

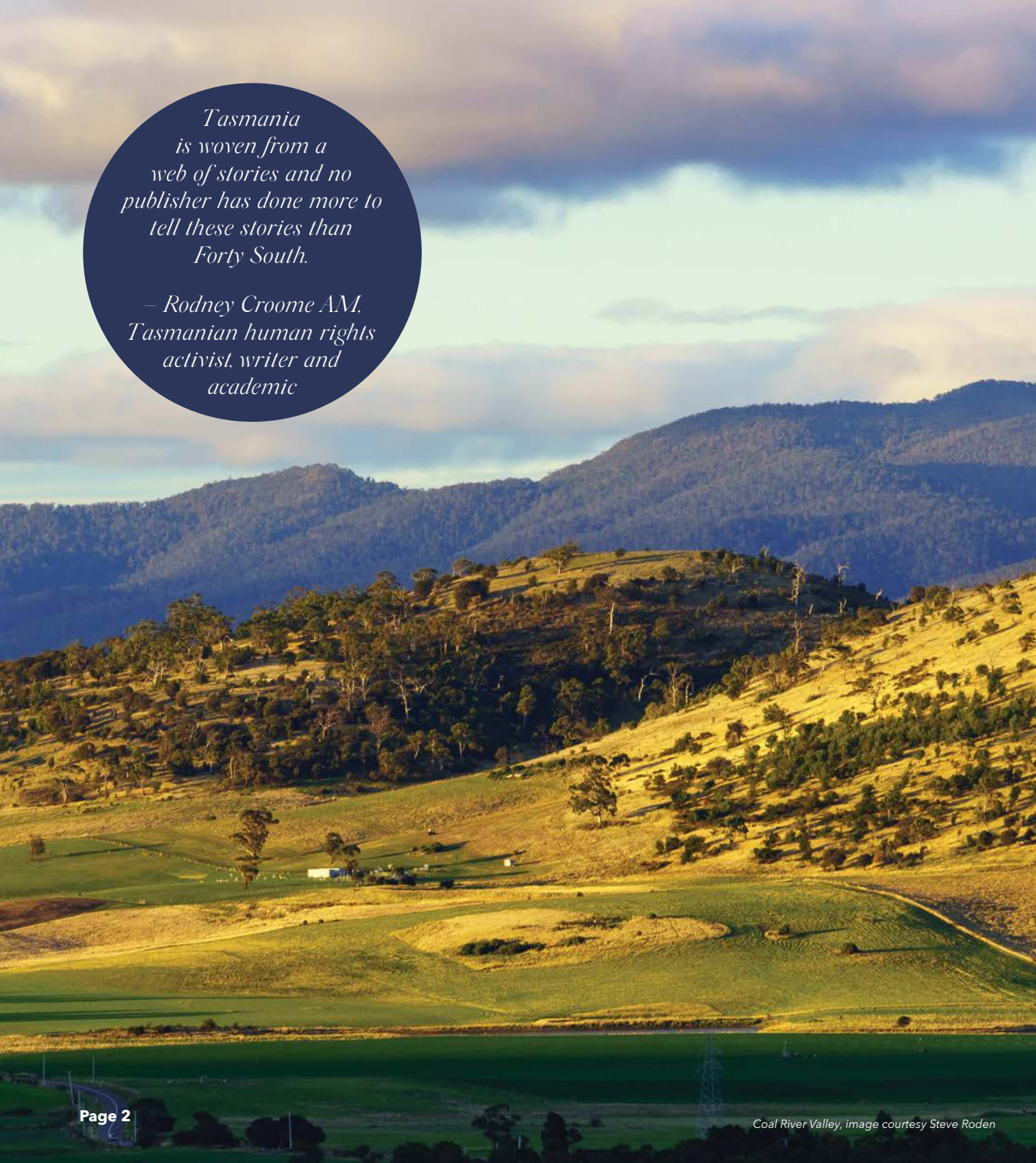
Forty South

TASMANIA

*Connecting readers to the
Tasmania they love through
compelling stories they
haven't heard.*

Taking
Tasmania to
the world for
25 years

Milky Way, Jericho, image courtesy Jonathan Esling



*Tasmania
is woven from a
web of stories and no
publisher has done more to
tell these stories than
Forty South.*

*— Rodney Croome AM,
Tasmanian human rights
activist, writer and
academic*

From the editor

Chris Champion

Forty South Tasmania is for people who live in Tasmania, those who wish they lived here and those who wish they'd never left.

