

Since 2007, Off The Leash has been your indispensable monthly guide to what's on in the Top End. In 2022, we expanded to include the rest of the **Territory!**

Our free street press publication offers inspired articles and insightful recommendations to complement the most comprehensive online events calendar available – all of which makes Off The Leash the perfect resource for locals and tourists wanting to make the most of life in the Territory.

A few things you might not know!

Off The Leash was founded in the Territory in **2007**.

We are an entirely **unique publication** – there is no other monthly NT magazine that offers what OTL does.

We are a **not-for-profit** organisation, and a registered **charity**.

We strive to create a fun, thoughtful and engaging magazine with integrity, at all times.

Our readers are

Adventurous
Smart
Creative
Playful
Dedicated

'Yes' people that like to have a good time!

Our Impact

In one year, research estimates OTL brings a spend of **\$7.54m** to the NT.

When the broader societal benefit is considered, this value goes up to **\$11.26m***.

*IER Economic Impact Study, 2021

TESTIMONIALS

NT Writers Centre

Customer surveys suggest that, apart from direct marketing, Off The Leash is the number one way people hear about our events.

Music NT

Off The Leash is a one-stop shop for those interested in the arts. It has worked to build a sense of community within the industry.

Outstation Gallery

Promoting in Off The Leash, both online and in print, has helped my business attract new audiences.

Darwin Festival

As the only free arts and culture dedicated publication of its kind in the NT, Off The Leash is a valuable and vital marketing tool for a broad range of artists and companies.

Darwin Fringe Festival

Off The Leash helps us remind the locals and raise awareness of the Darwin Fringe Festival with travelling audiences. They have provided us with heaps of opportunities to extend our reach across the NT.

OTL Advertiser, IER Economic Impact Study, 2021

"Off The Leash is the NT premier arts and cultural broadsheet. It is 'the' place to be listed/be seen, but what makes OTL so incredibly great is the team behind it, their understanding of the creative industries and the passion and all 'round good vibes that they channel into the mag."

Airport Development Group

Off The Leash offers a cost-effective and targeted platform for promoting events.

Activate Darwin

The Off The Leash team made the entire process simple and enjoyable. From the front page image to the content within, the feature showcased our event perfectly and captured the essence of the Darwin Laksa Festival.

We highly recommend and would work with Off The Leash again.

Araluen Arts Centre

With local print media no longer being a thing, Off The Leash offers a much-needed platform for us to promote our exhibitions and performances, getting our events the exposure and recognition they deserve.

It's been great to have an outlet that advances our tourism and entertainment campaigns and one that also taps into an unserved market in the Territory.

ADVERTISING

We can help you connect with a growing audience of savvy and engaged Territorians and welcome visitors through our award-winning print magazine and website.

As the Territory's most reliable source for finding out about arts, community and cultural events, Off The Leash has over **31,000 readers** a month – and if you're planning an event, these are the kinds of people you want to reach. They're active and social, good at networking, and keen to know what's going on and when. Best of all, they plan, book and attend your events. And they bring their mates along with them!

Our magazine ensures an entire calendar month worth of exposure at affordable rates, well below other commercial advertising options. Our prices start at just \$200 per month. Plus, your spend with us helps to keep our not-for-profit in biz. **Win-win!**

DISTRIBUTION

More than 105,000 copies are distributed throughout the NT each year.

A street distribution of **10,500-12,000 copies** occurs across the NT including Darwin, Palmerston, Katherine and Alice Springs.

The magazine can be found in hotels and hostels, bars, cafes, retail outlets, entertainment venues, council offices, libraries, cinemas, and DRW and ASP airports.

OUR WEBSITE

- Our award-winning website is clearly laid out and easy to navigate
- Intuitive, sophisticated and unique
- Content rich and beautifully designed
- The most comprehensive online events guide in the Territory
- A dynamic and effective platform for advertisers
- The perfect complement to the printed magazine
- **Full rebuild in 2023!** New features implemented for improved user experience

Visit us online!



