



LOT'S WIFE

PARTNERSHIP KIT

ABOUT LOT'S WIFE

Based at Monash Clayton, student-run magazine Lot's Wife has been a fundamental part of campus life since 1964.

Catering to students primarily between the ages of 18-25, Lot's Wife is distributed free of charge both digitally and in hard copy throughout the semester. With content exploring a broad range of topics relevant to student life and interests, Lot's Wife holds a strong readership of approximately 25,175 students and a pick-up rate of 100%.

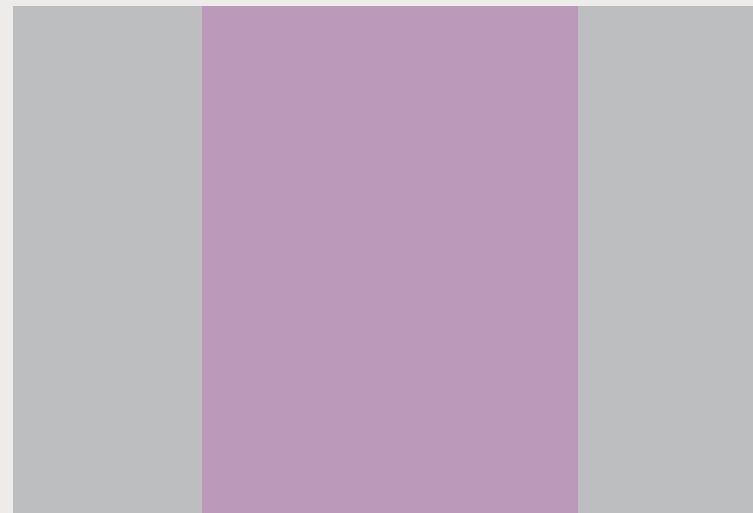
Reflecting the increasingly digital nature of student media, Lot's Wife also maintains an active online presence. Our social media following continues to grow, with 4,129 students currently following Lot's Wife on Facebook and Instagram and posts reaching an average of 21,702 students per month. Over 1,000 students visit our website each month. Digital editions of the magazine are published on our website and hosted on Issuu, with 33,346 readers to date (roughly 3,334 readers per online edition).

With an active online presence reaching over 21,702 students per month, and a print run of 9,500 magazines per year, advertising through Lot's Wife presents a fantastic opportunity for your brand to connect with the student market.

Ready to advertise with us, or have any general enquiries?
Get in touch with our marketing team, Olivia Tait and Dimitri Tsivelekis,
by emailing msa-lotswife@monash.edu today.

AD RATES - MAGAZINE

Connect with students through an ad placed in the physical and digital copy of Lot's Wife magazine



BACK COVER
\$1000



INSIDE FRONT COVER
\$850



INSIDE BACK COVER
\$800



TWO PAGE SPREAD
\$1100



FULL PAGE
\$600



HALF PAGE
\$450



QUARTER PAGE
\$300



EIGHTH PAGE
\$200

Note: All rates GST exclusive

AD RATES - DIGITAL

Reach up to 7,251 students per week with Lot's Wife Digital Advertising

Sponsored Article

1 Week	1 Month
\$550	\$990

A short article and image or a video posted on Lot's Wife Facebook (@MSA.LotsWife) and website.

Specifications

Dimensions: Custom

Colour Mode: RGB

Resolution 72dpi

File Type: .JPG, .JPEG, .GIF

File Size Not Restricted

Link / Details: Provide a 500 word article and images inc. links

Social Media

1 Week	1 Month
\$350	\$650

An image or photo with a caption on the Lot's Wife Instagram (@LotsWifeMag) and Facebook (#MSA.LotsWife)

Specifications

Dimensions: 500px/400px (W/H)
1080px/1080px (W/H)

Colour Mode: RGB

Resolution 72dpi

File Type: .JPG, .JPEG, .mp4

File Size Not Restricted

Link / Details: Provide a caption for Instagram and Facebook

Web Banners

1 Week	1 Month
\$250	\$800

One large banner or three small banners displayed in prime positions on the Lot's Wife website homepage

Specifications

Dimensions: 1170px/110px (W/H)
1500px/750px (W/H)

Colour Mode: RGB

Resolution 72dpi

File Type: .JPG, .PNG, .mp4

File Size Not Restricted

Link / Details: Provide the website URL the user will be directed to clicking the banner

Minor Web Ad

1 Week	1 Month
\$175	\$650

One large banner or three small banners displayed in less prominent positions on the lot's Wife website

Specifications

Dimensions: 1170px/110px (W/H)
1500px/750px (W/H)

Colour Mode: RGB

Resolution 72dpi

File Type: .JPG, .PNG, .mp4

File Size Not Restricted

Link / Details: Provide the website URL the user will be directed to clicking the banner

BUNDLES & DISCOUNTS

Take out multiple ads, or advertise in multiple editions for discounted ad rates.

MULTIPLE EDITIONS

Two or more editions **for 10% off***

Three or more editions **for 15% off***

Five or more editions **for 20% off***

DISCOUNTS

Monash University receives 15% off

Monash Clubs receive 15% off

Not-for-profits receive 15% off

BUNDLES

Socials **for 10% off*** (Social Media + Sponsored Article)

Digital **for 10% off*** (Web + Social Media + Sponsored Article)

All Media **for 15% off*** (Print + Web + Social Media + Sponsored Article)

CONTACT US

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*Discounts cannot be combined with other discounts or offers. Multiple edition discounts only apply when purchased in one transaction.

Note: All rates GST exclusive

DISTRIBUTION

Edition 1	2,000 copies
Editions 2 - 5	1,500 copies
Total	8,000 copies

Distribution occurs across 11 key points at Monash University Clayton, targeting high traffic locations such as the Campus Centre and cafes.

As of March 2022, distribution now extends to other Monash campuses such as Caulfield, as well as local cafes & businesses, and to Lot's Wife alumni.

DEADLINES

Edition 1	1 February 2022
Edition 2	28 March 2022
Edition 3	6 June 2022
Edition 4	11 July 2022
Edition 5	12 September 2022

PREVIOUS PARTNERS

Biker Co.
Career Connect
Deutsche Bank
Joseph Burke Law
Monash Building & Property Division
Monash Campus Community Division
Monash Pharmacy & Pharmaceutical
Sciences Monash Security
Monash Wellbeing & Sustainability Our
Watch
Respect. Now. Always.
Sir John's Bar TAC Victoria TPG
Wholefoods