A household name in Tasmania, *Forty South Publishing* offers fine writing and beautiful photographs about Tasmanian places and people, environment and wilderness, tourism and travel, food and wine, the arts, history, science, politics and business. It is a high-quality, intelligently curated platform for credible opinions on important issues.

After 25 years of continuous print publication, *Forty South* now has a high-end, digital big brother that will continue the tradition of good writing and good photography delivered via informative and entertaining feature articles. The core values will be the same, but the scope and reach will be far greater than we ever achieved with a quarterly print magazine.

Partner with *Forty South Publishing* and your brand will be associated with the high-quality content and production values that have always been synonymous with our brand.

Forty South content pillars



Environment

A reliable information source and a mirror of social conscience, delivering content that reflects a major piece of Tasmanian identity and a common value system held by Tasmanian visitors. Featuring first-hand experiences and insight by experts, these articles celebrate our precious environment, confront the issues facing it, highlight passionate communities and individuals working to improve and preserve the natural world.

Rachael Alderman, image Matthew Newton



Wilderness

A spyglass through which intrepid and armchair explorers alike can access some of the island's most pristine and awe-inspiring places of wilderness. We follow lone explorers and skilled photographers as they share glimpses of Tasmania's diverse landscapes, brushing elements of spirituality and connectiveness found in spaces largely untouched by man.

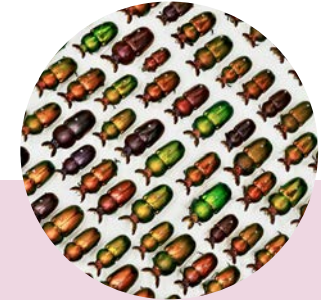
Antarctica, image Steve Roden



Travel and Tourism

Inspiring the itineraries of trans-Tasman travellers and native explorers through storytelling and voice-lending to tourism-related businesses. We define the essential Tasmanian tourism experience, and the best way to experience it. *Forty South* is a glossy guide to Australia's best-kept secret.

Ross, image Pen Taylor



Science

A leading voice in a media climate lacking engaging and substantive coverage of Tasmanian science and discovery. Reframing the state as a buzzing hub attracting international players, our articles seek to break down complex and important research breakthroughs. Tasmanian research is at the forefront of medical, agricultural, environmental, Antarctic and oceanographic discovery. We tell the stories of those quietly making it happen.

Tasmanian beetles, image David Maynard

Forty South content pillars



The Arts

Shining a spotlight on the state's most recognisable artists and its freshest faces, we deliver the stories behind the events and creative individuals putting Tasmania on the map. From thespian endeavours to fine art, our articles tell audiences what's new and noteworthy.

image Mature Artists Dance Experience



Epicure

A guide and celebration of Tasmanian restaurants, winemakers and other businesses spinning gold out of local produce. Regular column "À la Louise" gives good taste a face and a voice, as Louise Bowers travels the state to bring audiences soul-nurturing and Instagram-worthy gastronomic experiences.

Cubed Espresso Bar, image Andrew Knott



Business

A micro-to-macro lens through which those within, and those outside, the business sector can come to better understand Tasmania's rapidly growing economic environment. We explore finance, jobs and trading, plus politics and its impact on Tasmania's financial sphere, through living examples and clear language.

The Foundry, image The Foundry



History

Looking to the past to forge their identity, Tasmanians are passionate readers, researchers and writers of their state's history. Our articles offer new perspectives by telling the stories of buildings, landmarks, people and events from the past.

Hobart, image TAHO

Forty South content Pillars



People

We follow those defining the Tasmanian experience, examining how our state has shaped them and how they are shaping the state. Readers learn about the big-picture stories from the perspective of the individuals who are rising in the world, driving change in Tasmania and contributing to community life in our small island state.

