

THE JOURNAL

HAIR FASHION CULTURE

MEDIA KIT 2019

LEADING THE WAY

The Journal Magazine is an industry publication celebrating the best in Australian and international hair fashion. Our focus is hair, fashion and culture; the unique people, products and processes defining each.

We elect not to compromise on a clean and artful media experience, and in 2019, will continue the creative aesthetic that has provided our readers and contributors so much inspiration over the years.

In 2018 we introduced a new industry standard for digital and have proven growth in numbers, reach and creative ingenuity - presenting new and interesting ways to profile brands, products, faces and places.

The Journal's reputation as a creative agency has grown from strength to strength. Setting a new precedent in industry content creation, we're always looking for better, more engaging ways to drive brands forward for stronger ROI across all touch-points.

The Journal is distributed bi-monthly (6 issues over 12 months) to over 10,000 hair and beauty salons, spas and individual subscribers as well as New York and London's top salon destinations.

10,000 Circulation

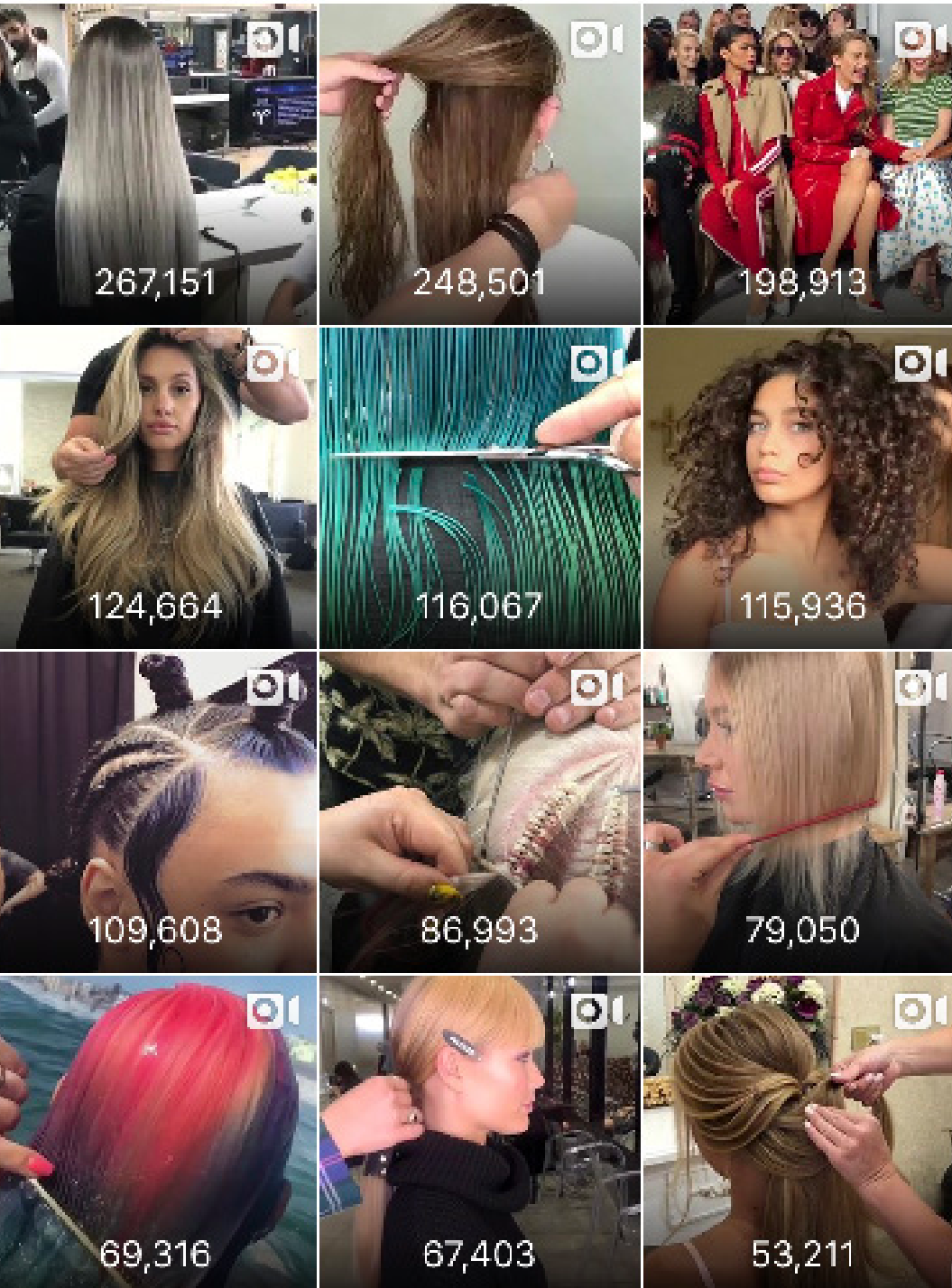
Bi-Monthly Published

50,000 Readership

Salon Owners, Hairdressers, Creatives, Agencies, Consumers



Showing **All** posted in the past **1 year** sorted by **Impressions**



SOCIAL

The Journal is proud to host Australian hairdressing's largest and ever growing social media following.

