

Off THE LEASH

MAGAZINE OF THE YEAR
NT Media Awards 2015

NOT FOR PROFIT WINNER
Australian Web Awards 2015

**TECHNICAL EXCELLENCE IN PRINT
& PRODUCTION 2016 & 2017**
Pacific Area Newspaper Publishers
Association, Xö- ä DE fyeä Winner

YOUR FREE WHAT'S ON GUIDE TO THE TOP END

MEDIA KIT 2019

Off The Leash is your indispensable monthly guide to what's on in the Top End. This free publication offers inspired articles, independent reviews and insightful recommendations to complement the most comprehensive event listings and calendar available – all of which makes **Off The Leash** the perfect read for those wanting to make the most of life in the Top End.

A few things you might not know about us...

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

We are an entirely **unique publication**. There is no other NT magazine that offers Çÿ · êÄ ù

We are a **not-for-profit organisation**. That means we're not driven by advertising – trust us, that's a good thing!

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

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.

Darwin International Airport

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

Darwin Festival

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

Outstation Gallery

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

Brown's Mart

Off The Leash is the only fully dedicated Top End Arts publication available for businesses and not-for-profit organisations, such as Brown's Mart.

NOMAD Art Gallery

Off The Leash is a vital cog in the life of the creative community; not only of Darwin, but as part of Northern Territory's culture and identity.

Off The Leash readers are:

- Adventurous
- Smart
- Creative
- Playful
- Dedicated

Advertising - Why Us?

Interested in advertising with **Off The Leash**? We can help you connect with a growing audience of savvy and engaged Territorians, through both our print and digital media.

As the Territory's most reliable source for finding out about arts and cultural events, *Off The Leash* has over **30,000 readers** a month – and if you're planning an event, these are the sorts of people you want to reach.

They're active, social people, good at networking, who want to know what's going on and when. Best of all – they plan, book and attend your events. See our testimonials above to learn how promoting in **Off The Leash** works.

Our magazine ensures an entire calendar month worth of exposure at affordable rates, well below other commercial advertising options. Our prices start at just \$180 per month. We also offer online advertising.

Distribution

110,000 copies are distributed throughout the Top End each year – That's 10,000 copies per edition, each month.

• A street distribution occurs across Darwin, Palmerston, Humpty Doo, Berry Springs and Katherine.

• The magazine can be found at the baggage carousel at Darwin International Airport, in hotels and hostels, bars, cafes, restaurants, galleries, entertainment venues, cinemas and retail outlets.

We distribute to 11 remote communities across the Territory including Barunga, Beswick, Ngukurr, Bickerton Island, Bulman and Angurugu.

Power Online

Our website is everything you need **and want** it to be:

- 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 compliment to the printed publication

Please email the editor to enquire about advertising space on our website. For promotion of your event through our social media networks simply tick 'promote my event on OTL Facebook' on your booking form.

WANT TO KNOW HOW WE'RE PERFORMING ONLINE?

offtheleash.net.au
twitter: @OTLmag
facebook.com/OTLmagazine
instagram: #OTLMAG

For all advertising enquiries, please contact the editor on **roslyn@offtheleash.net.au** or **(08) 8941 7413**.

Off THE LEASH

RATE CARD 2019

CALENDAR

Maximise

- Only 1 available per edition
- In the lift out calendar

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

FRONT/BACK Or INSIDE FRONT/ INSIDE BACK COVER FULL PAGE

Maximise

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

*We give you more bang
for your buck!*

HORIZONTAL

Ultimate

- Limited number per edition
- Preferential positioning

3 COLUMN

Ultimate

2 COLUMN PORTRAIT

Premium

5 COLUMN

Ultimate

3 COLUMN LANDSCAPE

Premium

SQUARE

Impact

**BIGGER
and
BETTER
FORMAT**

Need help?

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

