

# THE LAST POST

KEEPING THE ANZAC SPIRIT ALIVE FOR AUSTRALIA'S  
VETERANS AND THEIR SUPPORTERS

## Story

Through bloodlines, The Last Post (TLP) magazine started at Gallipoli. Its acorn then fought with the 2/10th in Milne Bay, Buna and Balikpapan and trekked the Kokoda in WW2. By the late-sixties, The Last Post magazine was ready to be born.

Raymond Thorsby Ross, who had fought in PNG and the son of Joseph Thorsby Ross, who had fought at Gallipoli, leased a small office in George Street, Sydney. Raymond had decided that a small magazine, designed to help RSLs and their members, should be introduced in New South Wales. To do this he would need advertising to help pay printing and distribution costs. Daily, Raymond would take the train from suburban Chatswood to the city and phone local businesses and sporting clubs, asking for their support. This ex-digger and RSL member worked long hours to get each edition out and was effectively the magazine's editor, graphic designer and distributor.

In 1974, Raymond and his partner moved to Scarborough in suburban Perth and continued The Last Post in Western Australia until his death in 1983.

Twenty-eight years later, Raymond's son and Joseph's grandson, Gregory Thorsby Ross brought his father's magazine back to life. Greg had lived with his father as a 15-year old, when he started working as a copy-boy and cadet journalist at The Sydney Morning Herald. The teenager became a first-hand observer of the early days of the ex-servicemen and women's publication. By 2011 he had put everything in place to re-introduce The Last Post to a public in desperate need of a modern, quality magazine to assist the veteran community. Only this time it would be a national. And this time, it would be for all Australians.

With this humble background, and from a history steeped in the Anzac tradition, the new national TLP was born and is now respected and read by not only Australian veterans but the wider global community.

Featuring profiles on contemporary and historical veteran issues as well as honourable Australians, organisations, institutions and companies, TLP has matured to be Australia's most recognised independent online and print veteran magazine.

Acclaimed for its quality and journalism The Last Post is unlike any veteran's magazine seen before.

The reason?

It speaks to all Australians as a reminder that the legacy of the Anzac Spirit is relevant to us all.

With editor Greg T Ross' up-close interviews with famous Australians, stunning layout and production and input from great writers covering relevant topics in history, music, arts, entertainment, sport, travel, gardening, this magazine is so well received by a wide audience that reaches far beyond the veteran community.

[thelastpostmagazine.com](http://thelastpostmagazine.com)

# Media Kit

*The Last Post*, was first launched in 2011 and is Australia's highly acclaimed national magazine for veterans and the wider community.

TLP is a released online and in print, two-three\* times per year:

Anzac Day Edition – April  
\*Special Edition – August  
Remembrance Day Edition – November

Show your care for Australia's veterans by supporting their magazine.

Advertising space that will give national coverage to you and your brand, demonstrating how you help to keep the Anzac spirit alive, is available at affordable rates.

Help our veterans and increase consumer awareness and support for your brand 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
- Music, Arts and Entertainment
- Health
- Travel
- Sport
- Veteran's Issues
- Veteran Transition
- DVA Updates
- Finance

\* The Special Edition is produced some years and generally has a specific focus, which can be directed by a Last Post client, Contact Greg Ross to discuss.

"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."

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



## READERSHIP DEMOGRAPHIC

### Gender

Male	51%
Female	47%
Undeclared	2%

### Average Age

53 years old

### Average Income

\$81,500

### By State

Queensland	21%
New South Wales	26%
Victoria	25%
South 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 2-3 times per year:  
April  
August\*  
November

## TOTAL DISTRIBUTION

With its unique coverage of issues that affect veterans and the wider community, The Last Post Magazine has been highly acclaimed nationally since it launched in 2011.

Our distribution is 85,000 copies electronically and printed, distributed through subscription, mailout to corporate supporters, state and national libraries, veterans groups and governments.

The Last Post magazine is released two-three times per year (April, August\*, November).

The TLP eNews is released every three months, and, along with our very active Facebook page, is another way we connect and keep in touch with veterans and their supporters.

## THE LAST POST RADIO SHOW PODCAST

The Last Post is now proud to announce The Last Post Radio Show Podcast, with legendary presenter/producer Gary Mac and TLP Editor, Greg T Ross as co-hosts.

