



JUSTUS MAGAZINE INVITES YOU TO JOIN THE FAMILY

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THE MAGAZINE

Justus Magazine has fulfilled a need in the industry for a platform that connects creatives with businesses that can help them succeed as professionals, our aim is to strengthen print and paper networks within Australia while celebrating the innovation of Print + Design as a union.

With a strong commitment from our sponsors and subscribing Australian designers, freelancers and print industry professionals, Justus Magazine is an independent project. Crafted with over 10 different stocks and showcasing a range of finishes throughout, the journal is a unique resource for creatives to keep and use day-to-day when searching for inspiration and suppliers to assist them in delivering the very best to their clients.

PARTNER WITH JUSTUS

Since its inception in 2011, Justus Magazine has become the ideal platform to gain access to the heart of the graphic design community in Australia. No other publication reaches the quantity and quality offered by this opportunity.

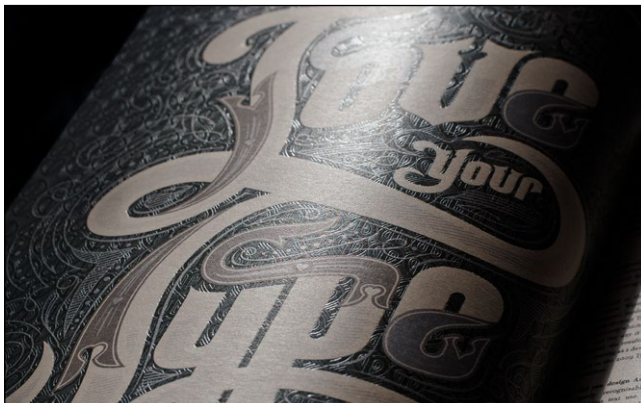
- » Award winning demonstration of excellence
- » A curated ensemble profiling the industry's best
- » The *Resource Tool* for the graphic design community
- » A showcase of Printing Techniques, Paper Ranges + Usability, Embellishments + Design Creativity

Partner with JUSTUS and use its keys to attract the right opportunities for your business.

Awards > NSW Pica 2012 ~ Gold // Printovation 2012 ~ Offset // Printovation 2013 ~ Offset

THE AWARD

WINNING PLATFORM
OF EXCELLENCE ~
PROFILING THE VERY
BEST IN GRAPHIC
DESIGN AND PRINTING



PROFESSIONAL SUBSCRIPTION PROFILE

Our publication currently goes out to subscribing creatives working in print design with a readership of over 6,000. The philosophy behind the 128+page magazine is to build a stronger community within our industry to drive better business practice. Justus Magazine is a subscriber-only demographic that goes direct to graphic design professionals across Australia. Justus targets creative studios and advertising art departments - designers who specialise in print products.

SNAPSHOT FIGURES + SUBSCRIBER STATISTIC BREAKDOWN ~

- » 85% subscriptions taken up by working print design professionals
- » 15% subscriptions allocated to final year students
- » Readership projection of between 6,000 + 10,000 designers
- » Business subscriptions acquired by 71% (creative studios of between 5 -10 staff)
- » 18% subscriptions to senior level freelancers making strategic decisions within advertising agencies

CIRCULATION



| State | Subscriptions |
|----------|---------------|
| NSW | 57.5 percent |
| VIC | 16.8 percent |
| QLD | 13.8 percent |
| WA | 05.4 percent |
| SA | 02.6 percent |
| TAS | 01.3 percent |
| ACT | 01.1 percent |
| NT | 00.9 percent |
| OVERSEAS | 00.6 percent |





DESIGNED BY US FOR US

Justus Magazine is a publication that has been specifically created to showcase the talent and craftsmanship of the Australian print design industry.

Taking the common unity that is design and forging a community of print designers, freelancers, studios, students of design and suppliers, this journal goes out to a personally invited subscriber demographic. Justus Magazine is a platform promoting and celebrating our finest print design innovators.

