



utimes

Victoria's No. 1 tertiary student magazine



Why advertise in Victoria's highest circulating Student Press?

Advertisers have traditionally viewed the tertiary years as a crucial window where life long habits are formed and loyalties are solidified.

Students are generally savvy and enthusiastic consumers, impulsive and spontaneous buyers, and the future AB demography

- There are more than HALF-A-MILLION tertiary students in Victoria
- Most of these students are aged between 18-24
- 62% live at home increasing their disposable income
- Students like to try new products and to embrace new ideas
- Once they lock into a brand, the commitment is usually long term.

Utimes is THE print media for advertisers wishing to connect with these consumers.

Utimes is unique as it is the only publication that talks the language of all students across the state. It connects Australia's leading brands with the Victorian student community by working with advertisers to deliver effective, credible and measurable campaigns. A gold mine for local and national marketers who want their attention.

Editorial Profile

Intelligent, wide-ranging and practical articles reflecting the aspirations, issues and activities of the student, from the young scholar to the serious academic. A free News and Entertainment publication with keynote writers, regular columns and extensive classifieds listings of everything a student needs

Fact File

Frequency: Every 10 weeks during semester, 4 times a year.

Circulation: 36,000

Readership: 100,000

Format: Trimmed tabloid magazine, full color throughout and stapled

Distribution: The ONLY comprehensively distributed student press across Victoria. Extensive distribution network with UNPARALLELED REACH into tertiary campuses and student households. Cafes, restaurants, libraries, sport complexes, bus stops, bookshops, government agencies.

Distribution outlets are listed on our website www.utimes.com.au

Who are We

*Utimes is produced by a niche Publishing House specialising in segment community media since '92. Publications have included federal government, electoral newsletters, food and travel guides and gay community newspapers *Bnews & Melbourne Star*. The staff have extensive experience working on a wide range of print media including secondary and tertiary education publications, community welfare magazines and mainstream publications such *The Leader, The Melbourne Times* and *The Herald Sun*.*

If you want your product or service to appear at the forefront of student media contact us now on 03 9532 9166 or ads@utimes.com.au.



Victoria's tertiary student magazine

Rates & Specs 2017

FULL PAGE

**1/2 PAGE
Landscape**

**1/2
PAGE
Portrait**

FULL PAGE \$2200

320mm high x 254mm wide

1/2 PAGE Landscape \$1200

158mm high x 254mm wide

1/2 PAGE Portrait \$1200

320mm high x 125mm wide

1/4 PAGE Landscape \$650

77mm high x 254mm wide

1/4 PAGE Portrait \$650

158mm high x 125mm wide

1/8 PAGE Landscape \$350

77mm high x 128mm wide

1/16 PAGE Portrait \$200

77mm high x 60mm wide

**1/4 PAGE
Landscape**

**1/4
PAGE
Portrait**

**1/8 PAGE
Landscape**

**1/16 PAGE
Portrait**

Artwork Specifications

PDFs is our preferred format (fonts embedded) or JPEGs 300 or more dpi or Illustrator EPS (fonts outlined)

We cannot accept Quark files, Microsoft Word, publisher or powerpoint files or artwork with trim marks

Don't have any artwork? let us design an advert for you. Utimes rates available at request

- Colour is free
- Rates include GST
- Agency bookings add 10%
- Specific page placement add 20%

Dates & Deadlines 2017

Semester 1

Issue

1101 O'Week

1102 Autumn

Out

Feb 21

Apr 25

Semester 2

1103 Winter

1104 Summer

Aug 1

Oct 17

REGULAR SECTIONS EVERY ISSUE

News, Education, Scholarships, Careers, Courses & Employment, IT, Travel, Health & Beauty, Fashion, Music, Venues, Festivals and Entertainment

Ad Booking Deadline:

Tuesday prior to Release Date

Material Deadline:

Thursday prior to Release Date



Victoria's tertiary student magazine

Advertising Contacts

Phone 03 9532 9166

Email inquiries to ads@utimes.com.au

Email artwork to art@utimes.com.au