

# TRAINING MATTERS

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2016/17 | Publishing schedule | Advertising rates, specifications and deadlines

*Training Matters* magazine is produced for the Western Australian training and workforce development sector by the Department of Training and Workforce Development.

*Training Matters* is published three times per year and provides high quality, informative editorial about the latest news, developments and initiatives in training and workforce development.

The magazine has a distribution of 5800, including readers who receive the magazine electronically as a PDF. The distribution list is constantly updated and new subscribers are added regularly. The magazine is also available on the Department's website.

*Training Matters* caters for a wide audience including training providers, colleges, registered

training organisations, training practitioners, peak advisory groups, employers, Government and other key personnel within the training and workforce development sector.

To find out more about advertising please contact *Training Matters* editor at the Department of Training and Workforce Development.

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Government of **Western Australia**  
Department of **Training**  
and **Workforce Development**

Building the workforce to meet the economic and community needs of Western Australia

## 2016/17 Publishing schedule

Issue	Advertising booking deadline	Editorial deadline	Final artwork deadline
July 2016	15 April	5 May	3 June
November 2016	12 August	1 September	7 October
March 2017	9 December	5 January	3 February

## 2016/17 Advertising rates

Ad size	Frequency over 12 months		
	1x	2x	3x
Full page safe area H281mm x W194mm	\$1500	\$1340	\$1240
Half page safe area H140.5mm x W194mm	\$800	\$665	\$620
Third page safe area H91mm x W194mm	\$530	\$445	\$415
Back page safe area H281mm x W190mm	\$1800	\$1565	\$1440

Please note sizes shown are for the safe area within page margins, which are 10mm from the edge of the page. Ads can be sized to fit actual page size. Contact *Training Matters* for more details.

## Advertising specifications

- ▶ Please provide high resolution print ready PDF files. Ensure they have been proof read and that all details are correct as *Training Matters* cannot make alterations to completed artwork.
- ▶ PMS colours must be in CMYK format.
- ▶ All artwork should be supplied with printer's marks and required bleed (5mm) if applicable.

## Conditions

- ▶ The publisher reserves the right to refuse any advertisement. All advertisements are subject to Department of Training and Workforce Development approval.
- ▶ Preferred positions are applicable only with 10% loading. All other advertising is placed at the publisher's discretion.
- ▶ *Training Matters* does not publish advertorials.
- ▶ Cancellation of advertisement bookings will not be accepted after the advertising booking deadline for that issue.
- ▶ All advertising supplied for publication must be correct, and indemnifies the publisher against any consequential liability.
- ▶ Payment is due 30 days from distribution.