EACH OF THESE INTRICATELY DESIGNED 128+ PAGES IS DEDICATED TO ~

- » Featuring a multitude of specialty stocks
- » Demonstrating the latest printing and ink technologies
- » Highlighting a range of distinctive embellishments

INSIDE THE FOLD

COPY + PASTE

Feature Articles
Client Interviews
Design Trends

SMALL CAPS

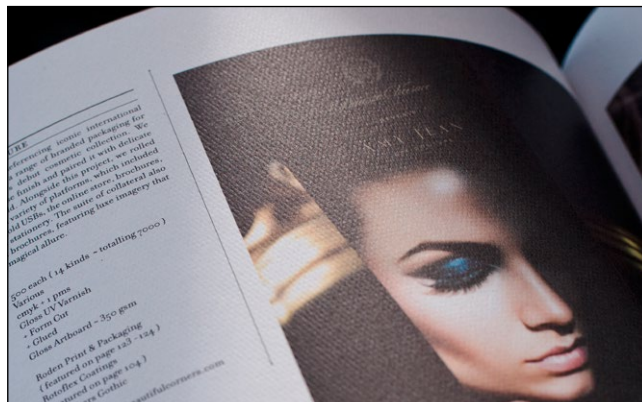
Student Section
Tips + Tricks from the Industry
Spotlight on Talent

FLOURISH

Gallery of exceptional Print Design
Showcasing 11 independent Studios + Freelancers
In-depth Interviews revealing their Philosophies

FRIENDS W BENEFITS

Supplier Directory
Australian Print Industry Contacts
Network of Invaluable Resources



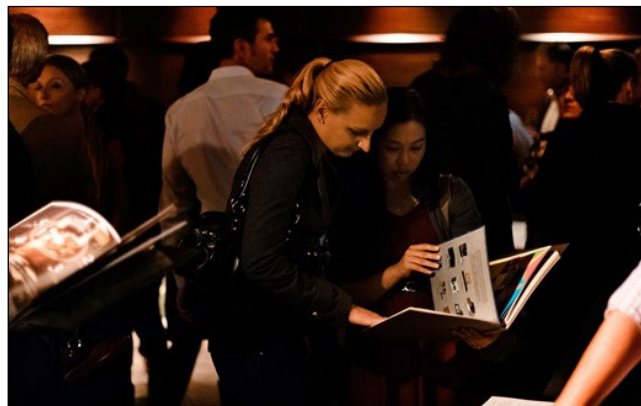


OUR NETWORKING PLATFORM

With an ever growing connection to over 6,500 nationwide print designers, Justus Magazine gets your business directly in front of a targeted audience of design studios and freelancers looking to partner with a broad spectrum of like minded suppliers that embrace the creative industry.

RECENTLY I JUDGED THE PRINTOVATION AWARDS AND WAS REALLY IMPRESSED WITH BOTH VOLUMES OF JUSTUS. I AM WRITING TO SEE HOW I CAN GET MY HANDS ON THIS AS IT IS ONE OF THE MOST VALUABLE PIECES OF PRINT REFERENCE I HAVE EVER SEEN. IT IS A REALLY BEAUTIFUL PIECE.

~ Jeremy De Villiers, Executive Producer // Leo Burnett Australia



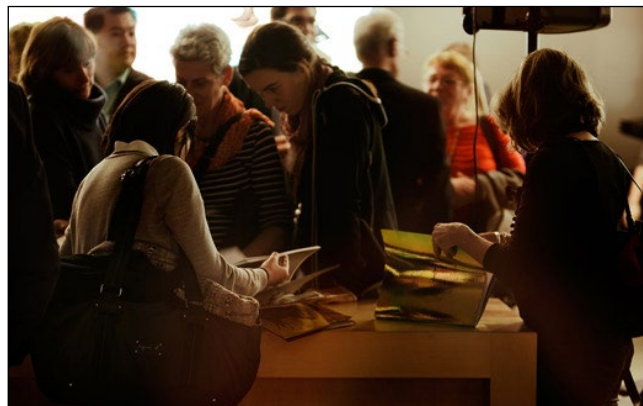
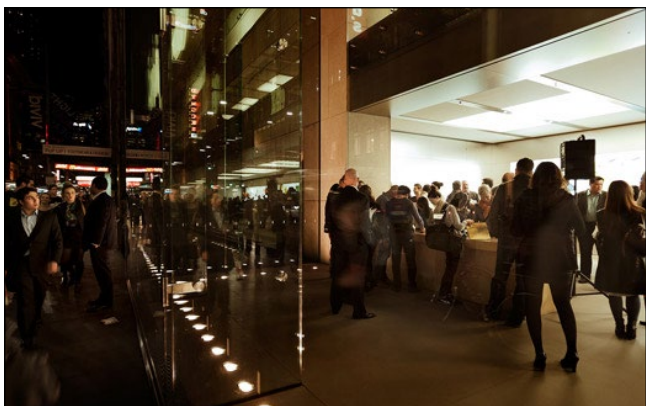


