

# ABC Limelight Media Kit 2010

# Limelight Magazine is...

- The ABC's monthly arts magazine
- The only Australian magazine that delivers a complete guide to the arts world, including music, opera, theatre, dance, travel, visual arts and literature
- Features galleries, museums, ABC TV highlights, ABC Classic FM listings, festival information, performance reviews and a complete What's On around the country every month
- Is the definitive guide to the people that shape the Australian and International arts world
- Heavily involved in the Australian arts
- A sponsor of many events including the ARIA Fine Arts Awards and APRA, and hosts the only annual audience voted music awards – the Limelight Awards
- Promoted heavily on ABC TV, ABC Classic FM, ABC Radio National and the Ovation Channel
- Circulation: 11,299 (ABC Dec 2009)
- Readership: 45,000 (Roy Morgan Dec 2009)

# The Limelight Reader\*

- Educated, discerning and well informed
- High consumers of music, theatre, ballet and art
- 86% of readers are aged 45+
- 75% of readers' number one interest is classical music
- Over 37% of readers subscribe to an Orchestra
- Over 90% donate to charity
- 61% are intending to go on holiday in the next 12 months
- 38% intend to purchase audio visual equipment in the next 12 months
- 37% attend the cinema at least once a month
- 25% buy at least one DVD a month
- 26.8% of readers earn over \$75,000 a year
- 16% of readers earn over \$100,000 a year
- Loyal – over 50% of ABC Limelight readers subscribe
- Involved – over 38% spend more than 2 hours a day reading it
- Influential - Over 50% of readers share Limelight with at least one other person
- Interested – 59% use ABC Limelight as their sole reference for upcoming performances
- Over 74% of readers have responded to advertising within Limelight magazine

# Exclusive reach\*

- 71% of Limelight readers do not read the Sydney Morning Herald Spectrum
- 82% do not read the Melbourne Age A2
- 91% do not read the Monthly
- 92% do not read Vogue Entertaining and Travel
- 82% do not read Gourmet Traveller
- 79% do not read Delicious magazine

\*Venus Research readership survey Dec 2008

# Features\*

- **JULY 2010:**
  - Opera Issue + CD
- **AUGUST 2010:**
  - Cover: Beethoven's 5<sup>th</sup> Symphony as interpreted by Sydney Symphony & the Australian Chamber Orchestra
  - The Interview: Playwright Polly Stenham
  - Features: Orchestra Romantique
    - Robert Dowling
    - Yvonne Loriod
  - Travel: New Zealand
- **SEPTEMBER 2010:**
  - Cover: TBC
  - The Interview: TBC
  - Features: Stephen Layton & the Choir of Trinity College Cambridge
  - Travel: TBC

\*Please note features are very likely to change depending on last-minute industry announcements, etc.

# Features\*

- **OCTOBER 2010:**
  - Cover: The Classic FM team's picks for the Top 100
  - The Interview: James Galway
  - Features: Volmer on Schumann
  - Travel: TBC
- **NOVEMBER 2010:** Sir Simon Rattle + 2011 Season Preview + DVD
  - The Interview: Leonard Cohen
  - Features: TBC
  - Travel: Brisbane
- **DECEMBER 2010:**
  - Cover: 2010 Limelight Award winners + Ballet Russes CD
  - The Interview: Geoffrey Rush/Neil Armfield *Diary of a Madman*
  - Features: TBC
  - Travel: TBC

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# Features\*

- **JANUARY 2011:**
  - Cover: TBC
  - The Interview: TBC
  - Features: TBC
  - Travel: Victoria's High Country
- **FEBRUARY 2011:** TBC
- **MARCH 2011:**
  - Cover: Anthony Warlow
  - The Interview: TBC
  - Features: TBC
  - Travel: Tasmania
- **APRIL 2011:**
  - Cover: Vladimir Ashkenazy's guide to an orchestra + CD
  - The Interview: TBC
  - Features: TBC
  - Travel: TBC

\*Please note features are very likely to change depending on last-minute industry announcements, etc.