Tsionawit



Voices

Columns

The home of our regular columnists, where readers can easily access their favourite writers.

Blogs

We publish exclusive content from some of Tasmania's most distinctive voices such as Storyteller Spinks and Rodney Croome, imprinting their credibility and authority into the Forty South brand.

Opinions

We provide a platform for credible, informed opinions that reflect the important Tasmanian issues of the day.

Young voices

We encourage the young voices of Tasmania, publishing and promoting their creative work.

Nick Green, image Simon McLaine



The Yellow Line with Rodney Croome, image courtesy Roger Lovell



Brand values

SMART
INFLUENTIAL
STYLISH
ETHICAL
INFORMATIVE
ENTERTAINING

Our audience

Tasmanian residents

Native-born Tasmanians and Tasmanian lifestylers, many of whom have chosen to live here and have a strong Tasmanian identity. They seek an insider lens on what the state has to offer and a reminder of why their lifestyle choice was right.

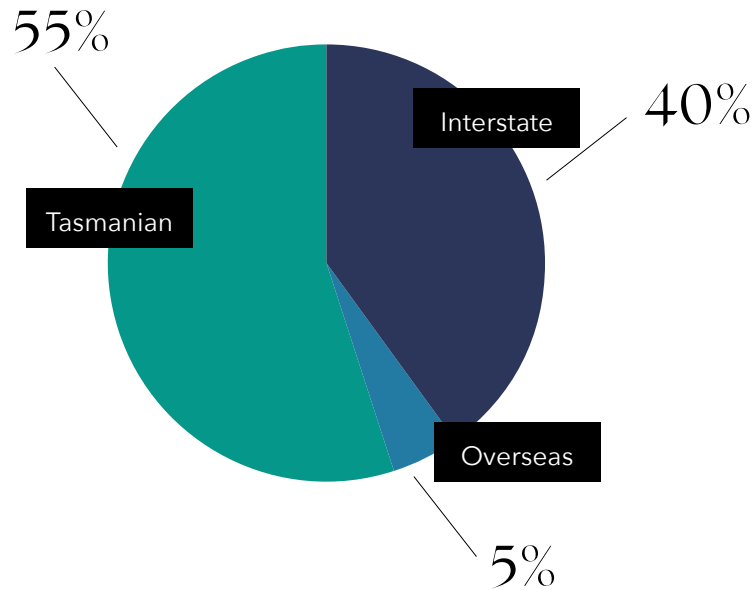
Tasmanian diaspora

Tasmanians living overseas or on the mainland who connect with the place and people they love via Forty South, often enjoying it as a shared experience.