INIMITABLE PR EXPOSURE

Due to the innovative nature of Justus Magazine and the brand we have received extensive industry recognition. Justus Magazine Issue 03 launched at the Sydney Apple Store as part of the Vivid Sydney Festival
~ unmeasurable exposure for our partners.

JUSTUS MAGAZINE IS ONE OF THE BEST WE HAVE EVER SEEN. THE WHOLE AUSTRALIAN PRINTING INDUSTRY SALUTES THE TEAM FOR ITS PASSION AND COMMITMENT IN GETTING THIS AMAZING PUBLICATION OFF THE GROUND!

~ Theo Pettaras // Digitalpress





FRIENDS WITH BENEFITS

Justus Magazine has a deep connection to a unique subscriber demographic of print design professionals. Our audience is directly targeted to meaningfully engage with your brand in our dedicated advertising section, *Friends with Benefits*. We also offer *Printed Sample Display Advertising*, exclusively for our advertising partners, who have the resources to print their own advertisement. Have a sample of your printwork included in our journal, reaching a readership of over 6,000 print design creatives.

Printed on specialty stock, your advertisement becomes a powerful message to this niche community - a demographic whose business success depends on their relationship with you. *The Classifieds* section is a comprehensive directory that lists valuable services and products, so you can be at the fingertips of your customers when they need you.

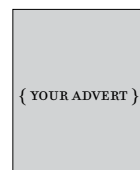
ADVERTISERS RECEIVE ~

- » Design consultation and creative support for artwork
- » VIP invitations to paper + print industry events nationally

ADVERTISING RATES

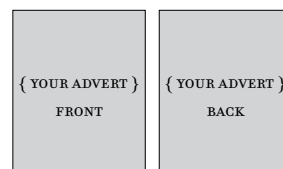
| Display Advertising | Price |
|---------------------|------------------------------------|
| FULL PAGE | \$3000 AUD + GST (early bird rate) |
| PRINTED SAMPLE PAGE | \$3500 AUD + GST (early bird rate) |
| DOUBLE PAGE SPREAD | \$5500 AUD + GST (early bird rate) |
| CLASSIFIEDS LISTING | \$120 AUD + GST |

FULL PAGE DISPLAY ADVERTISING



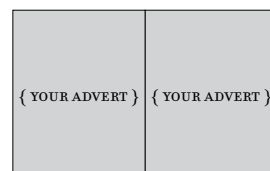
| | |
|------------|---------------|
| image area | 220MM X 280MM |
| trim | 240MM X 300MM |
| bleed | 246MM X 306MM |

PRINTED SAMPLE DISPLAY ADVERTISING



| | |
|------------|-----------------|
| image area | 220MM X 280MM |
| trim | NONE |
| bleed | 246MM X 306MM |
| pages | 2 (FRONT+ BACK) |
| supply | 2500 SHEETS |

DOUBLE PAGE SPREAD DISPLAY ADVERTISING



| | |
|------------|---------------|
| image area | 460MM X 280MM |
| trim | 480MM X 300MM |
| bleed | 486MM X 306MM |