HOW OTL WORKS

PRINT MAGAZINE (PAID)

By advertising with Off The Leash, you can **guarantee** your event will be highlighted in the magazine.

Off The Leash readers are active, savvy and engaged people who are great networkers and like to know what's going on and when. Best of all, they plan, book and attend your events – not to mention they bring their mates, too!

Advertising ensures an entire calendar month worth of exposure at affordable rates, well below other commercial advertising options. Our prices start at just \$200 per month, and with advertising options in print and online, we've got all your bases covered.

WE DO EDITORIAL, *not advertorial!*

All editorial is written in-house by our team, and **may** be offered at editor's discretion. That means we don't do advertorial, which is great for a couple of reasons – you don't have to do extra work by providing copy for the magazine (which also avoids us sounding like the rest of your campaign) **and** it's complimentary. Our editorial features have scored us Best Magazine or Lift Out in the NT Media Awards, five years' running.

*Please note, as each edition is curated, editorial is **not** a guarantee.*

WEBSITE (FREE)

If you've got a special event, gig, exhibition or workshop coming up, then be sure to add a free event listing to the Off The Leash website. By submitting an event online – and by our due date, which is generally the 5th of the month prior – there is a **chance** of having your event listed in our print magazine.

Please note, not all listings are guaranteed in the print publication, and only events that have been uploaded will be considered.

However, your event is **guaranteed** to be listed on our website. It's visited by hundreds of people every day and is free of charge!

GOT QUESTIONS?

To discuss any aspect of your advertising needs, please email editor@offtheleash.net.au. To ensure we keep the editorial integrity of the publication, Off The Leash limits the amount of advertising we include – that means be quick!

PRINT MAGAZINE



10,500-12,000
copies per month

Readership
of over **31,000**

10 editions
per year

Distribution
to over **230 NT**
outlets in Darwin,
Palmerston, and other
Top End rural areas,
plus Katherine and
Central Australia!

OFFTHELEASH.NET.AU



2022* stats **64,076** sessions **105,654** page views **51,754** users



1492
registered
user accounts



25 to 54
average age



60.3% female
39.7% male
visitors

Due to a full website rebuild in Nov 2023, access to analytics was limited at the time of creating this document. 2022 statistics have been listed. This document will be updated with statistics as they become available.

SOCIAL MEDIA

f 10,367 followers

X 1,557 followers

o 2,599 followers



Monthly eNews

46% open rate

21% click rate

2000 subscribers

#otlmag

has been used
over **2,200** times!

PRINT OPTIONS

CENTRE FOLD DOUBLE PAGE PULL-OUT POSTER

Maximise

- Only 1 available per edition
- Submit an *Expression of Interest* form
 - Premium position
 - Back of monthly calendar

Rates \$4000-\$6000

FRONT/BACK or INSIDE FRONT/ INSIDE BACK COVER FULL PAGE

Maximise

- Only 4 available per edition
- Submit an *Expression of Interest* form
 - Premium position

Front/Back cover rates \$4000-\$5000
Inside cover rates \$2000-\$4000

*We give you
more bang
for your buck!*

REGULAR MONTHLY DEADLINES

5th - web uploads
10th - advert bookings
15th - ad artwork due

MONTHS OF PRINT

10 editions per year
Mar | Apr | May
Jun | Jul | Aug | Sep
Oct | Nov Dec/Jan
(combined)

HORIZONTAL

Ultimate

- Limited number per edition
- Preferential positioning

Rates \$1300-\$1800

3 COLUMN

Ultimate

Rates \$570-\$920

2 COLUMN PORTRAIT

Premium

Rates \$400-\$700

5 COLUMN

Ultimate

Rates \$570-\$920

SQUARE

Impact

Rates \$200-\$350

**THE NT'S
ONLY
monthly**

Need help?