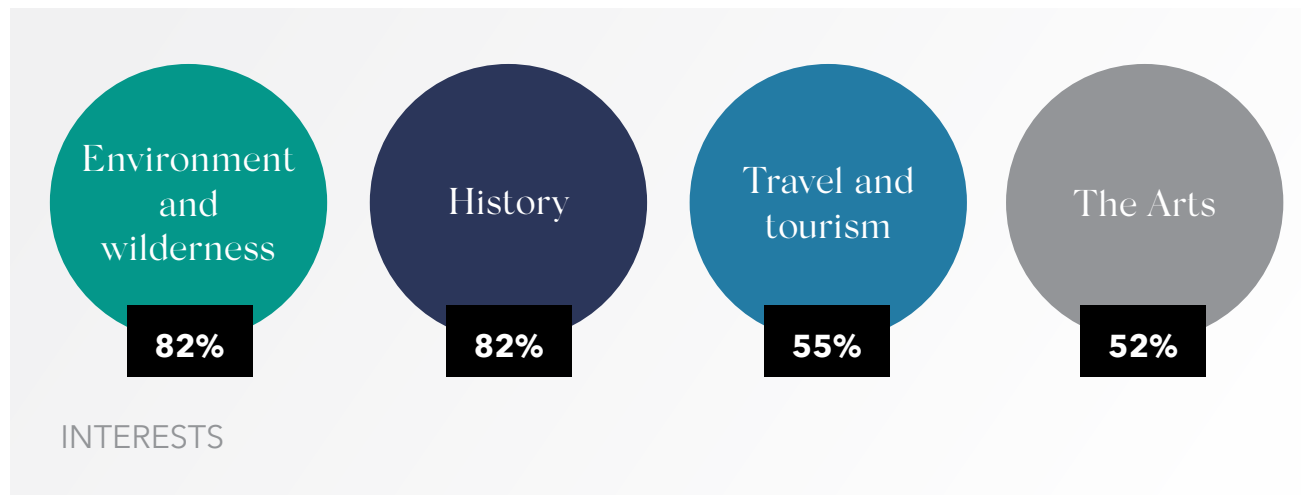
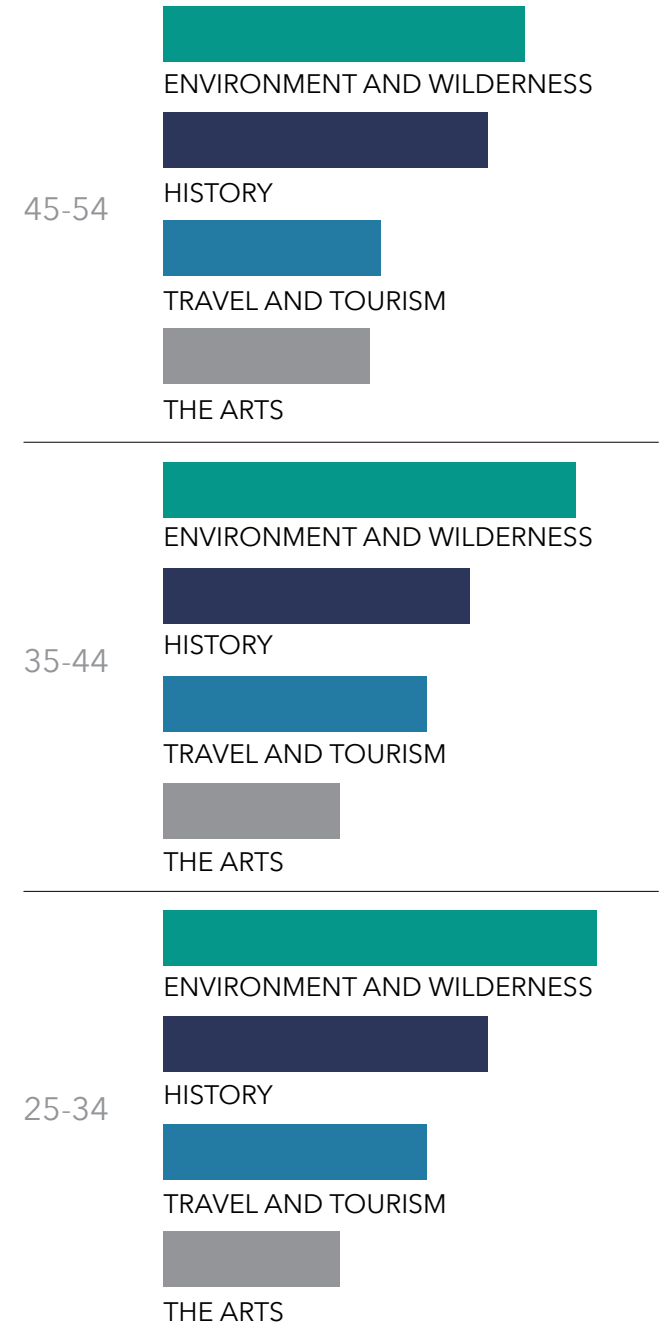
Tasmanian visitors

Mainland dreamers who use Forty South to try on a Tasmanian identity; planning future holidays or tree change moves to Tasmania. They can be Patagonia Princesses, retirement planners or environmentally-motivated millennials.