CLASSIFIEDS LISTING

CLIENT NAME ~ TYPE

Address Details

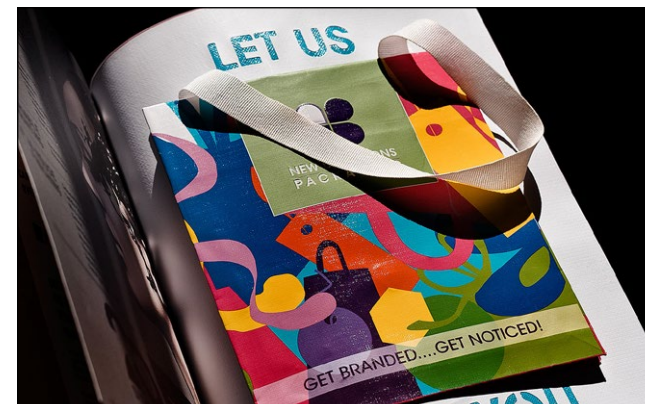
CALL ME 0000 000 000

EMAIL ME name@url.com.au

LOOK AT ME url.com.au

» Approx 6 words of descriptive text

» Approx 6 words of descriptive text





SPONSORSHIP OPPORTUNITIES

Reaching the desks of design agencies and freelancers, design students and institutions, Justus Magazine's highly engaged subscriber base provides our sponsorship partners with direct access to the Australian Print + Design community. Our readers are personally invited to subscribe and all advertisements displayed within the publication carry our trusted endorsement as a shared business recommendation between friends.

SPONSORS RECEIVE ~

- » Ability to work alongside editorial team to devise + input in relation to content across all pages
- » Visibility online to the Justus Magazine community
- » Promotion across Justus social media platforms
- » A chance to advertise via the Justus Magazine database
See individual packages for more detail
- » Sponsorship of Justus events ~
meet with all members, media + advertisers
- » Distribution of product information at Justus events
- » Contact details of event attendees
- » Opportunity to partner during university + college visits

SPONSORSHIP RATES

| <i>Sponsorship Package</i> | <i>Price</i> |
|----------------------------|--------------------|
| CYAN ~ 4 PAGE SECTION | \$6,850 AUD + GST |
| MAGENTA ~ 6 PAGE SECTION | \$8,850 AUD + GST |
| YELLOW ~ 8 PAGE SECTION | \$10,250 AUD + GST |

CYAN PACKAGE

YOU WILL ALSO RECEIVE ~

- » Advertising presence in the e-newsletter { 01 issue } which is released monthly
- » 1 x html EDM to Justus Magazine database ~ promoting your products + services

MAGENTA PACKAGE

YOU WILL ALSO RECEIVE ~

- » Advertising presence in the e-newsletter { 02 issues } which is released monthly
- » 2 x html EDM to Justus Magazine database ~ promoting your products + services

YELLOW PACKAGE

YOU WILL ALSO RECEIVE ~

- » Advertising presence in the e-newsletter { 04 issues } which is released monthly
- » 4 x html EDM to Justus Magazine database ~ promoting your products + services





