

WELCOME...

Welcome to The Last Post, since 2011, Australia's national magazine for veterans. The Last Post is a quality, bi-annual magazine, available in glossy A-4 and online. It is released to commemorate Anzac Day and Remembrance Day annually.

Show your care for Australia's veterans by supporting their magazine. Advertising space that will give national coverage to you and your brand as helping to keep the Anzac spirit alive, is now available at affordable rates.

Help our veterans now with an appearance in The Last Post.

The Last Post magazine includes:

- Interviews with well known Australians
- Stories and articles from some of the country's best known writers
- Your RSL at Work
- Music, Arts and Entertainment
- Health
- Travel
- Sport
- Finance
- Gardening
- DVA Updates



Extract from previous issues

GOVERNOR-GENERAL'S FOREWORD



“ There is the acknowledgement that our frail human nature has yet to find a way to repudiate war, yet hold safe our fundamental values. I applaud The Last Post for doing its part to ensure we are keeping the Anzac spirit alive. It is the least we owe for a debt we can never repay. ”

*His Excellency General The Honourable Sir Peter Cosgrove AK MC (Retd)
Governor-General of the Commonwealth of Australia*

READERSHIP DEMOGRAPHICS & STATISTICS

Distribution by:

Gender

Male 59%
Female 41%

Average Age
53 years old

Average Income
\$62,000

By State

Queensland 21%
New South Wales 26%
Victoria 25%
Suth Australia 12%
Western Australia 10%
Tasmania & Northern Territory 5%
Overseas & Miscellaneous 5%

By Age

18-40 Years old 18%
40-70 Years Old 71%
70+ Years Old 11%

Frequency

Published Bi-annual in
April
November



Extracts from previous issues

DISTRIBUTION AND METHODOLOGY

Total Distribution

Our distribution is 100,000 copies electronically and printed.

Distributed through subscription, mailout to corporate supporters, state and national libraries, RSLs and Governments.

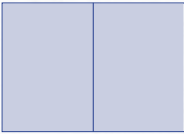

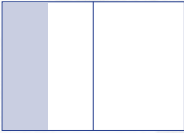
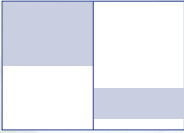

Our magazine is produced bi-annually, for Anzac Day and for Remembrance Day.

The TLP e-News is released every three months, and is another way we connect and keep in touch with veterans and their supporters.



Extracts from previous issues

ADVERTISING RATES - PRINT

	Casual (per issue)	2 Issue	4 Issue
	Double Page Spread \$3500 (plus gst)	\$3200 (plus gst)	\$3000 (plus gst)
	Full Page \$2100 (plus gst)	\$1900 (plus gst)	\$1800 (plus gst)
	Half Page Vertical \$1200 (plus gst)	\$1000 (plus gst)	\$900 (plus gst)
	Half Page Horizontal \$1200 (plus gst)	\$1000 (plus gst)	\$900 (plus gst)
	Quarter Page \$900 (plus gst)	\$750 (plus gst)	\$600 (plus gst)
	Eighth Page \$450 (plus gst)	\$450 (plus gst)	\$450 (plus gst)

(All prices excluding GST and agency commission)



Cover(s)

20% loading

Special Positions

(Contents page, rates, Editors page and Minister's message)

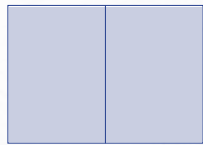
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Magazines released bi-annually,
for Anzac Day and
Remembrance Day
(2 issues per year)

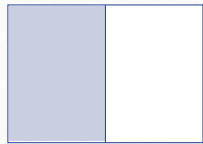


Extracts from previous issues

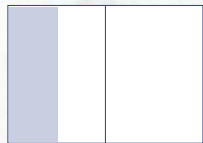
MECHANICAL SPECIFICATIONS - PRINT



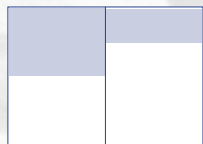
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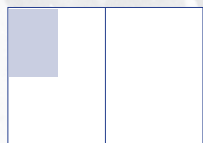
Full Page
297h x 210w