Our audience



LOCATION



INTERESTS

Social media

Facebook, Instagram, Twitter

Facebook Followers: 2,168

Top Post: 9,000 people reached; 4,600 engaged

Social figures accurate as of January 2021



Forty South EDM

57% Average open rate

(Mailchimp 2020 Media/Publishing industry average 22.15%)

9.4% Click rate

(Mailchimp 2020 Media/Publishing industry average 4.62%)

Mailchimp figures accurate as of January 2021



CROSS PLATFORM ADVERTISING PACKAGES CAN BE CUSTOMISED FOR YOUR BRAND

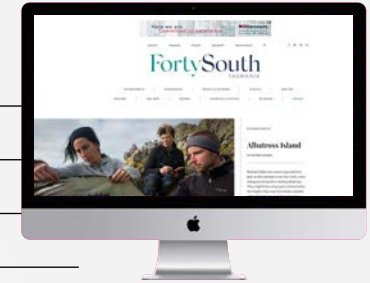
Online

Brand new site launched in August 2020

Paid advertising

Sponsored content

Event listings

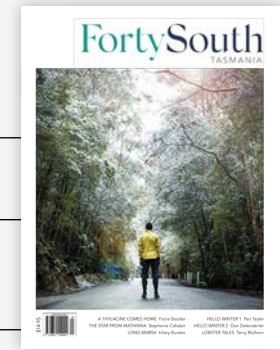


Print magazine

80,000 readers per quarter

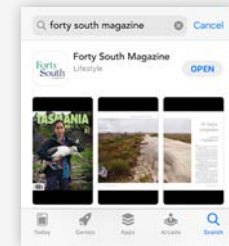
Subscribers, newsagents, bookshops, libraries, medical facilities and accommodation providers

Hospitals, charities and community groups, and state, national and international conferences held in Tasmania



E-mag

Electronic magazine available through Magzter, Apple App Store, Google Play and Forty South Bookshop

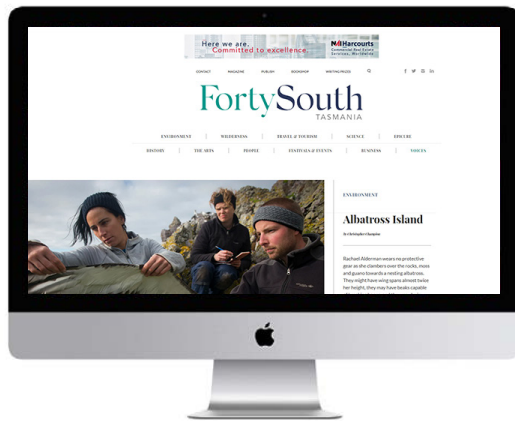


FREE AD DESIGN SERVICE

Simply provide the relevant materials, including your campaign concept. Our design team will work closely with you to create a bespoke ad that reflects your brand vision and objectives.

Investing in quality

Your brand will be associated with the high-quality content and production values synonymous with Forty South. Matching your brand to our content pillars is the best way of reaching our highly-engaged audience.



'We have had several enquiries from our advertisement in Forty South magazine, and one is now our best customer. The enquiries have tended to come from wealthy mainlanders who take an interest in what their lifestyle will look like when they retire.'

— Jim Hennington, CEO, Apricot Actuaries

Our readers

Best magazine of its type we have ever seen. We have every issue since we arrived in Tasmania just over 20 years ago!

— Tasmanian reader

For a born and bred Tasmanian who now lives elsewhere, this wonderful magazine makes me feel connected to the place from afar.

— Victorian reader

Love the magazine. It's my little bit of Tassie that I look forward to with each edition.

— New South Wales reader

Our advertisers

We have advertised in Forty South Tasmania for just over three years. Given the magazine's consistent high-quality content, we continue to be enthusiastic about our ongoing brand association.

Forty South is rarely discarded, so the potential ongoing exposure for our brand is an important benefit given the magazine's popularity and recognition. The new digital platform simply broadens that positive exposure.

— Warrick Hobart, Managing Director, NAI Harcourts Hobart, Commercial Real Estate

We have been advertising in this beautiful magazine for many years. We love the way the publication brings to life rich and entertaining stories of Tasmania, its history, people, nature and culture. A perfect fit for our business.

