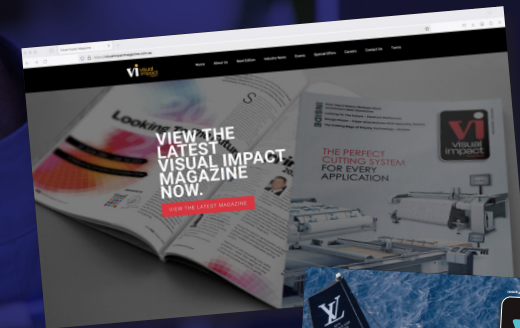




## Media Opportunities and Rates **2025/26**



# Welcome to Visual Impact Magazine

(including 2026 BUYERS GUIDE)

For more than 20 years **Visual Impact Magazine** has been a trusted source of news, insights and practical advice, delivered by journalists and contributors with a deep knowledge and understanding of the sector.

As well as bringing readers the latest news from Australia and around the globe, **Visual Impact Magazine** promotes the work of this vibrant and diverse sector, examines industry trends and opportunities, reviews new technologies, services and materials, and provides expert opinion on various industry relevant subjects.

With a strong readership amongst business owners and senior managers for the quarterly print publication, and a mailing list of 20,000 subscribers for the online and eNews editions, **Visual Impact Magazine** gives you unparalleled access to new and established companies, from the largest industry businesses to SMEs.

The magazine's high level of reader engagement makes it the perfect choice to extend your reach, grow your business and reach the decision-makers in this dynamic and exciting sector.

Plus, our summer edition incorporates the annual **Visual Impact Buyers Guide**, the go-to guide for sourcing equipment, systems, software, media and consumables. This edition is retained for reference, keeping your message in front of potential customers year-round.

Produced by Visual Connections, the Association for suppliers in the print, display, signage, graphics digital printing and graphic communications industry, **Visual Impact Magazine** supports your business by:

- › Covering trends, businesses and people to watch
- › Delivering case studies and business cases to help you sell and buy
- › Bringing an overview of the latest products and services relevant to you and your team
- › Providing expert advice on matters important to the industry
- › Curating the industry news, movers and shakers and topics to save you time

*"Visual Impact magazine has always proven to be an ideal platform to deliver our messages to current and potential clients. Featuring in the magazine has been a key factor to the success of a range of product launches and campaigns over the years."*

*– John Wall, Roland DG*

## 2025 PRINT EDITIONS

EDITION	PUBLISH DATE	BOOKING DEADLINE	MATERIAL DEADLINE
Autumn	14 April	28 February	28 March
Winter	4 July	2 May	3 June
Spring	3 Oct	15 August	12 Sept
Summer (inc 2026 Buyers Guide)	12 Dec	23 Oct	21 Nov* / 1 Dec**

\*Display advertising / \*\* Listings

## MAGAZINE ENQUIRIES

### ADVERTISING

**KARREN CHALLONER-MILES**  
Executive General Manager / Publisher  
Visual Connections Australia Ltd  
T +61 2 9868 1577  
M 0419 737 156  
E karrenc@visualconnections.org.au

### EDITORIAL

**ROBIN GRIFFITH**  
Editor – Visual Impact Magazine  
T 0401 288 135  
E robg@visualconnections.org.au

[www.visualconnections.org.au](http://www.visualconnections.org.au)

# Meet our audience

**Visual Impact Magazine** is read by business owners and professionals working across the vibrant and diverse graphic communications sector in Australia and New Zealand, including:

- › Digital & Wide-Format Print
- › Signage – fabricated, illuminated, structural, printed & traditional
- › Displays – stands, banners, flags
- › Screen, Textile & Garment Printing
- › Routing, Engraving & Laser Cutting
- › Graphic & Interior Design
- › Architecture & Fitout
- › Advertising & Marketing
- › Retail & Branding
- › Promotional Products & Trophies

*"I highly recommend Visual Impact magazine as a solid industry resource for anyone wanting up to date news as well as thought-provoking material focusing on the future."*

*– Mike Boyle, Graphics Solutions Business*

## OUR READERS

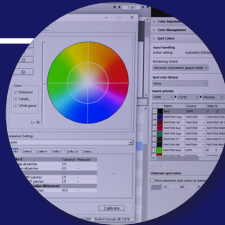
### Owners & Managers

Small and large business owners wanting to keep across key industry trends, seeking the latest information about products and services and looking for general advice about running a business in our Industry.



