

DNA[®]

MADE THAT WAY

2021

YOUR COMPLETE GUIDE TO
ADVERTISING WITH DNA MAGAZINE
PRINT AND DIGITAL

PARTNERSHIPS & CAMPAIGNS STRATEGIST

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PLATFORMS AND REACH



PRINT

Global Distribution: 45,700+

Global Readership: 135,000

Australia: 14,000

US & Canada: 15,000

UK: 2,000

NZ: 500

Rest Of World: 1,200



ONLINE

Page Views: 1.5 million per month

Time One Site: 2:12

Average Page Views: 3.87

Registered DNA members: 100k+

E-Newsletter Subscribers: 58k+



IPAD & APP

App Downloads: 134,000+

DNA Digital Edition: 12,000+



SOCIAL MEDIA

Facebook: 604k+ likes

Twitter: 38k+ followers

Instagram: 181k+ followers

THE DNA READER



DEMOGRAPHIC

- 94% are males who identify as same-sex attracted
 - 67% aged between 18-35
 - 33% aged between 36+
 - 67% live in the inner-city
 - 63% are tertiary educated
- 57% live in double-income households with average HHI \$121,000

BEHAVIOURS

- 86% act after seeing ads in LGBT media
- 67% research product further online
- 43% discuss, recommend and purchase

WHY LGBT MEDIA?

- 60% read LGBT media that most straight people have never heard of
 - 82% attend LGBT events
 - 76% visit LGBT websites
 - 69% read LGBT magazines
- 86% of LGBT people engaged with some form of LGBT-oriented media in the past week

SOURCES:

Pink Media 2014 Research – AU respondents, DNA Readers survey 2012 – All respondents



PRINT EDITORIAL CALENDAR



#258 JULY / NORTHERN SUMMER

Material Deadline: June 7
On Sale: June 28

#259 AUGUST / ACTIVE OUTDOORS

Material Deadline: July 5
On Sale: July 26

#260 SEPTEMBER / SEXIEST MEN ALIVE

Material Deadline: August 2
On sale: August 23

#261 OCTOBER / FAMILY

Material Deadline: September 6
On Sale: September 27

#262 NOVEMBER / PET CARE

Material Deadline: October 4
On Sale: October 25

#263 DECEMBER / SOUTHERN SUMMER

Material Deadline: November 8
On Sale: November 29

#264 JANUARY 2022 THE NEXT BIG THING

Material Deadline: Nov 25
On Dale: Dec 27, 2021

#265 FEBRUARY 2022 / TRAVEL + PRIDE

Material deadline: Dec 23
On sale: Jan 27



MAGAZINE SPECS & RATES



FULL PAGE DPS



FULL PAGE



STANDARD POSITIONS

Double Page Spread: \$6,890

Type Size: 414mm Wide X 241mm High
Trim Size: 440mm Wide X 275mm High
Bleed Size: 450mm Wide X 285mm High
*5mm Bleed All Around

Full Page: \$3,890

Type Size: 190mm Wide X 241mm High
Trim Size: 220mm Wide X 275mm High
Bleed Size: 230mm Wide X 285mm High
*5mm Bleed All Around

Half Page: \$2,250

Horizontal: 190mm Wide X 118mm High
Vertical: 92.5mm Wide X 241mm High
(No Bleed Required As Within Type Area)

Third Page Vertical: \$1,700

60mm Wide X 241mm High
(No Bleed Required As Within Type Area)

Quarter Page: \$1,320

92.5mm wide x 118mm high
(No bleed required as within type area)

PREMIUM POSITIONS

Full Page Outside Back Cover: **\$5,900**

Full Page Inside Back Cover: **\$4,500**

Double Page Inside Front: **\$7,380**

Double Page Inside Back: **\$7,380**

TERMS AND CONDITIONS

- Advertising cannot be confirmed by telephone.
- An Advertising Confirmation sheet must be signed and returned to DNA.
- Payment in full required with booking for all new clients
- Credit application must be completed for all new clients.
- All prices exclude GST and agency commissions.
- Specified positions may attract a 10 percent surcharge.
- Discounts on multiple bookings: 3 months: 5% | 6 months: 10% | 2 months: 20% | 24 months: 30%

PROVIDING ARTWORK

All measurements are WIDTH BY HEIGHT and in MILLIMETRES (mm). All rates are EX-GST. All artwork is to be supplied to your account manager in PDF FORMAT at a MINIMUM OF 300dpi. Placement of advertising is at the discretion of the publisher unless a preferred position has been negotiated. The publisher reserves the right to decline poor quality, offensive or inappropriate advertising artwork in which case any fees paid will be refunded, minus a 10 percent service fee. Digital artwork must be supplied as either PDF or high quality CMYK TIFF at 300dpi. Files can be emailed, supplied on disc or uploaded to DNA's FTP server. Colour proof preferred. If advertising files are larger than 10MB, please contact us for information about uploading your files to our FTP server. All rates apply to print-ready digital artwork. If in-house artwork is required an additional charge of \$250 per hour plus GST will apply.