editor@offtheleash.net.au
08 8941 7413 | offtheleash.net.au

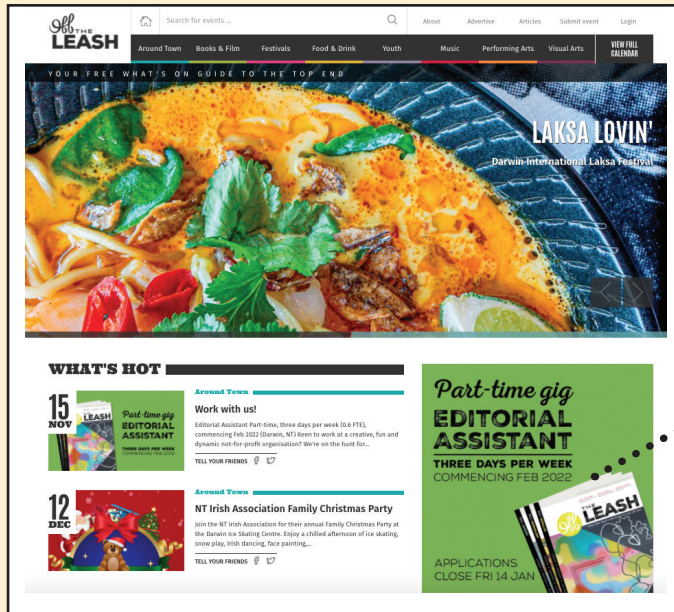
A kind note, advertisers pay for,
and receive, *ad artwork only*.

Editorial support *may* be offered at
the Managing Editor's discretion,
and all copy is written in-house by our
editorial team.

We **do not** offer advertorial.

Note: there is no
Feb edition, as per
our regular program

DIGITAL OPTIONS

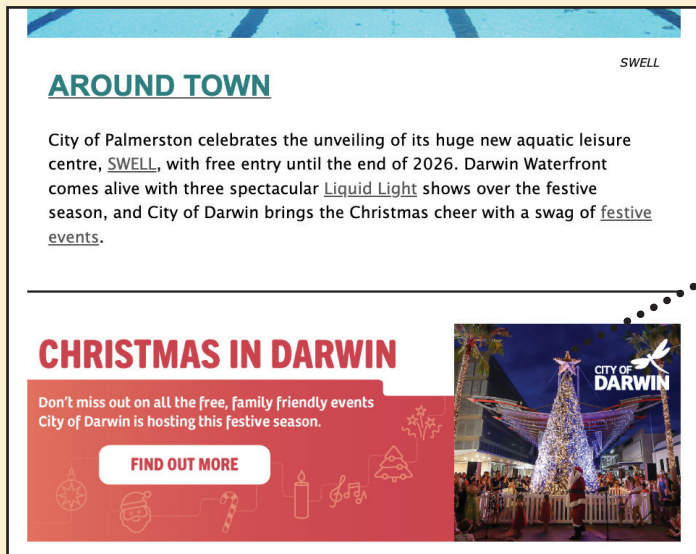
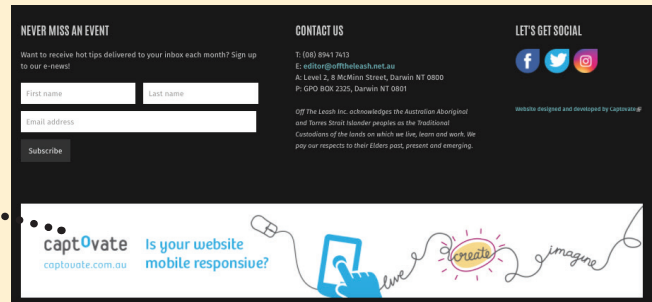


SQUARE Website

- Only 1 slot available
- Direct link to your website
- Presence on OTL homepage - desktop
- Presence on every page - mobile

FOOTER Website

- Only 1 slot available
- Direct link to your website
- Presence on every page - desktop
- Presence on every page - mobile



eDM Footer

- Limited to 4 per eDM
- Direct link to your website

Need help?
 editor@offtheleash.net.au
 08 8941 7413 | offtheleash.net.au

BOOKING REQUEST FORM

Please complete this form and email to editor@offtheleash.net.au to request your booking.