Gary and Greg now bring the same quality and subjects to listeners that has been the hallmark of the magazine since 2011.

Join us in this wonderful new excursion into the world of veterans and their transition to civilian life as we cover Travel, Arts, Finance and Sport with updates and interviews on news and with people that relate to veterans' lives.

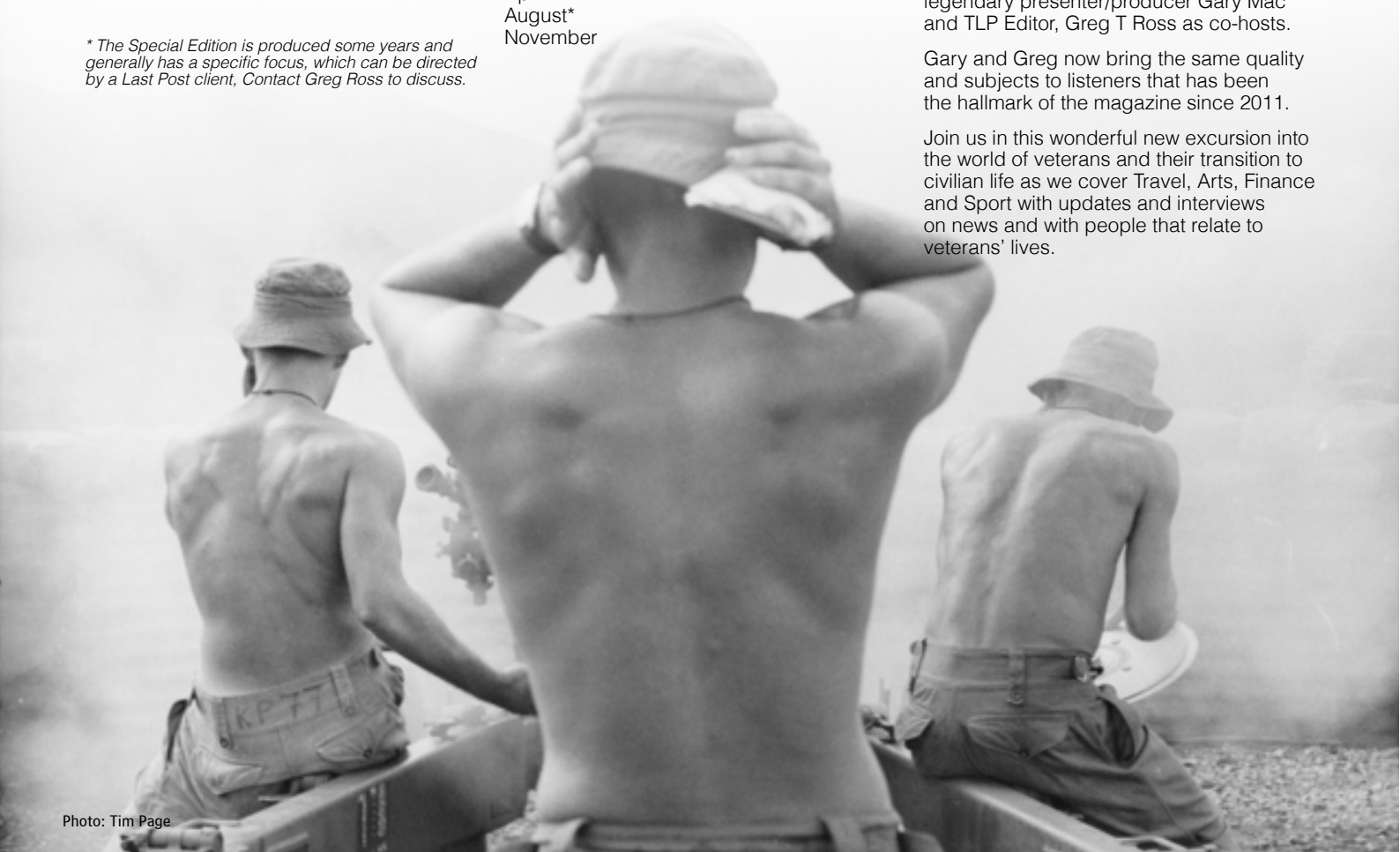
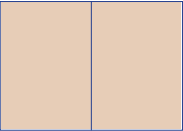
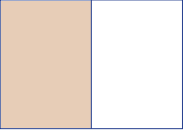
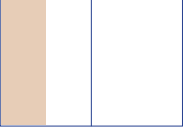
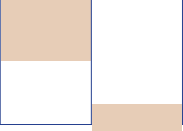
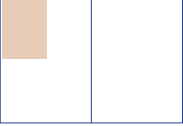