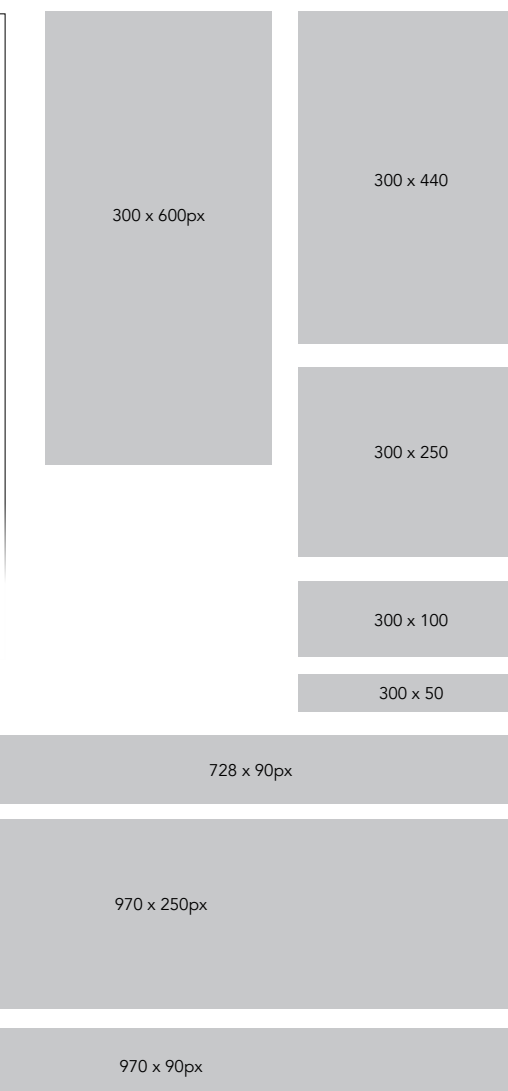
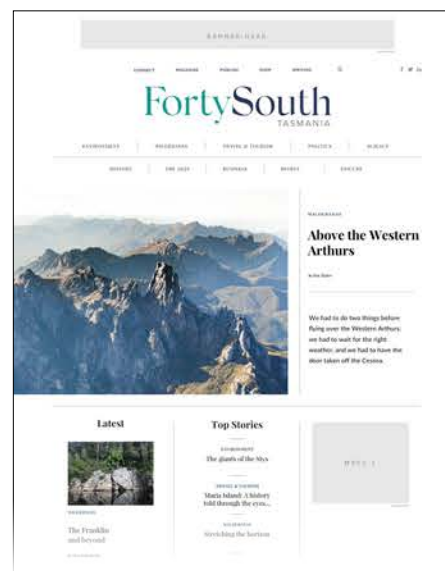
The team at Forty South understand our business and what is important to us when it comes to advertising.

— Bella Hart, Up Front Digital (World Heritage Cruises)

Digital advertising

Size and prices

Type	Width (px)	Height (px)	Introductory Monthly Rate*
PREMIUM SPACE – Exclusive to one advertiser			
BANNER HEADER – FIXED ON ALL PAGES, ACROSS ALL DEVICES			
Desktop/tablet standard	728	90	\$1,500.00
Desktop large	970	90	\$1,650.00
Desktop extra-large	970	250	\$2,100.00
CYCLING AD SPACES - limit of three ads per space			
BANNER MIDDLE – HOMEPAGE			
Desktop/tablet standard	728	90	\$400.00
Desktop large	970	90	\$500.00
Desktop extra-large	970	250	\$725.00
BANNER FOOTER – ALL PAGES			
Desktop/tablet standard	728	90	\$550.00
Desktop large	970	90	\$700.00
Desktop extra-large	970	250	\$950.00
Sizing for banner advertisements on mobile devices: Standard 320x50 and Large 320x100			
VERTICAL VARIOUS			
Mrec 1 desktop/tablet/mobile <u>standard</u> (top right - homepage, event listing page and event article pages)	300	250	\$450.00
Mrec 1 desktop/tablet <u>large</u> (top right - homepage, event listing page and event article pages). Inc. standard mobile (i.e. 300x250)	300	440	\$550.00
Mrec 2 desktop/tablet/mobile <u>standard</u> (middle left - homepage)	300	250	\$350.00
Mrec 2 desktop/tablet <u>large</u> (middle left - homepage) Inc. standard mobile (i.e. 300x250)	300	600	\$450.00
Side-fix desktop/tablet (all articles in chosen content pillar)	300	600	\$750.00
Half-page desktop/tablet ('Contact Us' and 'Policies' pages)	300	600	\$250.00



*Available until the end of January 2021. Ads featured across all devices. All prices are ex GST
Artwork for ads is due one week prior to upload.
Content and images for ads to be designed by Forty South are due two weeks prior to upload.