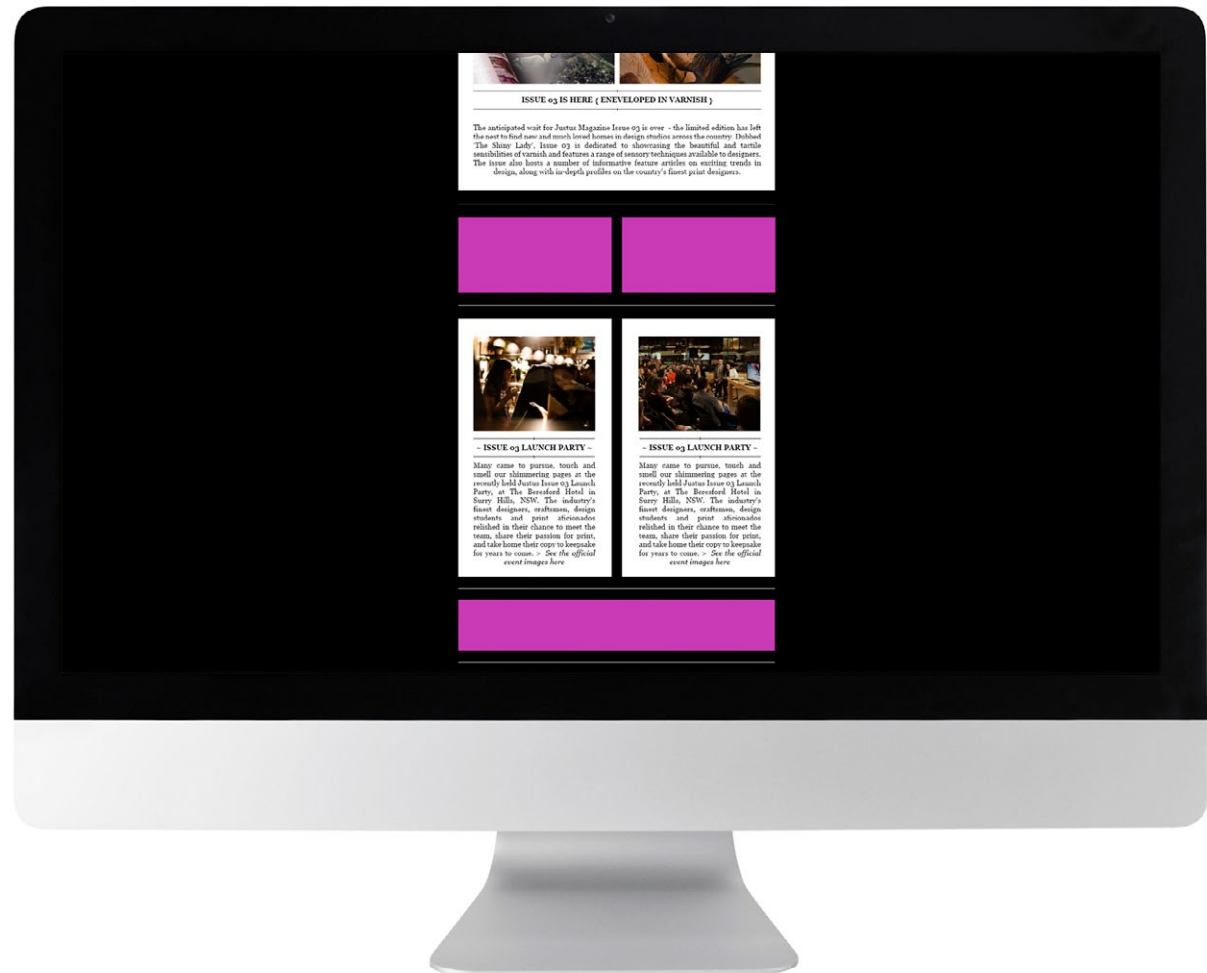
E-NEWSLETTER BANNER AD

Justus e-newsletters go out to a tailored audience of over 6,000 graphic designers working across Australia. The monthly newsletter showcases a range of design inspiration through feature articles, studio profiles and industry related news.

NEWSLETTER RATES + SPECIFICATIONS

| Banner Size | Price ~ per send | |
|--|------------------|-----------|
| LONG RECTANGLE { 105 H x 650 W pixels } | \$730 | AUD + GST |
| MEDIUM RECTANGLE { 155 H x 315 W pixels } | \$465 | AUD + GST |

Accepted file formats are static JPEG or animated GIF.





ELECTRONIC DIRECT MAILER

Justus Magazine's EDMs go out to over 6,000 graphic designers working across Australia. Print industry stakeholders (print suppliers, paper stockists, embellishers and specialty craftsmen) now is the time to get in-front of your designated design audience with our online direct marketing solutions.

EDM RATES + SPECIFICATIONS

| <i>Electronic Direct Mailer</i> | <i>Price</i> |
|---------------------------------|---|
| EDM SUPPLIED BY YOU | \$960 AUD + GST { 16c per person } |
| EDM DESIGNED BY US | \$1,520 AUD + GST { Starting price > based on design } |

We accept zipped up HTML + image files.