Business name:
 Contact person:
 Postal address:
 Telephone:
 Mobile:
 Email:

Print edition/s:
(i.e. March)

No. of editions:

Price per edition:

To avoid any confusion, please ensure you note the price above

Please design my ad at a rate of \$100 per hour **Tick this box**

You will receive email correspondence within 2-3 business days confirming your booking has been received and/or accepted.

All prices ex. GST	Sizes	Standard Rates			Not-for-Profit/NGO Rates		
		1 edition only	3-6 editions (\$ per mag)	1 year (10 editions) (\$ per mag)	1 edition only	3-6 editions (\$ per mag)	1 year (10 editions) (\$ per mag)
PRINT Advertising Rates	(width x height, mm)						
<i>Artwork to be supplied as 300dpi .jpg or .tif, with CMYK colour settings</i>							
SQUARE Impact	98 x 80.5	\$350	\$300	\$250	\$240	\$220	\$200
2 COLUMN PORTRAIT Premium	98 x 165	\$700	\$650	\$600	\$550	\$475	\$400
5 COLUMN Ultimate	251 x 80.5	\$920	\$820	\$720	\$770	\$670	\$570
3 COLUMN Ultimate	149 x 165	\$920	\$820	\$720	\$770	\$670	\$570
HORIZONTAL Ultimate	251 x 165	\$1800	\$1700	\$1600	\$1500	\$1400	\$1300
Submit an <i>Expression of Interest</i> for our Maximise Range! <i>We will confirm with you as soon as possible if your booking has been accepted.</i>							
FRONT COVER Maximise	Provide 4-7 high res image options	\$5000			\$4000		
BACK COVER Maximise	277 x 360 (+ 5mm bleed)	\$5000			\$4000		
INSIDE FRONT/BACK Maximise	277 x 360 (+ 5mm bleed)	\$4000	\$3500	\$3000	\$3000	\$2500	\$2000
POSTER Centre Spread Maximise	554 x 360 (+ 5mm bleed)	\$6000	\$5500	\$5000	\$5000	\$4500	\$4000
DIGITAL Advertising Rates	(width x height, in pixels)	1 month only			1 month only		
<i>Submit an <i>Expression of Interest</i></i>							
<i>Artwork to be supplied as 96dpi .png, with RGB colour settings. We will confirm with you as soon as possible if your booking has been accepted.</i>							
eDM Footer	600 x 200	\$300			\$250		
SQUARE Website	520 x 520	\$900			\$800		
FOOTER Website	1320 x 200	\$1200			\$1000		

This agreement is entered into between Off The Leash Incorporated and:

Name

Signed

Date

TERMS OF THIS CONTRACT

- I/We confirm that, if I am making this booking on behalf of another organisation or business, that I have received written/verbal confirmation that this advertising will be paid for in full within the terms of the invoice. If it is not, I agree that I will be responsible for the payment of the invoice.
- If the design service is required, I/we agree to submit all required material by the 10th of the month, unless prior arrangements have been made with the Managing Editor.
- I/We agree to submit the finished artwork/content by the deadline specified, unless prior arrangements have been made with the Managing Editor.
- I/We understand the terms of this contract and that the implications of not paying the invoice in due time will result in the matter being referred to a debt collection agency, as well as the prevention of ongoing advertising.
- I/We acknowledge and agree that cancellations are accepted at any time without charge by the artwork deadline date (15th). A 50% charge applies to booking cancellations within two (2) days after artwork deadline, and full payment is required for cancellations more than two (2) days after artwork deadline. Failure to provide artwork will result in full payment.
- I/We acknowledge and agree that by providing written, electronic (including email) or verbal confirmation of a booking or advertisement in Off The Leash, I/we agree to the terms and conditions of this contract and agree to pay for the advertising at the Publication Advertising Rates and within the timeframe specified in an invoice sent by Off The Leash Inc.

OUR REGULAR DEADLINES

10TH OF MONTH PRIOR - BOOKINGS
 15TH OF MONTH PRIOR - ARTWORK DUE

- Off The Leash Incorporated will invoice for payment
- Payment is expected within 7 days from date of invoice
- Payments can be made by cheque or direct debit only