### Procurement teams

Teams who canvass and invest in the latest technologies and equipment available in the industry. Needing to know what's available, read business cases and keep across global trends.



### Marketing & Comms

Those working to promote equipment, technologies, services and products in our Industry.



### Trainers and Educators

Teams tasked with training and talent acquisition. Looking to keep abreast of industry requirements, employment trends and advice.



### Sales & Servicing team

Professionals whose remit is to sell and service equipment, services or products to a range of business and consumers.



### Admin and Finance

Professionals who need to ensure the business is following the latest laws, regulations and HR requirements.



# VISUAL IMPACT 2025 DISPLAY ADVERTISING RATES

	MEMBER RATES				NON-MEMBER RATES			
	1 – 2 editions (per insertion)*	3 editions (per insertion)*	4 editions (inc bumper Buyers Guide edition) <b>MOST POPULAR!</b>	Summer edition only (inc Buyers Guide)**	1 – 2 editions (per insertion)*	3 editions (per insertion)*	4 editions (inc bumper Buyers Guide edition)	Summer edition only (inc Buyers Guide)**
Publishing dates and material deadlines	Autumn: 14 April 2025 (material deadline: 28 March 2025) Winter: 4 July 2025 (material deadline: 13 June 2025) Spring: 3 October 2025 (material deadline: 12 September) Summer: 12 Dec 2025 (material deadline: 21 November 2025, listing deadline: 1 December 2025)							
Size of issue inc cover	80 pgs			148 pgs	80 pgs			148 pgs
Front cover package***	\$5,000.00	n/a	n/a	\$5,500.00	\$6,000.00	n/a	n/a	\$6,500.00
Back cover	\$3,000.00	\$2,900.00	\$3,100.00	\$3,500.00	\$4,000.00	\$3,900.00	\$4,100.00	\$4,500.00
Inside front/back cover	\$2,800.00	\$2,700.00	\$2,900.00	\$3,300.00	\$3,800.00	\$3,700.00	\$3,900.00	\$4,300.00
Double page spread	\$5,500.00	\$5,400.00	\$5,600.00	\$6,000.00	\$6,500.00	\$6,400.00	\$6,600.00	\$7,000.00
Full page ad	\$2,800.00	\$2,700.00	\$2,900.00	\$3,300.00	\$3,800.00	\$3,700.00	\$3,900.00	\$4,300.00
Half page (horizontal)	\$2,200.00	\$2,100.00	\$2,300.00	\$2,400.00	\$3,200.00	\$3,100.00	\$3,300.00	\$3,400.00
Quarter page	\$1,450.00	\$1,250.00	\$1,550.00	\$1,650.00	\$2,450.00	\$2,250.00	\$2,550.00	\$2,650.00
Insert single page	\$2,500.00	\$2,350.00	\$2,600.00	\$2,750.00	\$3,500.00	\$3,350.00	\$3,600.00	\$3,750.00
Insert four page	\$6,500.00	\$6,350.00	\$6,600.00	\$6,750.00	\$7,500.00	\$7,350.00	\$7,600.00	\$7,750.00
Category Gold sponsor package^	n/a	n/a	n/a	\$4,250.00	n/a	n/a	n/a	n/a
Category Silver listing^^	n/a	n/a	n/a	\$100	n/a	n/a	n/a	n/a
Category listing – 3 free	n/a	n/a	n/a	FREE	n/a	n/a	n/a	n/a
Additional category listing or add logo to listing	n/a	n/a	n/a	\$100	n/a	n/a	n/a	\$100