The size and demographic of our audience furthers the possibilities of clients' social campaigns.

16K₊ Facebook
50K₊ Instagram
17K₊ Instagram AHFA
9500₊ Facebook AHFA
700,778 (social reach per month)

SOCIAL RATES

Facebook Post	\$250
Instagram Post	\$400
Integrated Instagram Competition*	\$1700

** Includes 5 curated Instagram posts and custom designed graphics for ultimate audience engagement.*

*excl. GST

DIGITAL

The relaunch of thejournalmag.com in 2018 has effectively set a new industry standard in digital - one embraced with open arms by Australian hairdressers and the wider creative community locally and abroad.

Original content creation such as 'Quick 10' and 'Show Us Your Kit' has successfully generated traffic and exposure for the people, products and brands that make this industry unique. Authentic formats we will continue to evolve in 2019.

A fully optimized and responsive platform, thejournalmag.com offers a range of high impact formats. These formats make up a suite of opportunities such as site takeovers, customized GIF ads, creative leaderboards, artist spotlights and hero advertorials.

No two campaigns are the same. We pride ourselves on working closely with our clients to create a completely customized digital execution geared to reach and engage the right audience at the right time.

STATISTICS

thejournalmag.com

10,000 unique users per month

34,215 pageviews per month

3:10 average session duration

4.66 pages per session

Weekly EDM

30.9% open rate

6.4% click through rate

Custom EDM

38.78% open rate

2.9% click through

Audience Insights

79.3% Australian

5.8% USA

6.7% Other





←... Leaderboard



←... Creative Leaderboard



←... Hero Advertorial



←... Med-Rectangle



←... Artist/Product Spotlight

DIGITAL RATES

Leaderboard	\$4,500 (30 days)
Creative Leaderboard:	\$3,500 (30 days)
Med-Rectangle:	\$2,800 (30 days)
Hero Advertorial:	\$2,200 (30 days)
Hero Advertorial:	\$1,200 (14 days)
Site Takeover, 14 days only:	\$10,000
(leaderboard, 1 x creative leaderboard, hero advertorial, med rec.)	
Artist Spotlight/Product Spotlight* (30 days)	\$3,000
Exclusive EDM blast (10,000 subscribers):	\$1,000

* Please note each Artist/Product Profile and Creative Leaderboard will be among up to four others, with alternating hero placement. Imagery and content to be approved by The Journal.

+ All activations include 1 x story mention in 1 x regular 'The Journal Dose' weekly edm.

SPECS

Leaderboard: 1456 x 180 pixels (res: 150 pixels per inch)

MREC: 1448 x 2048 pixels (res: 150 pixels per inch)

Creative Leaderboard/Hero Advertorial/Artist Spotlight: N/A

FASHION WEEK PACKAGE

Big advocates of the influential relationship that is hair and fashion, The Journal takes pride in working to capture and bring to life the collaborative process, live, backstage at Australia's key fashion events and in order to maximize our clients' investments.

1 x 60 second video exploring a brand's journey at fashion week with a focus on backstage including:

Interviews with the fashion designer, hair director, key models and further significant profiles.

Product placement and other key brand messaging for use online and across all social channels.

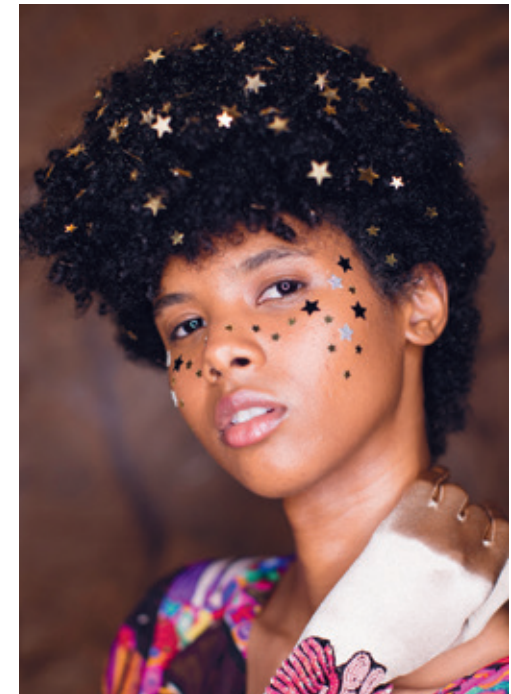
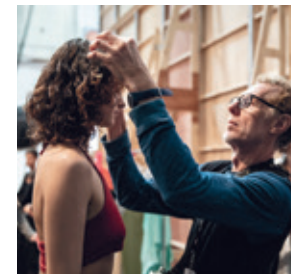
- Produced within 48 hours of show time.