HALF PAGE HORIZONTAL



HALF PAGE VERTICAL



THIRD PAGE VERTICAL



QUARTER PAGE



DNA FOR TABLETS



266,000+
DNA APPS
DOWNLOADED
WORLDWIDE.



DNA is available on tablet and mobile devices. Advertisers can create custom, interactive artwork for maximum cut-through. Contact us and ask about the options for interactive features that can be applied to your advertising, including the features below:

LINKS

Hyperlinks, page jumps, email available.

Benefit: drive traffic straight to your website.

Galleries

Additional photographs can be added within ads with 6 gallery settings to choose from.

Benefit: showcase more products and services to your potential customers.

MULTI-MEDIA

Video, audio and youtube elements can be added.

Benefit: give readers a 360 experience of your brand to drive action and engagement.

SPLASH PAGE

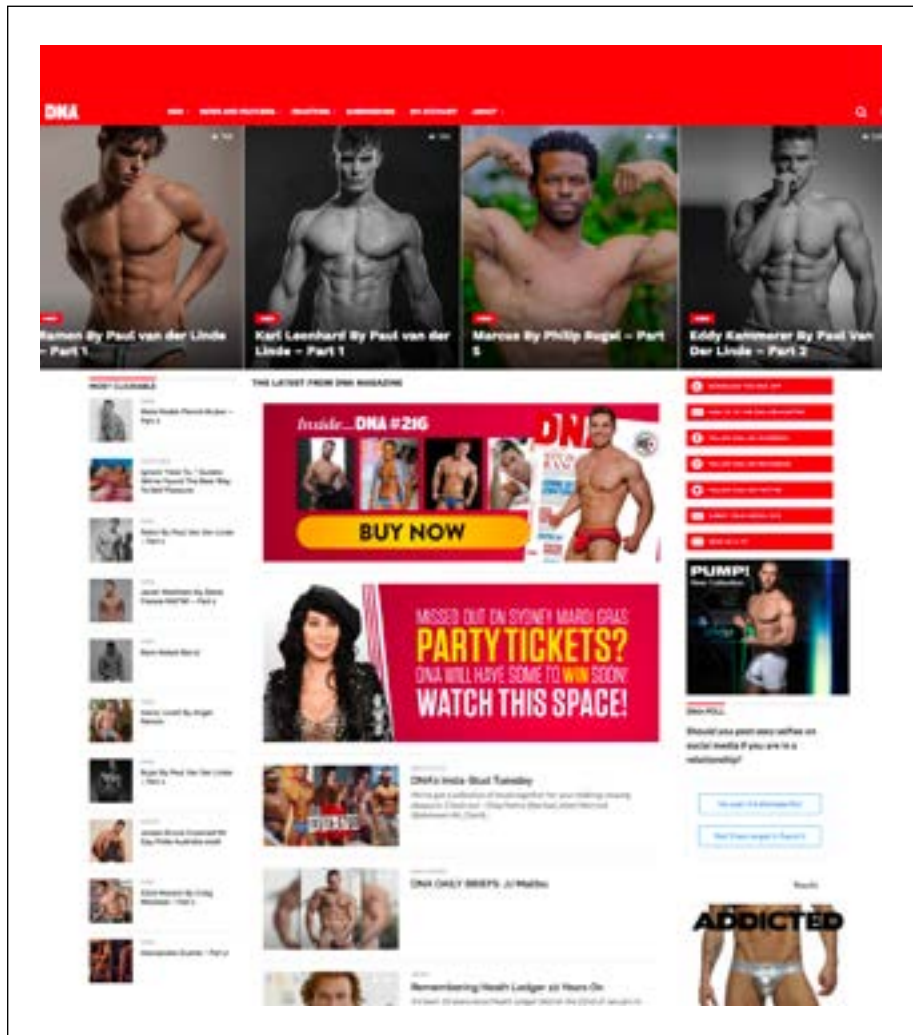
The splash page is a cut-through way to promote your brand to over 130,000 readers who have the DNA app.

Benefit: shows up every time the app is opened.