Half Page Vertical
297h x 105w



Half Page Horizontal
148.5h x 210w



Quarter Page
148.5h x 105w (vertical)
74.25h x 210w (horizontal)



Eighth Page
74.25h x 105w (vertical)
37.125h x 210w (horizontal)

File Preparation Guidelines

- **IMPORTANT NOTE REGARDING BLEED:**
This is an A4 publication, and there are multiple size options available as indicated in the diagrams left. At all sizes, contributors have the option of providing artwork that bleeds off to the edge of the page. If this is desired option, please ensure your artwork includes a 5mm bleed on all sides. Alternatively, you may choose to have white space around your artwork, in which case you do not need to provide bleed. With either option please include crop marks so there is no confusion and we know exactly what you want printed.
- Please ensure that your type does not go all the way to the edge of your artwork, leave a reasonable margin.
- All supplied files must be press optimised PDF files.
- Material (apart from editorial) supplied in Microsoft formats (Word Powerpoint etc.) will not be accepted.
- Files supplied must have all images at high resolution - 300dpi at 100%.
- Images should be saved as TIFF, PSD or EPS files, or high quality JPEGs only if the JPEG does not have any noticeable degradation.
- All artwork, including images must be supplied in CMYK, no spot colours allowed

GTR Publishing cannot guarantee reproduction if material does not conform to the above specifications.

PLEASE SUBMIT ARTWORK TO:

Kirstie Wyatt - Graphic Designer
kirstiewyatt@internode.on.net

or an internet file transfer
program such as:

www.sendthisfile.com

if the file is larger than 10MB.

Need help creating your artwork?

Our design team can help.

For \$120 per hour (+ gst) our talented and fast graphic designers can create fantastic artwork for you to ensure you stand out.

Just contact Kirstie Wyatt to discuss:

Email kirstiewyatt@internode.on.net
Phone 0419 035 000

TLP ENEWS - RATES AND SPECIFICATIONS

Growing in popularity, the TLP eNews is an electronic version of our great magazine, regularly distributed via email, to our vast online database of RSLs, subscribers, libraries, schools, government and council officeholders and corporate supporters.

Advertising in the eNews is an effective and modern way to reach your audience. It is a great alternative for a fantastically affordable price. If you would like to advertise in the eNews along with your existing print advertising, special discounts will be offered.

These are the size options available.

All measurements are in pixels.

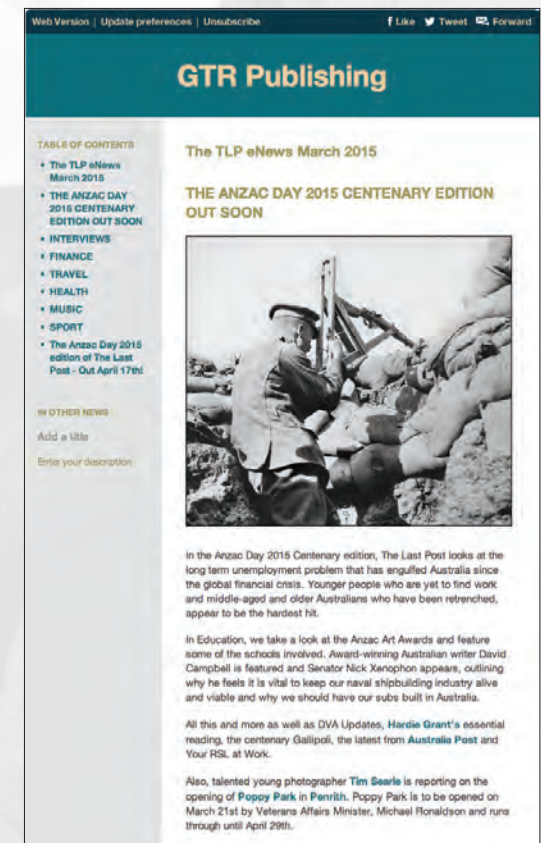
(All prices excluding GST)

