

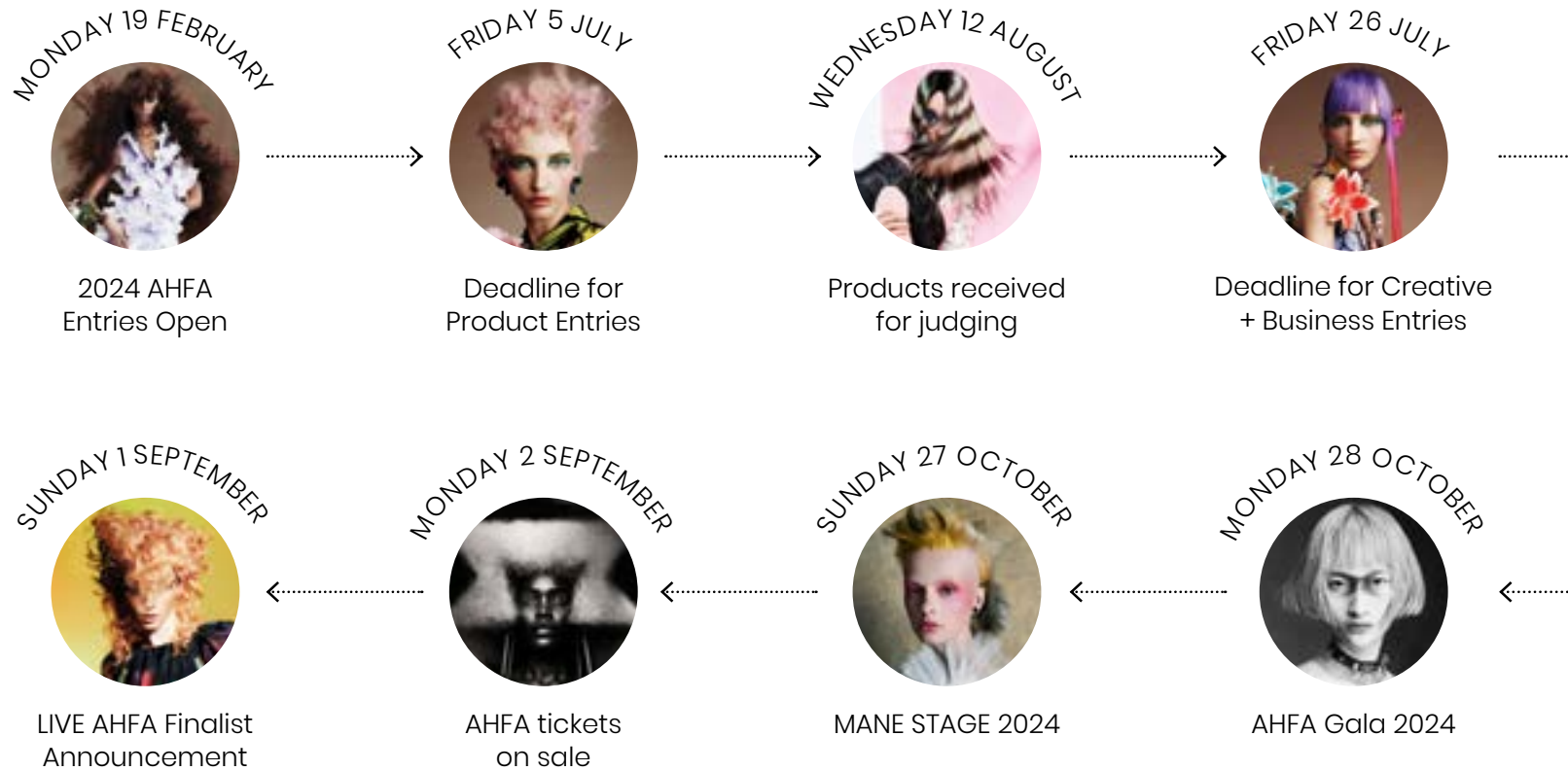
MDi
VISION



THE JOURNAL
**Media
Kit
2024**

Key dates

AHFA's key dates to know:



Reach / Audience

Our audience: salon owners, hairdressers and industry representatives

120,000

page views per year

65,000

unique users per year

thejournalmag.com

18,000

combined EDM database

2.7M

social reach 2023

2.9M

social impressions 2023

social media

55,000

print readership

11,000

The Journal magazine circulation (AU & UK)

print

Social media



@thejournalmag

Reach: **2.7 Million**

Impressions Total: **2.9 Million**

Average Reach Rate Per Post: **9.3%**

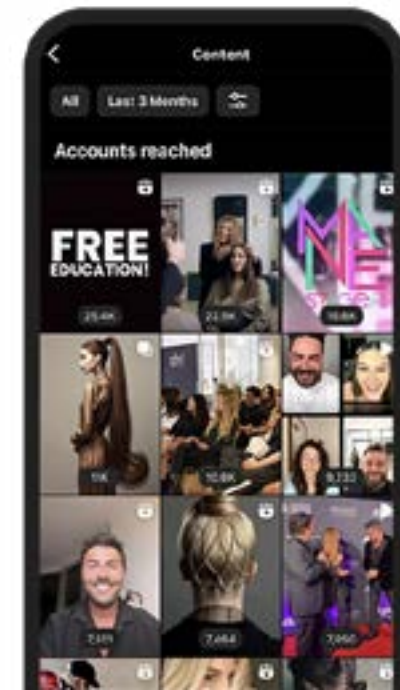
Likes Per Post: **Avg 275 / Total 115K**

Engagement per post: **Ave 190 / Total 19.25k**

Calculated by taking avg engagement per 90 day period x number of posts per period

 **67.5K**

 **155,000** Monthly Video Views



In the interest of protecting the artistic DNA of THE JOURNAL magazine, and for the most elevated client platform, @thejournalmag will no longer accommodate the below asset types on the grid:

- *Non-creative brand videos – any brand videos must have an artistic nature ie: brand campaign.*
- *Product shots of any format*
- *Sponsored posts not to open with visible brand logo*

The team is available to collaborate with ideas, suggestions, and curation of suitable assets to promote the above in a unique way that feels native to the grid environment.

IG Story: \$450 + gst

IG Story + click through: \$750 + gst

IG Story Package (3x stories): \$1000 + gst

IG Grid Post: \$650 + gst

IG Carousel: \$1200 + gst
(3-7 content pieces)

Reels: \$600 + gst

Link in Bio (7 days): \$1,500 + gst

Report on your activation: \$500 + gst

Live Interview: \$4,000 + gst

Hosted by TJM team member of your choice using the IG LIVE function for a true “we are going live with” interview event:

Inclusions:

- 1 x IG grid post in pre-event lead up (week of)
- 3 x IG stories pre-event lead up
- Saved to the TJM Grid
- Inclusion in our TJM Weekly EDM as an ICYMI with click through to the IG grid post
- + 1 x IG story as an ICYMI

Digital Cover: \$9,000 + gst

This proven concept brings to life the ‘print power’ of a magazine cover in the form of an interactive digital moment.

Curated from hero images and video content, the Digital Cover is designed to bring your specified campaign to life in a VR-inspired way, inviting the browser inside the moment/message for true interactivity. The motion cover opens a three-piece carousel on @thejournalmag, followed by your next strongest assets.

The cover is designed to look and feel like THE JOURNAL magazine including masthead and client logo. Created in-house by our Creative Director and design team.

Inclusions:

- 1 x moving digital cover featured on @thejournalmag as a grid post (designed by MDV)
- 1 x grid post carousel (3 – 5 images) hero images from shoot
- 1 x grid post: VIDEO asset (strongest video asset, BTS/creative) (will be housed on the TJM Youtube if longer than 1 minute)
- 3 x IG stories to support the cover launch including:
 - Swipe up to TJM.com editorial feature talking to campaign
 - Swipe up to brand dictated website/platform
- 1 x exclusive EDM to TJM database
- 1 x online editorial feature on TJM.com

Note: Each digital cover is designed and laid out by TJM Creative Director and does not include production. This digital cover activity is a great way to amplify any production done in partnership with M Division.





Pro-Story Coverage: **\$5,500 + gst**

Professional Instagram story series designed to journey the browser through your brand activation, launch or event from beginning to end. Social storytelling crafted to hook the viewer and concluding with a call to action.