Photo: Tim Page

## ADVERTISING RATES – PRINT

	Casual (per issue)	2 Issue	4 Issue
 Double Page Spread	\$5500 (plus gst)	\$3520 (plus gst)	\$3100 (plus gst)
 Full Page	\$3300 (plus gst)	\$2090 (plus gst)	\$1980 (plus gst)
 Half Page Vertical	\$1870 (plus gst)	\$1100 (plus gst)	\$990 (plus gst)
 Half Page Horizontal	\$1870 (plus gst)	\$1100 (plus gst)	\$990 (plus gst)
 Quarter Page	\$990 (plus gst)	\$825 (plus gst)	\$600 (plus gst)

(All prices excluding gst)

Cover(s) and Special Positions:

(Contents page, Editor's page and Minister's message): 20% loading

## THE LAST POST RADIO SHOW PODCAST PROMOTIONAL OPPORTUNITY

With the birth of The Last Post Radio Show Podcast there is now a unique opportunity to promote yourself / your business in both the magazine and the radio show. This will enable new levels of connection with our highly engaged, loyal audience / readership.

As a welcome offer, we have special pricing for clients to book a magazine and radio show spot at the same time:

**Double-page spread** in The Last Post magazine and a **fully professionally produced radio ad** on The Last Post Radio Show Podcast:

**Casual: \$5500 | 2 Issues: \$3520 each | 4 Issues: \$3100 each**

**Full-page** in The Last Post magazine and a **25-minute interview/chat** on The Last Post Radio Show Podcast

**Casual: \$3300 | 2 Issues: \$2090 each | 4 Issues: \$1980 each**

**Half-page** in The Last Post magazine and a **10-minute interview/chat** on The Last Post Radio Show Podcast

**Casual: \$1870 | 2 Issues: \$1100 each | 4 Issues: \$990 each**

**Quarter-page** in The Last Post magazine and a **30-second audio promo** on The Last Post Radio Show Podcast

**Casual: \$990 | 2 Issues: \$825 each | 4 Issues \$660 each**

(All prices excluding gst)

## TO SUBMIT YOUR ARTWORK:

Please submit via email:

**Kirstie Wyatt - Graphic Designer**  
kirstie@wyattcreative.com.au

Or, if the file is larger than 10MB please use an internet file transfer program such as DROPBOX, WeTransfer etc

## NEED HELP CREATING YOUR ARTWORK?

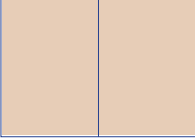
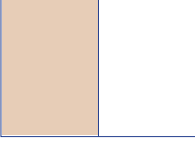
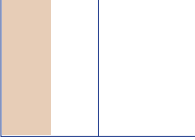
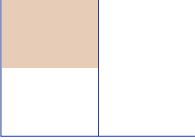
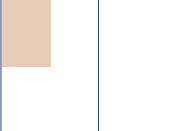
Our design team can help. Our talented and fast graphic designers can create fantastic artwork for you to ensure you stand out.

Just contact Kirstie to discuss:

Email: **kirstie@wyattcreative.com.au**

Phone: **+61 419 035 000**

## MECHANICAL SPECIFICATIONS – PRINT

	<b>Double Page Spread</b> 297h x 420w
	<b>Full Page</b> 297h x 210w
	<b>Half Page Vertical</b> 297h x 105w
	<b>Half Page Horizontal</b> 148.5h x 210w
	<b>Quarter Page</b> 148.5h x 105w (vertical)

## THE TLP ENEWS

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.

### FULL WIDTH BANNER

H:250px X W:600px

\$2000

(plus gst)

*Suggested banner size is a guide only:  
Our EDM content is 600 pixels across, so a popular choice for banners is full width 600 pixels.*

*If you would like to showcase a full width banner but your artwork is a different size please just ask our friendly team and we can work out the best option for you.*

## 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 JPGs only if the JPG 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.*



**CONTACT**

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