Digital advertising

Events, EDM and sponsored content

EVENT LISTING*		Weekly Rate
Standard listing: Your ad on the homepage and the events page with an external link to a relevant website		\$150.00
Premium listing: Your ad on the homepage and the events page with an external link to a relevant website PLUS a feature article (up to 500 words) with up to three images/videos on the events page		\$300.00
* Advertisers to supply media and text; Forty South to edit materials, design layout and upload		
SPONSORED POST		One-off payment
Desktop, mobile and tablet 500-800 words		Production and upload \$1,650.00
EDM		
800 x 150 pix. To be created in consultation with Forty South's Digital Content Producer.		\$400

EDM

Forty South sends a weekly newsletter to our growing subscription list. Our above-average open and click rates demonstrate that our newsletter is anticipated and that Forty South Insiders are highly engaged.

57% Average open rate

(Mailchimp 2020 Media/Publishing industry average 22.15%)

9.4% Click rate

(Mailchimp 2020 Media/Publishing industry average 4.62%)

Mailchimp figures accurate as of January 2021

Event listing

Forty South Tasmania provides a highly visible platform for your next event.

A standard listing works as a traditional ad, linking our readers to your website.

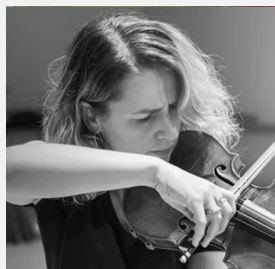
A premium listing has the added benefit of integrated, paid content incorporating the same principals as sponsored content.

Sponsored content

Sponsored content refers to paid advertising designed to fit the form and function of our surrounding editorial content. Forty South's reputation and experience in producing quality content ensures that your brand story seamlessly integrates into our website.

We work closely with you to turn your content and images into high-quality material that our readers will love and best meets your brand objectives.