SQUARE
410 x 410 px
\$520 (plus gst)

SMALL PORTRAIT
195 x 270 px
\$250 (plus gst)

LANDSCAPE
410 x 270 px
\$475 (plus gst)

LARGE PORTRAIT
410 x 600 px
\$600 (plus gst)



TLP eNews

THE LAST POST

AUSTRALIA'S NATIONAL MAGAZINE FOR VETERANS

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please contact our design team directly:

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SPORT

AFL and the Centenary

In 2015, the centenary of the landing at Gallipoli will fall on a Saturday.

The Australian Football League (AFL) is celebrating its centenary in 2015. The league has a long and proud history, and it is proud to be part of the centenary celebrations. The AFL has a long and proud history, and it is proud to be part of the centenary celebrations.

Team	Year	Champion	Score
Collingwood	1908	Collingwood	10.12.74
Geelong	1910	Geelong	12.14.86
Footscray	1912	Footscray	11.13.85
Geelong	1914	Geelong	12.14.86
Geelong	1916	Geelong	12.14.86
Geelong	1918	Geelong	12.14.86
Geelong	1920	Geelong	12.14.86
Geelong	1922	Geelong	12.14.86
Geelong	1924	Geelong	12.14.86
Geelong	1926	Geelong	12.14.86
Geelong	1928	Geelong	12.14.86
Geelong	1930	Geelong	12.14.86
Geelong	1932	Geelong	12.14.86
Geelong	1934	Geelong	12.14.86
Geelong	1936	Geelong	12.14.86
Geelong	1938	Geelong	12.14.86
Geelong	1940	Geelong	12.14.86
Geelong	1942	Geelong	12.14.86
Geelong	1944	Geelong	12.14.86
Geelong	1946	Geelong	12.14.86
Geelong	1948	Geelong	12.14.86
Geelong	1950	Geelong	12.14.86
Geelong	1952	Geelong	12.14.86
Geelong	1954	Geelong	12.14.86
Geelong	1956	Geelong	12.14.86
Geelong	1958	Geelong	12.14.86
Geelong	1960	Geelong	12.14.86
Geelong	1962	Geelong	12.14.86
Geelong	1964	Geelong	12.14.86
Geelong	1966	Geelong	12.14.86
Geelong	1968	Geelong	12.14.86
Geelong	1970	Geelong	12.14.86
Geelong	1972	Geelong	12.14.86
Geelong	1974	Geelong	12.14.86
Geelong	1976	Geelong	12.14.86
Geelong	1978	Geelong	12.14.86
Geelong	1980	Geelong	12.14.86
Geelong	1982	Geelong	12.14.86
Geelong	1984	Geelong	12.14.86
Geelong	1986	Geelong	12.14.86
Geelong	1988	Geelong	12.14.86
Geelong	1990	Geelong	12.14.86
Geelong	1992	Geelong	12.14.86
Geelong	1994	Geelong	12.14.86
Geelong	1996	Geelong	12.14.86
Geelong	1998	Geelong	12.14.86
Geelong	2000	Geelong	12.14.86
Geelong	2002	Geelong	12.14.86
Geelong	2004	Geelong	12.14.86
Geelong	2006	Geelong	12.14.86
Geelong	2008	Geelong	12.14.86
Geelong	2010	Geelong	12.14.86
Geelong	2012	Geelong	12.14.86
Geelong	2014	Geelong	12.14.86

roy-masters

— INTERVIEW —

“WE USED TO LOVE THREE OR FOUR BEERS EVEN THE DAY BEFORE A GAME.”

Robe to Recovery

“We must do more to help our veterans,” was the message I kept hearing repeated again and again in the media. That and a number of social media posts asking the average statistic of veterans taking their own lives was a compelling reason to start to do something to help.

Extract from Diary of Corporal W Stimmer

Extracts from previous issues