All prices in AU\$ – All prices exclude GST 10%

\* Not including summer edition

\*\* includes free business listing

\*\*\* includes Cover and 2-page advertorial inside magazine

^ Category gold sponsor includes exclusive full-page ad in chosen category section; 2-page advertorial using photos and logos as you wish; online web banner on the e-version of Buyers Guide; highlighted listings in the relevant section & free listings in as many sections/categories as you wish

^^ Category silver listing includes next listing in chosen category section following gold sponsor – included in shaded section

# ADVERTISING REQUIREMENTS AND SPECIFICATIONS

- > The finished size of the publication is A4. It is printed on high quality stock in 4 colour process.
- > All rates for advertisements are inclusive of 4 colour process (unless otherwise stated).
- > The advertiser is responsible for the production cost of any loose or bound inserts and for the cost of delivery of inserts to the publisher's specified address.
- > The publisher takes no responsibility for any omissions, or any errors in the reproduction of printed advertisements, unless a hard copy, high-resolution digital colour proof is supplied with the advertisement.

## SUPPLYING MATERIAL

- > All artwork must be supplied as CMYK at 300 dpi (maximum line screen of 150 lpi). No RGB or spot colour.
- > Artwork to be supplied in print ready PDF format with all fonts embedded or converted into outlines.
- > 5mm of bleed. Crop marks/registration marks are to be placed on the outside of the trim/bleed area. Please ensure that crop marks do not sit inside the advertisement artwork as they risk being printed.
- > The following format is preferred: High resolution PDF with all fonts embedded or converted into outlines.
- > The following formats are accepted: MAC Format InDesign CS file (with all fonts and pictures supplied); Illustrator EPS (with all fonts and pictures supplied); High resolution CMYK TIFF file.
- > All advertisements are to be supplied to the correct specifications. Failure to supply an advertisement to the correct specifications may result in extra charges being incurred by the advertiser.

- > Should you require assistance with the production of artwork (fee may apply), please contact **Karren Challoner-Miles** at [admin@visualconnections.org.au](mailto:admin@visualconnections.org.au)

## SUPPLYING INSERTS

Maximum machine insert up to 3 items plus insert of 2 items. *Refer to specifications and delivery requirement section.*

## SUPPLY LISTINGS FOR THE SUMMER EDITION BUYERS GUIDE DIRECTORY

Submission of content for a listing in the Buyers Guide will be via a directory link released on **14 November 2025.**

## SPECIFICATIONS

### Double Page Spread: (bleeding advertisement)

Trim	297mm (h) x 420mm (w)
Image*	277mm (h) x 400mm (w)
Bleed (5 mm on all sides)	307mm (h) x 430mm (w)

### Single Page: (bleeding advertisement)

Trim	297mm (h) x 210mm (w)
Image*	277mm (h) x 190mm (w)
Bleed (5 mm on all sides)	307mm (h) x 220mm (w)

### Half Page Horizontal: (floating advertisement)

Trim	138.5mm (h) x 200mm (w)
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### Third Page Vertical: (floating advertisement)

Trim	287mm (h) x 60mm (w)
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### Quarter Page: (floating advertisement)

Trim	138.5mm (h) x 95mm (w)
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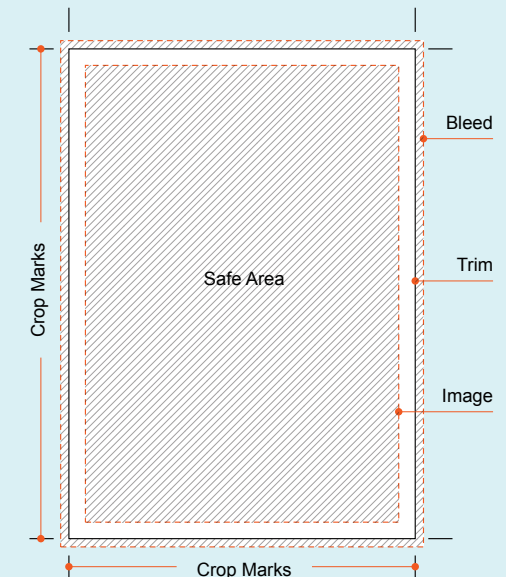
### Strip Advertisement: (floating advertisement)

Trim	29mm (h) x 190mm (w)
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### Trade Services: (floating advertisement)

Trim	60mm (h) x 125mm (w)
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\*Please allow for 10mm of clear space between the spine free of type and critical elements.