At Event:

- 10 x IG stories (Shot via smartphone in portrait mode)

Post Event:

- 1 x grid post or carousel (with professional photography provided)
- 1 x inclusion in weekly TJM EDM
- 1 x IG story click through to grid post

Upgrade option: **\$7,000 + gst**

All the above PLUS

- 1 x editorial feature on TJM.com
- 1 x exclusive EDM to TJM database

Notes: Professional audio-capture for interviews utilised

*Activation subject to concept/conversation

** Interstate travel and accommodation not included

Salon Walkthrough: **\$4,000 + gst**

Spotlight your salon account and profile product in its natural habitat with a salon walkthrough. Shot on smartphone with professional audio capture, THE JOURNAL explores an iconic salon space as led by the respective founder, discussing everything from staff to functionality and brand support.

Shared on @thejournalmag Instagram and supplied to the supporting brand for ongoing use + IG story click through.

- Can be produced virtually if required
- Involves pre-briefing by MDV and brand for key points and USP's

*Interstate travel and accommodation not included

Upgrade option: **\$4,500 + gst**

Includes all the above + inclusion in weekly TJM EDM as an ICYMI with click through to salon walk through grid post



thejournalmag.com:

120,000 Page Views Per Year
65,000 Unique Users Per Year
69,000 Unique Sessions
1 m 03 s Average Session Duration
1.93 Pages Per Session

Google Analytics
 (last 90 days):

Session Duration: **1 m 10 s**
 Bounce Rate: **77.85%**
 Sessions: **17,500**

Audience Insights:

35.15% Australian **27.91%** USA
21.08% Great Britain

EDM:

Audience insights

19k Combined Subscribers
81.5% Australian **6.1%** USA
6.7% Other*

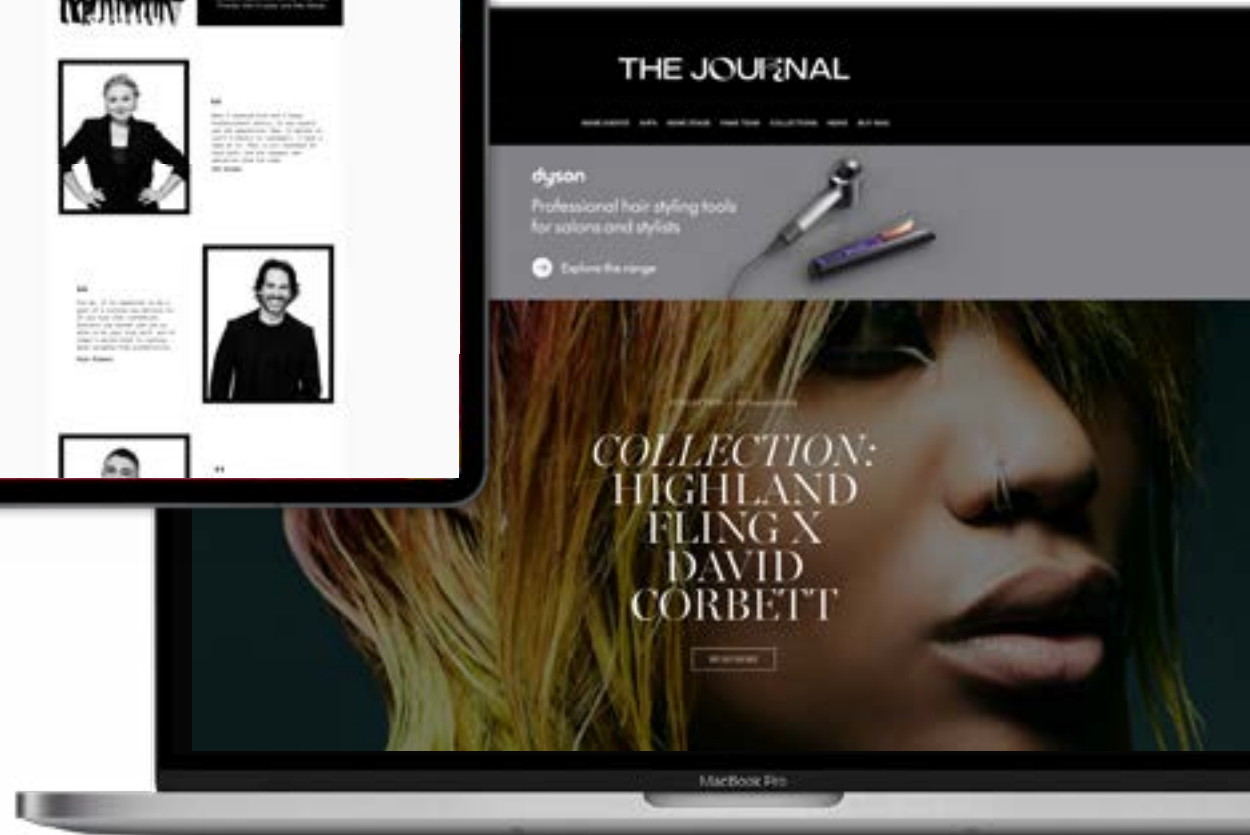
Weekly EDM

29.7% Open Rate
3.2% Click Through Rate

Custom EDM

33.5% Open Rate
2.96% Click Through Rate

Calculated by taking avg engagement
 across 2023 period x number of EDM's



thejournalmag.com:

Leaderboard:
\$3,000 + gst

Creative Leaderboard:
\$4,000 + gst (30 days)

Med Rectangle:
\$2,000 + gst (14 days)

Hero Advertorial:
\$2,000 + gst (30 days)
\$1,000 + gst (14 days)

Site Takeover: **\$9,000 + gst**
 (14 days only, includes: Leaderboard,
 1 x Creative Leaderboard, Hero
 Advertorial + Med Rec)

Editorial Feature + IG Story Swipe up
 to feature: **\$2,000 + gst**
 (Editorial Feature only **\$1,600 + gst**)

- + Please note each Creative Leaderboard may be among up to four others. Imagery and content to be approved by M Division
- + Any of the above placement bookings will receive an online feature plus inclusion in the weekly TJM EDM

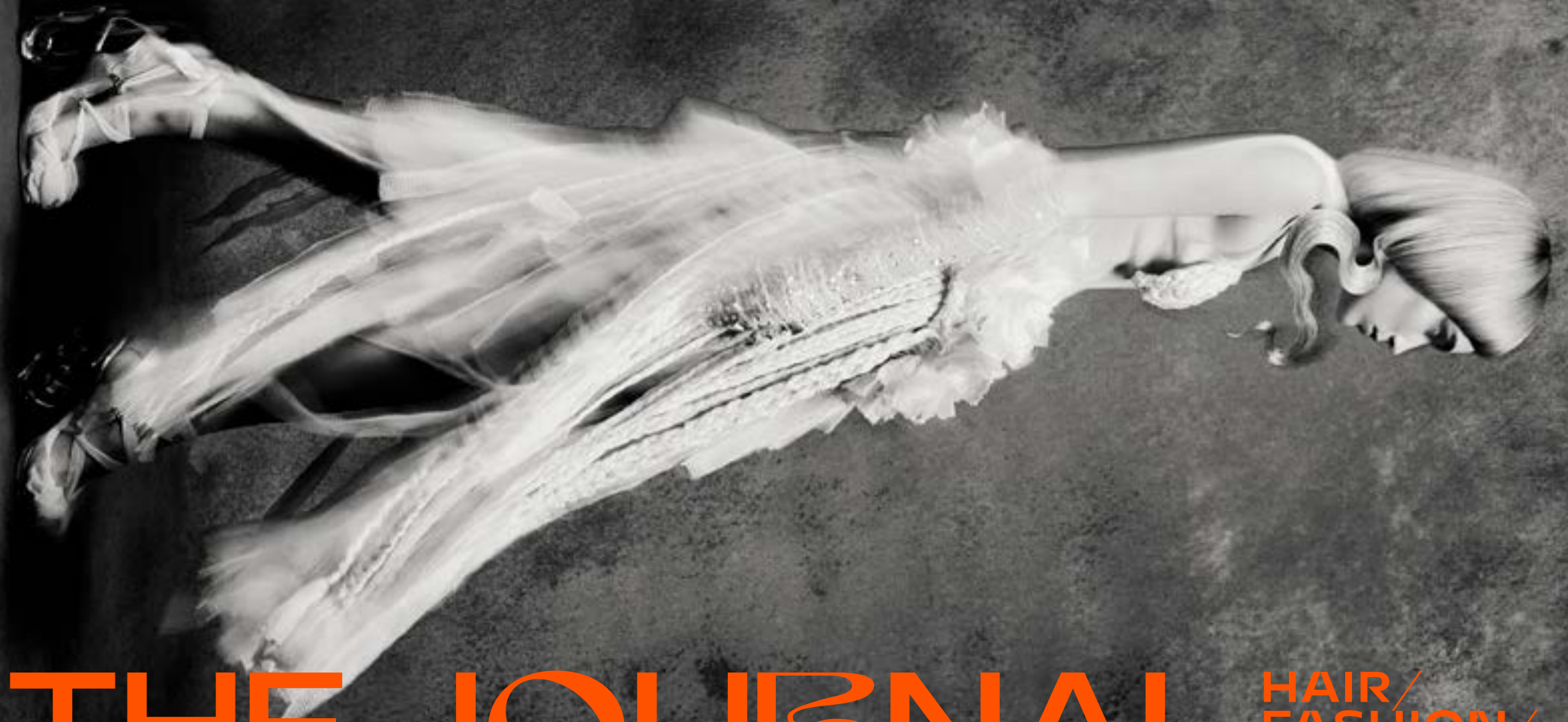
EDM/Database Rates:

Exclusive EDM Blast:
\$2,500 + gst

Inclusion in our weekly TJM EDM:
\$750 + gst

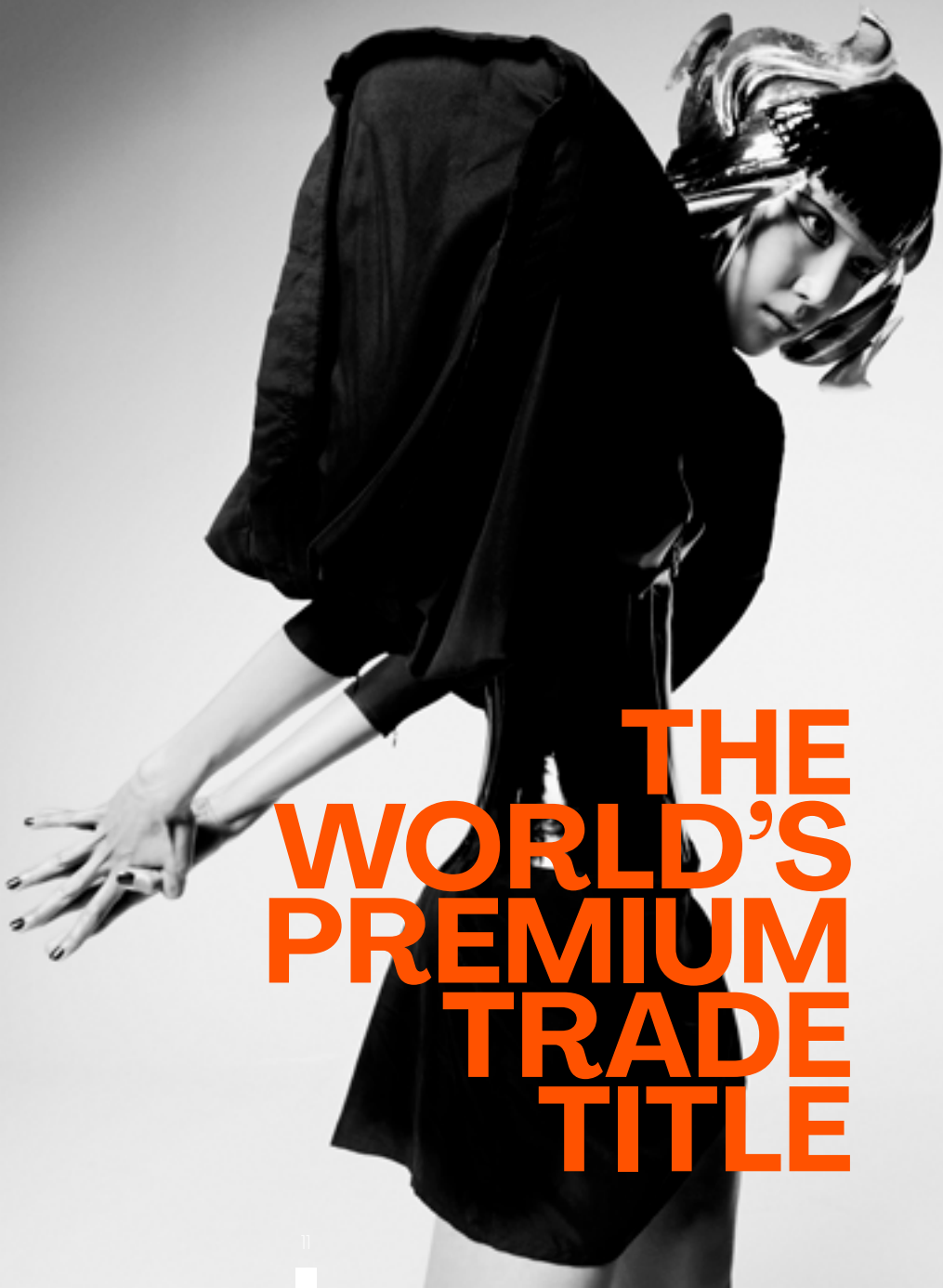
- + Rate reductions available for volume purchases on a case-by-case basis.
- + Recommended: IG Story swipe up + editorial feature to support any EDM activation.





