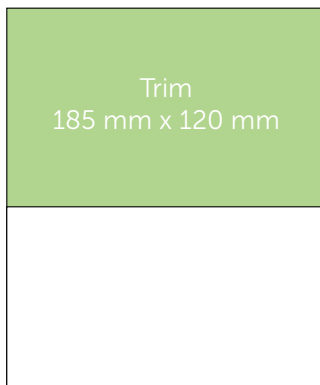
#### ■ Professional Interview/Profile

Get candid with a Professional Interview/Profile that gives you, as an architect/designer/contractor, a chance to let the audience know what you do, how you do it and why.

## DISPLAY DIMENSIONS



FULL PAGE



HALF PAGE



FP Product Profile



DPS Project Profile



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