## SUPPLYING COVER MATERIAL

- › Page Size: A4 – 210mm wide x 297mm high (Plus 5mm bleed)
- › Trim Size: 210mm wide x 297mm high
- › Allowances: Allow 75mm wide x 100mm high from top left of page for VI Masthead
- › Full colour bleed behind masthead is accepted but no text.
- › Allow 50mm from top of page for cover lines
- › Please note that the COVER ADVERTISEMENT ARTWORK is subject to acceptance by Visual Impact Publisher.



## ADVERTISING GUIDELINES

The following guidelines need to be adhered to, in order for advertising campaigns to be published.

### 1. LEGALITIES

- › All advertising shall comply with the relevant Commonwealth and State legislation as well as any requirements imposed by any regulatory authority (e.g. the ACCC).
- › Any advertisement which, in the opinion of the publisher, would conflict with the business objectives, or prejudice the interests, of Visual Connections or its Members, will not be approved to run.

### 2. CONTENT

- › Advertising should not display any obscene or offensive material or any material with sexual, political, religious or racial overtones.
- › QR codes are permitted on advertising, however the advertiser must advise Visual Connections of where the link is directed. Links to third-party e-commerce platforms where the product is available for purchase are not permitted.
- › Any supplier competitions must be approved by Visual Connections prior to submitting artwork for approval.
- › The publisher is not responsible for any grammatical, spelling or other errors in the content provided. Please check creative carefully before submitting.

### 3. STANDARDS

- › Advertising that does not conform to the style, tone, layout of the Visual Image magazine, or that Visual Connections regards as not being suitable, will not be accepted.

### 4. CONFLICTS

- › Any advertisement which, in the opinion of the publisher, would conflict with the business objectives, or prejudice the interests, of Visual Connections or its Members, will not be approved to run.

### 5. INTELLECTUAL PROPERTY

- › Advertisers are responsible for ensuring that all content provided for inclusion or reference in editorial or advertising; (i) is owned by, or used under licence by, the content provider; (ii) does not infringe the intellectual property rights of any third party, and (iii) is in accordance with all applicable laws, regulations or guidelines.

### 6. FURTHER INFORMATION

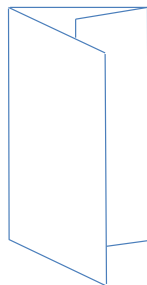
Should you have any further enquiries regarding the advertising guidelines, do not hesitate to contact us at [admin@visualconnections.org.au](mailto:admin@visualconnections.org.au)

# INSERT SPECIFICATIONS & DELIVERY REQUIREMENTS

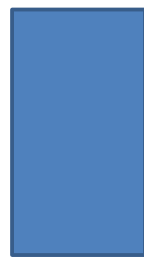
## SUPPLYING MATERIAL

<b>Position:</b>	Generally random. For specific position, a fee may apply.
<b>Size:</b>	At least 5mm smaller on all 4 edges than the main product and no smaller than 120mm X 120mm.
<b>Weight:</b>	Single leaf – 80gsm Minimum.
<b>Minimum Size:</b>	120mm (h) X 120mm (w) <i>(all are subject to approval)</i> .
<b>Maximum Inserts:</b>	Up to three (3) inserts per issue <i>(all are subject to approval)</i> .
<b>Requirements:</b>	Insert must not be in the form of a letter or contain any salutations. e.g. Dear Sir, Yours sincerely, etc. <i>Insert may be subject to approval by Australia Post.</i>
<b>Folding:</b>	Folded inserts must have a closed edge to enable mechanical/automatic feeding on the collator.
<b>Samples:</b>	Please contact the publisher to discuss any inserts which fall outside the above guidelines.

