

We all have occasional thoughts that once verbalised, leave us thinking, geez, that'd make a good quote. It's not often we take the time to record them though. So, up there and all around us may be thought bubbles of great, life-changing quotes that no-one but yourself has heard of. Next time this flash of genius knocks on your door, get it down. If you're driving, pull over, if you're in the middle of an insomniac attack, get out of bed and find a piece of paper or your phone or iPad but get it down. What has made this publication, *Before I speak* possible is that these people have recorded their thoughts or had someone record them for them.

Within these pages you will find a quote for almost everything but with a spine of love, connection, humour and writing. You can do a quote-a-day if you please and use it to help you get through the day. You can be romantic and recite a quote to a loved one or use it as a re-alignment with somebody who's not on the same page. You may want to help a friend who is going through a rough patch. You may wish to inspire yourself, or use it to focus on the things that matter. I haven't bothered to count these quotes but if there are three hundred then there are three hundred different potential uses.

A flick through the pages of *Before I speak* will show us the thoughts of some great minds. And the great minds are united in their recognition of the importance of love and connection and peace of mind for a happy life. So make yourself happy, find some time for yourself and a quiet corner and have a read and adjoin yourself with this great group of people. Philosophise, laugh, love, live and don't take things too seriously but seriously enough to change if you want to. It's a balancing act. And express yourself. Through writings, painting, sketching, join an acting class, knit, do the crosswords or do the gardening or just express yourself through love and watch what happens. You can be almost anything you want to be.

And remember, next time you have an inspiring thought – get it down. It's worth it and it's healing. And if you're writing to express your love of things you find in another – make it sing.

Become part of this loving gesture and increase consumer awareness for your company and product in a rapidly growing industry that is creating its own genre.

As C. Joybell C says as one of the many inspirational quotes in *Before I speak*, "...And the only way we can become exposed is if we throw ourselves out into the open."

Do it.

Throw yourself (and watch what happens).

**greg t ross**

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**Before  
I speak,  
I have  
something  
important  
to say...**

# readership demographics & statistics

## Gender

Male	39%
Female	57%
Undeclared	4%

## Average Age

53 years old

## Average Income

\$93,000

## State

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

## Age

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

*"You are always new, the last of your kisses was ever the sweetest." – John Keats*



*"You're like a song that I heard when I was a little kid but forgot I knew until I heard it again."  
– Maggie Stiefvater*

Extracts from 'Before I speak, I have something important to say...'

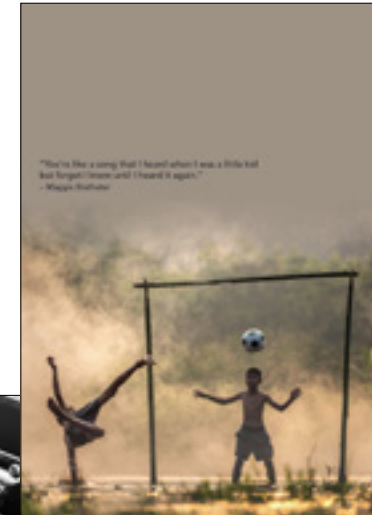
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# distribution and methodology

Before I speak is being launched nationally in 2019, as an adjunct to the already highly successful magazine *The Last Post*. This innovative new publication has a focus on mental-health and wellbeing, love and connection and is packed with great graphics and inspirational, empowering, loving and funny quotes.

Before I speak is distributed through the database of *The Last Post* magazine, which has been operating nationally since 2011 and has distribution of 100,000 copies electronically and printed.

Before I speak will be distributed through subscription, mailout to corporate supporters, state and national libraries, wellness centres, health focused outlets, veterans groups and Governments.



“The more I give to you, the more I have, for both are infinite.”  
– William Shakespeare



“You're like a song that I heard when I was a little kid but forgot I knew until I heard it again.”  
– Maggie Stiefvater

Extracts from 'Before I speak, I have something important to say...'

“One day I will find the right words, and they will be simple.” – Jack Kerouac

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# advertising rates - print

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

(All prices excluding GST and agency commission)



“Before I speak,  
I have something  
important to say.”  
– Groucho Marx



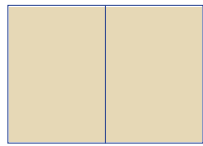
“We don’t see things as they  
are, we see them as we are.”  
– Anais Nin

Extracts from 'Before I speak, I have something important to say...'

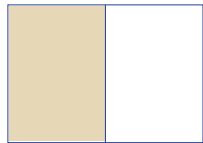
“If you tell the truth, you don’t have to remember anything.” – Mark Twain

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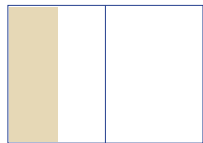
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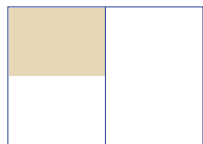
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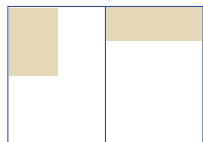
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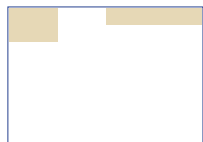
Half Page Vertical  
297h x 105w



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. Our talented and fast graphic designers can create fantastic artwork for you to ensure you stand out.

Just contact Kirstie to discuss:

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



Extract from 'Before I speak, I have something important to say...'

"Yesterday is gone. Tomorrow has not yet come. We have only today. Let us begin." – Mother Teresa

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# contact

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For all enquiries regarding artwork,  
please contact our design team directly:



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0419 035 000  
kirstiewyatt@internode.on.net

"Be as you wish to seem." – Socrates



"Life shrinks  
or expands  
in proportion  
to one's  
courage."  
– Anaïs Nin



Extracts from 'Before I speak, I have something important to say...'

"Do not fear failure but rather fear  
not trying." – Roy T. Bennett

"A bookstore is one of the only pieces of physical evidence  
we have that people are still thinking." – Jerry Seinfeld

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