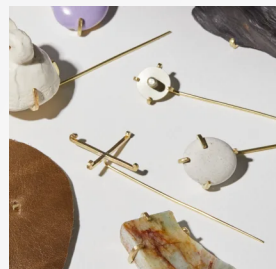
FORTHCOMING EVENTS



2020

22 Jan

TSO: Mozart
Clarinet Concerto



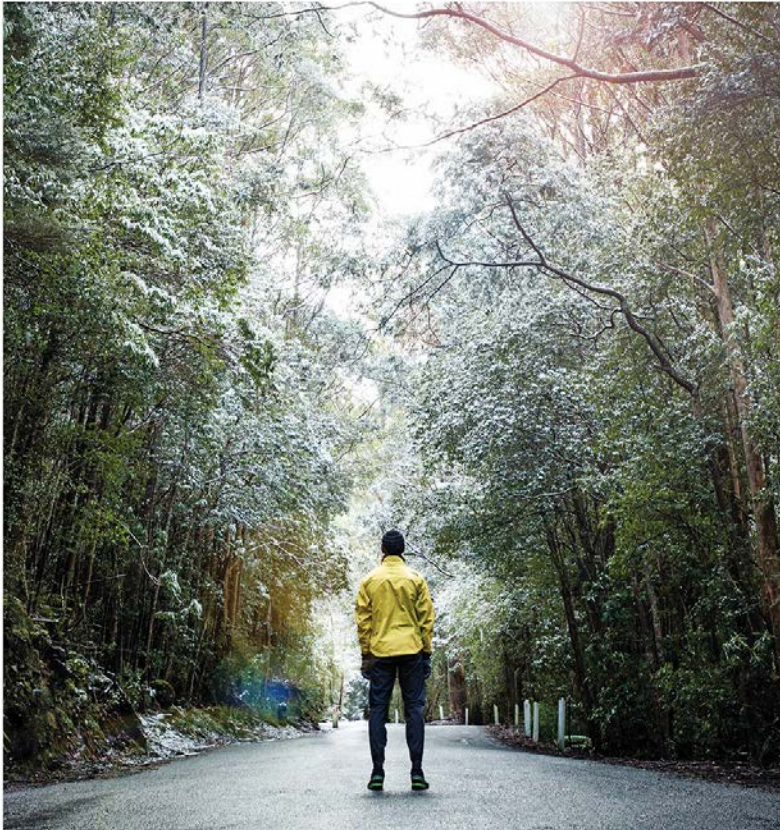
2020

15 - 21
Feb

MONA FOMA x
DESIGN
TASMANIA Play

FortySouth

TASMANIA



\$14.95
ISSN 2652-5543
9 772652 554002

A THYLACINE COMES HOME Fiona Stocker
THE STAR FROM MATHINNA Stephenie Cahalan
LONG MARSH Hilary Burden

HELLO WINTER 1 Pen Tayler
HELLO WINTER 2 Don Defenderfer
LOBSTER TALES Terry Mulhern

photo by Natasha Mulhall

Print magazine

The long shelf-life of *Forty South* makes it the ideal platform to build and maintain a brand.

Published quarterly - March, June, September and December

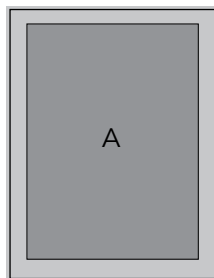
Readership is estimated at 80,000 per quarter. This figure is based on distribution channels including subscribers, newsagents, bookshops, libraries, medical facilities and accommodation providers. Magazines are also donated to hospitals, charities and community groups, and to state, national and international conferences held in Tasmania.

I have every issue of your magazine to date and value the collection. The quality of the printing, reproduction of photographs, interesting and well-researched articles with something for everyone in each issue, and a wide variety of beautifully produced advertisements, make the publication a must-have for any Tasmanian.

-Tasmanian subscriber

Print advertising

Size and prices



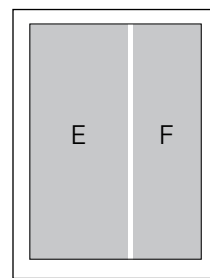
Full page

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
A (text area)	175	240	\$2100	\$2520
A (page size)	210	275	\$2100	\$2520

+ 3 mm bleed all round

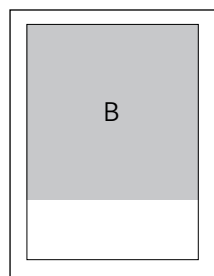
Premium Rates

Back cover: 200%, Inside front cover and facing page: 150%, Inside back cover: 150%
Facing first page of Epicure section: 150%



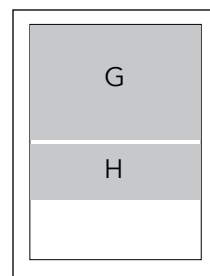
2/3 page & 1/3 page vertical

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
E	100	240	\$1600	\$1920
F	70	240	\$825	\$990



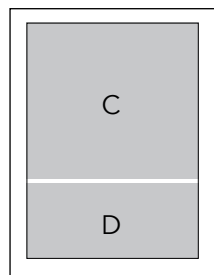
3/4 page

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
B	175	179	\$1700	\$2040



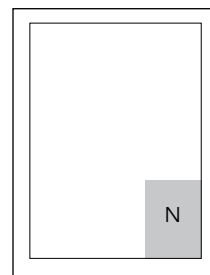
1/2 page & 1/4 page horizontal

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
G	175	118	\$1300	\$1490
H	175	57	\$690	\$790



2/3 page & 1/3 page horizontal

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
C	175	159	\$1600	\$1920
D	175	77	\$740	\$990



Small

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
N	57	80	\$205	\$250

Deadlines

Forty South is published early March, June, September and December We require finished artwork by: January 31, April 30, July 31 and October 27.

Technical specifications

File formats: TIFF, JPEG, PDF, EPS

Printing specifications: Images 300 dpi min., Line art 600 dpi min.

Contact us

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Editorial

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Waratah Powerhouse, image courtesy Robert Seaton