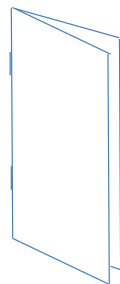
**SAMPLES OF ALL PROPOSED NON COMPLIANT INSERTS  
MUST BE SUBMITTED FOR APPROVAL**



6pp Roll-fold



2pp Single Leaflet



Saddle Stitched Onsert

## HAND INSERTS

Please contact the publisher.

## PACKING REQUIREMENTS

- › Inserts must be stacked facing the same way up and packed flat in cartons.
- › If bundling, please rubber band across the bundle only.
- › DO NOT rubber band or tie from head to foot.
- › Sections with laps, or pasted areas must be packed so that sections or laps are not damaged or curled.
- › A bundle, or turn within a bundle, must NOT be less than 20 copies.
- › A carton must not exceed 14kgs.
- › Magazines and large brochures should be stacked on non-returnable pallets (NOT CHEP Pallets).
- › Pallets must not weigh more than 1,100kgs or exceed a height of 1.2m.
- › Paper work & pallet tags should specify D&D contact name, title, quantities per bundle, bundles per row & row per pallet, total quantity on pallet & total number of pallets.

# INSERT SPECIFICATIONS & DELIVERY REQUIREMENTS

## SUPPLYING MATERIAL

<b>Position:</b>	Onsert appears outside the publication (under the carrier sheet).
<b>Maximum Inserts:</b>	Four onserts per issue then hand processing cost may be required ( <i>all are subject to approval</i> ).
<b>Minimum Size:</b>	120mm (h) X 120mm (w) ( <i>all are subject to approval</i> ).
<b>Maximum Size:</b>	At least 5mm small on all 4 edges than the main product and no smaller than 120mm X 120mm ( <i>all are subject to approval</i> ).
<b>Requirements:</b>	Onserts must not be in the form of a letter or contain any salutations. e.g. Dear Sir, Yours sincerely, etc... <i>Onsert may be subject to approval by Australia Post.</i>
<b>Folding:</b>	Folded onserts must have a closed edge to enable mechanical/automatic feeding on the collator.
<b>Samples:</b>	Please contact the publisher to discuss any inserts which fall outside the above guidelines.

## PACKING REQUIREMENTS

- › Onserts must be stacked facing the same way up and packed flat in cartons.
- › If bundling, please rubber band across the bundle only.
- › DO NOT rubber band or tie from head to foot.
- › Sections with laps, or pasted areas must be packed so that sections or laps are not damaged or curled.
- › A bundle, or turn within a bundle, must NOT be less than 20 copies.
- › A carton must not exceed 14kgs each.
- › Magazines and large brochures should be stacked on non-returnable pallets (NOT CHEP Pallets).
- › Pallets must not weigh more than 1,100kgs or exceed a height of 1.2m.
- › Paper work & pallet tags should specify D&D contact name, title, quantities per bundle, bundles per row & row per pallet, total quantity on pallet & total number of pallets.

## DELIVERY REQUIREMENTS

- › Delivery labels must be used for all deliveries – Available from D&D.
- › Delivery times: Monday – Friday, 7:30am – 4:30pm (unless otherwise arranged).
- › Magazines in Cartons must be packed facing the same way.
- › A bundle, or turn within a bundle, must NOT be less than 20 copies.
- › A carton must not exceed 14kgs.
- › Magazines and large brochures should be stacked on non-returnable pallets (NOT CHEP Pallets).
- › Pallets must not weigh more than 1,100kgs or exceed a height of 1.2m.
- › Paper work & pallet tags should specify D&D contact name, title, quantities per bundle, bundles per row & row per pallet, total quantity on pallet & total number of pallets.
- › **Delivery Address: 117 Progress Circuit Prestons NSW 2170**