# Editorial Opportunities

- **General News** - Please forward news of developments, prizes, competitions, appointments, premieres etc. SUPPLY: press release or a few paragraphs + high res colour photo (optional)
- **On the Road** - Standard questions done via email, to tie in with a performance anywhere in Australia that month. Suitable for talent who tour – musicians, actors, dancers. Questions are simple to answer. They include: What’s your travel tip? Best thing about coming back home? Best / worst part of touring? SUPPLY: total of 400-450 words + high res colour photo of the artist
- **How do you...?** - Designed to let readers know the inner workings of artists and the industry. Open to all arts practitioners. EG: How do you arrange a song for a symphony orchestra? How do you curate an exhibition? SUPPLY: total of 300 words + high res photo (“in action” is preferable, but portrait is fine)
- **Tops 5 Festivals** - New column to highlight the best arts festival happening in Australia that month. SUPPLY: press release or a few paragraphs + TWO high res colour photos
- **In the Spotlight**- A mini-preview of an event/tour anywhere in Australia that month. Written in-house, this is half a page in the News section. SUPPLY: Press release with quotes + TWO high res colour photos with captions

# Editorial Opportunities

- **Please Welcome** - A full-page column designed to promote young Australian talent. Again, the featured artists can be from any field, any part of the industry. Must be around the age of 30 (and under), promising and ridiculously talented, and have something on that month so that audiences can see them or their work live. SUPPLY: very high resolution colour images + talent available for 15 minute phone or email interview
- **The Limelight Interview** - A spread in Q & A format. This must be a very high-profile personality in any field of the arts or relevant to a loyal ABC audience. The interview needs to be done in person, and requires a minimum of 30 minutes. This may sometimes form the cover story of Limelight, depending on the personality and how giving they are. Open to all sorts of suggestions, as long as the person really needs no introduction. SUPPLY: 30 minutes of in-person time, very high resolution portrait photo. We can arrange photography for this column too.
- **Reviews** – Over 70 Film & DVD reviews; Classical, Jazz & World Music reviews; Audio Visual equipment, Books and much more
- **What's On Arts Calendar** - A national round-up of arts events, with state-by-state guide and national highlights. SUPPLY: press release and relevant, up-to-date high resolution images

# Rate Options\*

## Double page spread options\*

1. Casual Rate  
\$8,400 per insertion
2. 3 x DPS  
\$8,145 per insertion
3. 6 x DPS  
\$7,890 per insertion
4. 12 x DPS  
\$7,560 per insertion

\*All rates exclusive of GST

# Rate Options\*

## Full page options\*

1. Casual Rate  
\$4,200 per insertion
2. 3 x FPC  
\$4,075 per insertion
3. 6 x FPC  
\$3,990 per insertion
4. 12 x FPC  
\$3,780 per insertion

\*All rates exclusive of GST

# Rate Options\*

## Half page options\*

1. Casual Rate  
\$2,520 per insertion
2. 3 x HPC  
\$2,445 per insertion
3. 6 x HPC  
\$2,395 per insertion
4. 12 x HPC  
\$2,265 per insertion

\*All rates exclusive of GST

# Rate Options\*

## Third page options\*

1. Casual Rate  
\$1,680 per insertion
2. 3 x TPC  
\$1,630 per insertion
3. 6 x TPC  
\$1,595 per insertion
4. 12 x TPC  
\$1,510 per insertion

\*All rates exclusive of GST

# Rate Options\*

## Directory\*

1. Casual Rate  
\$500 per insertion
2. 3 x 1 Block  
\$300 per insertion
3. 6 x 1 Block  
\$250 per insertion
4. 12 x 1 Block  
\$200 per insertion

\*All rates exclusive of GST

# Rate Options\*

## Inserts\*

State	Amount of Inserts	Inside Specs	Outside Specs (Hand Insert)
NSW/ACT	9,000	\$3,150	\$4,095
VIC/TAS	5,000	\$1,750	\$2,275
SA/NT	3,000	\$1,050	\$1,365
QLD	4,000	\$1,400	\$1,820
WA	3,100	\$1,085	\$1,410.50
Nat Subs	9,000	\$3,150	\$4,095
Nat Run	20,000	\$7,000	\$9,100

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# Deadlines 2010 -2011

Issue	Booking	Material	On sale
July 2010	21 May	26 May	16 June
August 2010	25 June	30 June	21 July
September 2010	23 July	28 July	18 Aug
October 2010	20 Aug	25 Aug	15 Sept
November 2010	24 Sept	29 Sept	20 Oct
December 2010	22 Oct	27 Oct	17 Nov
January 2011	22 Nov	27 Nov	18 Dec
February 2011	13 Dec	19 Dec	22 Jan
March 2011	24 Jan	29 Jan	19 Feb
April 2011	21 Feb	26 Feb	19 Mar
May 2011	21 Mar	25 Mar	16 Apr
June 2011	25 Apr	30 Apr	21 May

# Summary

ABC Limelight offers a highly targeted and responsive audience, passionate and committed to the arts in this country.

We look forward to partnering with you in 2010/11.

To discuss further please don't hesitate to contact Rebecca Davis on (02) 8399 7618 or [rdavis@limelightmagazine.com.au](mailto:rdavis@limelightmagazine.com.au)

For all editorial suggestions, please contact Francis Merson on [fmerson@haymarketmedia.com.au](mailto:fmerson@haymarketmedia.com.au)