THE JOURNAL

HAIR/
FASHION/
CULTURE/



THE WORLD'S PREMIUM TRADE TITLE

WHERE HAIR FASHION MEETS THE WORLD

THE JOURNAL is a place for the professional to find confidence, creativity and connection with like-minded artists and entrepreneurs. A community linked by the taste and tenacity required for a powerful future in hair. What defines us?

A community of individuals on the same wavelength connected for change - intelligent, iconic and invested in the growth of themselves, each other and the world as one. Credible, sophisticated, international.

We are a yearly hair, fashion, culture bible sprawling 180 + pages of quality print. People, products, spaces and places that mean something and inspire something. From hair art to global trends in design, sustainability, business and fashion.

STATS YOU NEED TO KNOW:

Frequency: Annual

Circulation: 11,000+

Readership: 50,000 (pass factor 5)

ISSUE Price (AUD): AU\$34.95

DATES YOU NEED TO KNOW:

Print Deadline: 1st September

Print Release: Early October

PRINT SPECS:

Single Page: 297mm x 230mm
+5mm bleed all around

DPS: 297mm x 460mm
+5mm bleed all around

THE COVER:

By invitation only.

In times of political uncertainty, terror and a tumultuous journey ahead, it is the arts that unite us, empower us and ultimately pull us through. Creativity is the greatest form of rebellion, and the hair designer an unlimited resource.

Salvador Dali sits with Tim Walker and feasts upon a banquet of punk subculture. Bold, brilliant, bonkers. In 2024, we're letting the Cheshire Cat out of the bag, we're letting loose. Free, unharnessed craftsmanship.

ISSUE 01/2024 'HOW BIZARRE'

We are now accepting submissions for Issue 1: 2024.

Sitting on an unseen visual masterpiece, thought provoking editorial or interview idea? Photographers, writers and all artistic curators – we want to hear from you.

SUB-MISSIONS

SUBMISSION GUIDELINES:

VISUAL EDITORIAL:

Up to 8 pages granted to any likeminded creative executions. To be approved by the Creative Director.

THOUGHT PIECES:

We welcome written submissions and any ideas that fulfill the below content pillars:

- **CULTURE II** global trends/ movements, travel, people, places
- **INNOVATION II** design, science, technology, product performance
- **PEOPLE II** local or international artists/spokespeople, experts in the fields of art, music, hair, fashion, design, business
- **VALUES II** sustainability, community, connection

EDITORIAL PRODUCTION:

THE JOURNAL is here to explore and collaborate across any concepts/ NPD's/brand activations with our regarded creative/production team.

- + Direction must be developed and approved by THE JOURNAL Creative Director
- + Please see the "MKIT – Production" or enquire directly

- *DPS (2 pages):* \$5,000 + gst
- *6 Page Visual Editorial:* \$8,000 + gst
- *8 Page Visual Editorial:* \$10,000 + gst (this 8-page spread may include 2 pages of written and 6 pages of visual content)

For any creative submissions email lauren@mdivision.com.au

PLACEMENT



MDI_VISION x THE JOURNAL



THE JOURNAL RATES

ADVERTISING:

- 2x Inside Front Cover DPS: \$8,900 + gst
- 2x Hero Double Page Add's \$7,500 + gst
- 2x Hero Single Page Add (premium front of mag, in lieu of page 3): \$5,500 + gst
- Double Page Editorial Feature: \$5,900 + gst (MDV curated + designed)
- Double Page Add Placement: \$5,000 + gst
- Single Page Editorial Feature: \$3,900 + gst
- Single Page Add Placement: \$3,000 + gst

J FILES:

The existing TJM lifestyle feature, reimagined and commercialised.

- Full Page: \$1,500 + gst
- 1/3: \$500 + gst



MDi_VISION x THE JOURNAL

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