

Australian Deer Magazine rate card 2026

About Australian Deer Magazine

Now in its fifty-seventh year, Australian Deer is Australasia's premier deer hunting and management publication and is renowned for its market leading production and editing qualities. Australian Deer is posted directly to all members of the Australian Deer Association, Australia's largest deer hunting organisation and is also distributed via newsagents nationwide.

Australian Deer offers advertisers the unique opportunity to reach a targeted market of passionate and informed deer hunters whilst associating with recognisable and trusted brands in the Australian hunting scene.

In addition to world-class photography, reviews, educational articles and adventure hunting stories; Australian Deer also leverages its unique position to provide unrivalled insights in to the management, environmental, philosophical and political aspects of deer and hunting.

Advertisers in Australian Deer also access exclusive marketing opportunities through the Australian Deer Association's website, social media channels, major events and exhibitions and branch network.



2026 Publishing Dates

Month	Bookings	Artwork	On-Sale Date
March 2026	Thursday, 22 January, 2026	Thursday, 29 January, 2026	Monday, 2 March, 2026
June 2026	Thursday, 23 April, 2026	Thursday, 30 April, 2026	Monday, 1 June, 2026
September 2026	Thursday, 23 July, 2026	Thursday, 30 July, 2026	Monday, 31 August, 2026
December 2026	Thursday, 22 October, 2026	Thursday, 29 October, 2026	Monday, 30 November, 2026



Advertising Enquiries

Pulse — Media Sales

P: Justin Bowler — 0414 372 828

E: justin.bowler@mmg.com.au

W: pulsehub.com.au



Editorial Enquiries

Australian Deer Association

P: (03) 9111 0102

E: editor@austdeer.asn.au

W: austdeer.com.au

Advertising Rates

Size	Casual	X 4 Issues
Double Page Spread	\$2,050	\$1,450
Full Page	\$1,400	\$1,100
Half Page	\$1,000	\$750
Quarter Page	\$800	\$550
Eighth Page	\$545	\$335
Sixteenth Page	\$345	\$260

*All advertising rates exclude GST

#Cancellation of advertising after the booking deadline will incur a 50% charge.

SPECIAL OFFER

Full page print and digital advertisement

\$1,350 ex GST for a 4 x Issue buy including a share of the ADA website page views (circ 200,000 in 2024) for a maximum of four advertisers.

Premium Positions	Casual	X 4 Issues
Inside Front Cover (Double Page Spread)	\$2,400	\$1,800
Inside Front or Back Cover (Single Page)	\$1,650	\$1,350
Outside Back Cover	\$1,700	\$1,400



Advertising Specifications

Size	Trim Size (mm)	Bleed Size (mm)	Type Area (mm)
Double Page Spread (A88)	297 x 420	307 x 430	277 x 180 (x2)
Full Page (A84B)	297 x 210	307 x 220	277 x 180
Half Page Horizontal (A44)	134 x 188	N/A	N/A
Half Page Vertical (A82)	272 x 92	N/A	N/A
Quarter Page Horizontal (A24)	65 x 188	N/A	N/A
Trade Directory Quarter Page	115 x 92	N/A	N/A
Trade Directory Eighth Page	56 x 92	N/A	N/A
Trade Directory Sixteenth Page	56 x 44	N/A	N/A

(Height x width)

Technical Specifications

Colour: CMYK, gloss

Colour profile: ISO coated

Solid Blacks

When using large areas of solid black (100% K Black) place 50% cyan underneath.

Preferred File Format

High resolution, 300dpi PDF.
Embed fonts.

Artwork via Email

Email artwork to artwork@pulsehub.com.au
PDF files must be high resolution (300dpi).
Full page ads need 5mm bleed.

Layout

The type is specified to be 12 mm inside final trim size. All type should be within these guides or risk being cut off when the magazine is trimmed.
[Click here](#) for more margin information.

No responsibility will be accepted for artwork received outside these guidelines and specifications.