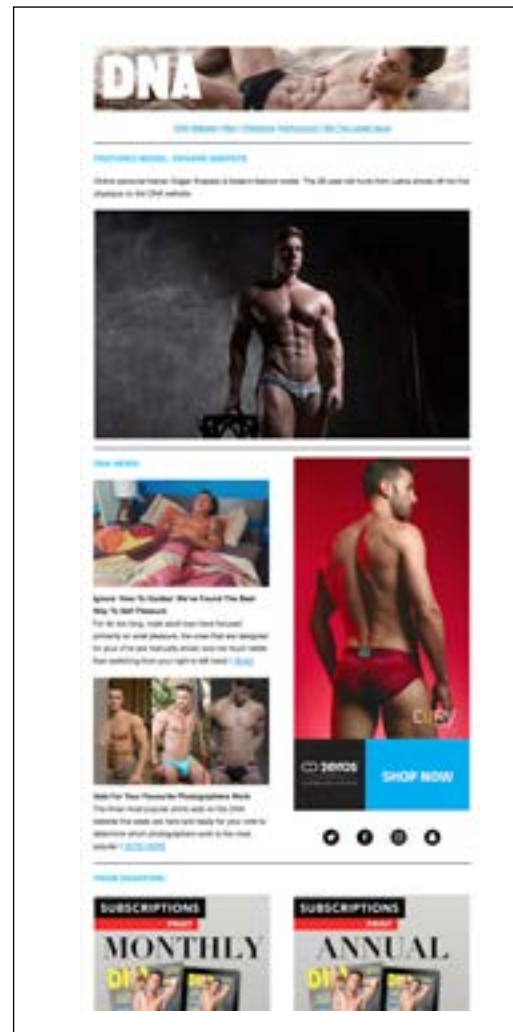
DNA ONLINE AND SOCIAL MEDIA



WEBSITE



DIGITAL (EDM) NEWSLETTER



WEBSITE

Leaderboard

Price \$25 cpm
728 Pixels Wide x 90 Pixels High
40-80Kbs JPEG

Tower

Price \$25 cpm
300 Pixels Wide x 600 Pixels High
40-80Kbs JPEG

MREC

Price \$25 cpm
300 Pixels Wide x 250 Pixels High
40-80Kbs JPEG

Mobile Leaderboard

Price \$25 cpm
320 Pixels Wide x 50 Pixels High
40-80Kbs JPEG

CPM (cost per thousand impressions)

DIGITAL NEWSLETTER

Tile

Price \$1,250 per week
1200 pixels wide x 800 pixels high
40-80Kb JPEG or 50-150Kb GIF

#1 ONLINE FOR AUDIENCE ENGAGEMENT

FACEBOOK

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1 Gay Times Magazine	1.0M	+0.1%	126	75.4K
2 Attitude Magazine	811.2K	+0.1%	125	28.3K
3 Gay Star News	752.2K	0%	309	21.1K
4 OUT Out Magazine	742.2K	0%	36	15.2K
5 GAYTY Gayety	719.2K	+0.1%	5	7.9K
6 Logo	625.4K	+0.1%	117	60.9K
YOU				
7 DNA Magazine Australia	602.2K	0%	124	122.2K
Keep up with the Pages you watch. Get More Likes				
8 Instinct Magazine	528.2K	+0.1%	122	25.7K


DNA Magazine Australia with Jeffrey Michael Williams and 8 others
Published by Tony Reardon on 01 December at 08:02

Adonis Dancer - Part 2
MORE PHOTOS - [https://picasa.google.com](#)



100,576	People Reached	
12,691	Reactions, comments & shares	
18,447	4,876	8,475
Like	Like	Like
1,288	622	486
Love	Love	Love
21	7	14
Wow	Wow	Wow
181	121	76
Wow	Wow	Wow
4	2	1
Like	Like	Like
8	1	1
Wow	Wow	Wow
418	171	340
Comments	Comments	Comments
599	182	8
Shares	Shares	Shares
13,789	Post Clicks	
5,287	2,774	5,728
From Video	From Video	From Video

INSTAGRAM



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dnamagazine DNA Pool Party 2017

Share the love Australia at this year's DNA Christmas Pool Party! Grab your ticket online www.DNAmagazine.com.au/2017party

countshavel_new Enjoy
gonzales_jordan urghhh its raining
mooooom
kevin_joab True love
sk_felysti, Me 🍷🍷
martinkhem How to get there👉👉
ricardo_mondenezzii sodoma e gomorra!
berthngem e putaria!
juninho1466 Wow

7,361 views

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dnamagazine Would you believe us if we told you he is only 24! MORE PICS - www.DNAmagazine.com.au

Model: @gentimauro
Photographer: @gastofnphotographer

Load more comments

kevin_joab Sexy Men
eduardleij 🍷🍷🍷🍷
seller_instagram leão
phoock06 Amazing👉
danielromp47 Come to mama
emersonmarques4228 Delicious
kurteipechagart1 SHOW🍷🍷🍷🍷🍷🍷
IsraelHemandeantze77 Papasito bello
bullo mmmh

7,181 likes

Log in to like or comment.

PARTNER WITH US



CONTENT MARKETING

By matching the form and function of the platform upon which it appears, we seamlessly bring our advertising partners into our print pages and online platforms by creating unique content that delivers your marketing message and matches our DNA. Our custom content is designed solely to plant a seed and draw our audience's attention to your brand, product or service.

MARKET BASED ACTIVITY

Geo-targeted activity can be arranged with both website and DNA E-Newsletters (EDMs) offering regionally based campaigns within our loyal global audience.

SPONSORED CONTENT

Rates vary from \$2,000 - \$10,000 per online post or printed magazine article

PRINT MAGAZINE EXAMPLE:
THE ALPHA PLAN
& LUNCH MENS SWIMWEAR

WEBSITE AND SOCIAL
MEDIA DIGITAL EXAMPLE:
DAILY BRIEF
VIDEO CONTENT
ARTICLES