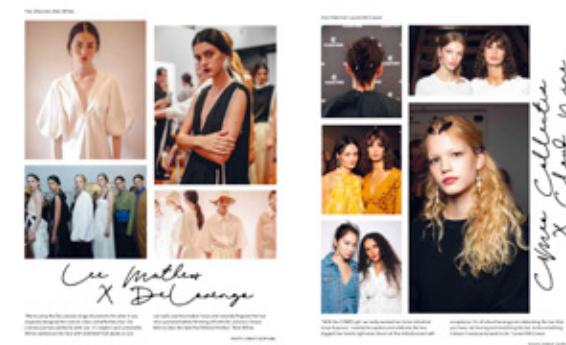
+ Each video is included in The Journal's Fashion Week wrap-up edm

+ Each video is published as part of a brand-focused, fashion week blog post on thejournalmag.com

Investment: \$3,000

[VIEW EXAMPLE HERE](#)





PRINT RATES

SIZE	CASUAL*	3X*	6X*
Front Cover Shoot Full Production + 6 pages *	\$19,000	N/A	N/A
Front Cover Shoot + 6 pages **	\$16,500	N/A	N/A
Cover Only	\$12,500	N/A	N/A

(Image Provided - must be approved by The Journal Creative Director)

6 Page Editorial Shoot Full Production *	\$14,000	N/A	N/A
6 Page Editorial Spread	\$12,000	N/A	N/A
Back Cover	\$6,900	\$6,500	\$6,300
Inside Front Cover DPS	\$7,100	\$6,900	\$6,700
Inside Back Cover DPS	\$6,500	\$6,300	\$6,100
DPS Advertisement	\$6,100	\$5,900	\$5,700
Page 3 Advertisement	\$4,400	\$4,200	\$4,000
Full Page Advertisement	\$4,200	\$4,000	\$3,800
BHS Video	\$2,500	VIEW EXAMPLE	
Brand Inspired Concept Video	\$3,900	VIEW EXAMPLE	

Live Education POA POA POA

Inserts POA POA POA

** All cover options include a 6 page photographic collection spread which must be approved by The Journal's Creative Director

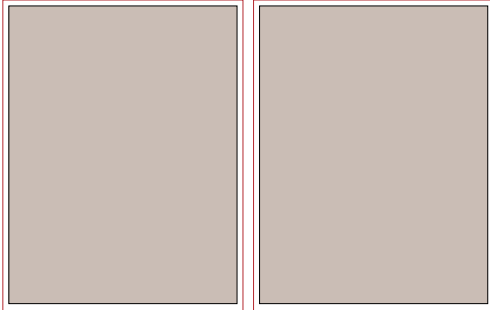
**Models/ make up artists/ stylists and catering are not covered in the rates noted and will be additional costs

* For Cover Shoot Full Production: The Journal will source make up artist, fashion stylist and one model (non-standard lighting, props, set design and catering are not included and must be covered by the client)

*excl. GST

SPECIFICATIONS

DOUBLE PAGE SPREAD



275 x 420mm wide + 5mm bleed top, 5mm bottom and 5mm bleed on both sides

Design and supply dps material as two separate pages. Words that cross gutter to be spaced 10mm on either sides of gutter, letters that cross gutter to be spaced 5mm on either sides of gutter.

We here at The Journal suggest that you do not cross the pages with letters or words to avoid information being unable to be read.

ONE FULL PAGE



275 x 210mm wide + 5mm bleed top, 5mm bottom and 5mm bleed on both sides

GENERAL REQUIREMENTS

All advertising material supplied must be accompanied by specific material instructions.

Additional charges may be incurred if incomplete artwork is received and where M-Division Group is required to produce either layouts, typesetting or assembly services. Incomplete artwork must reach our Sydney office one week before material deadline.

A fee may be incurred to make corrections to supplied material, and for repeat material.

When agencies etc, request advertising material, pictures, logos etc that have run in The Journal to be sent to other magazines, a letter of approval must be faxed by the client to release the material.

If a colour proof supplied is not professionally produced, we cannot guarantee colour match.

Ink weight no more than 300%

For Complete/finished artwork, The Journal only accepts the following MAC native file types in 4 color process format:

Indesign CS

Acrobat PDF (MAC & PC)

Photoshop CS

Illustrator CS

For incomplete files/images etc, The Journal only accepts:

jpgs (min 300dpi)

tifs (min 300dpi)

eps'(min300dpi)

psds(min300dpi)

Word docs (text only)

Material is to be supplied by email (info@mdivision.com.au - Maximum email file is 15MB)

Material is to be supplied no later than the material deadline date outlined on 'Deadline Dates' attached.

It is the client/agencies responsibility to supply correct material. M-Division Group will not take any responsibility for incorrect material supplied.



DEADLINES

ISSUE

AD DEADLINE

RELEASED

Issue 01/2019

Feb - 10

Late Feb

Issue 02/2019

Apr - 10

Late Apr

Issue 03/2019

Jun - 09

Late Jun

Issue 04/2019

Aug - 11

Late Aug

Issue 05/2019

Oct - 13

Late Oct

Issue 06/2019

Dec - 04

Late Dec

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THANK YOU