

BRIGADE



Magazine rate card





Brigade Magazine the market

What is Brigade Magazine?

Brigade Magazine is the only magazine delivered directly to the home of each and every one of CFA's 60,000 members. That's over 44,000 Victorian homes!

Brigade is a high quality magazine produced and delivered quarterly with a readership of more than 100,000. That's 400,000 readers each year!

With over 60,000 members and more than 1,200 brigades, CFA is responsible for 2.5million people in Victoria

What is CFA?

CFA is one of the world's largest community based emergency management organisations.

With over 60,000 members throughout Victoria, CFA services more than 1,200 brigades state-wide.

CFA delivers one of Australia's largest community awareness, education and safety programs and is responsible for 2.5 million people (including one million Melbourne residents).

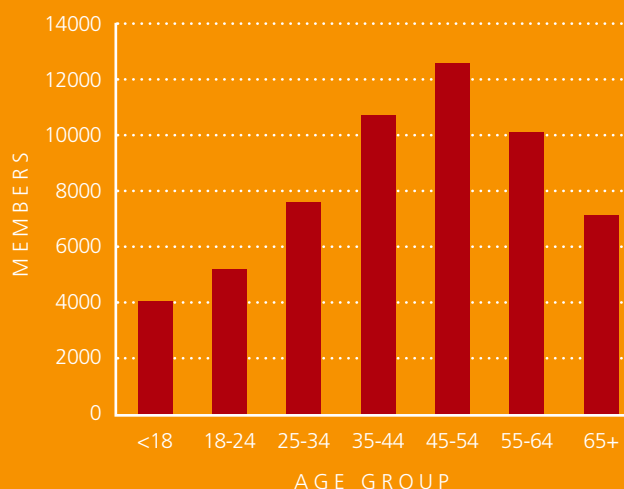


Who is CFA?

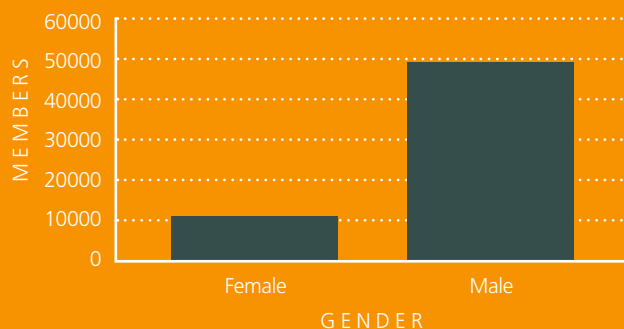
More than 10,000 CFA members are women. This number is growing rapidly through solid recruiting and a greater variety of roles.

CFA is spread over a wide variety of ages. Our junior program provides for teenagers from 11-16 years. From the age of 16 years and up members can take on a variety of roles including firefighter, communications, group officer, brigade captain and more.

CFA member age spread 05/06



CFA member gender spread 05/06



What do Brigade Magazine readers think?

More than 95% of CFA members read every issue of Brigade Magazine because it is "informative" and provides a good mix of information and entertainment.

More than 60% of readers retain their copy of Brigade for more than a month. Incident reports and feature stories are the most read articles.

Interested?

Want to get your ad in Brigade, the most talked about magazine from Mildura to Mallacoota?

Contact CFA's
Advertising Department

Tel: (03) 9262 8314

Email: advertising@cfa.vic.gov.au



Brigade Magazine

Advertising rates (includes GST)

	Full page	Half page	1/3 page	1/6 page	Inside cover strip
Size (depth x width)	275x230mm	135x230mm	275x75mm	135x75mm	40x230mm
Casual rate full colour	\$5,500	\$3025	\$1550	\$825	\$1320
4 editions full colour	\$18,700	\$10,434	\$5,236	\$2,805	\$4,488

Booking deadlines

Winter	1 June
Spring	1 August
Summer	1 November
Autumn	1 February

Formats for supply of advertising artwork

Artwork will only be accepted as high resolution PDF format. Minimum 300 dpi / print-ready.

Email to: advertising@cfa.vic.gov.au

Any costs associated to work required by CFA to correct or convert client files will be paid for by the client.

Preferred position

The normal position and placing of advertisements is at the discretion of CFA. All decisions are final and discussion will not be entered in to.

Copy deadline

Winter	15 June
Spring	15 August
Summer	15 November
Autumn	15 February

If material has not been supplied by the appropriate deadline, CFA reserves the right to repeat material previously used.

Distribution

Quarterly printing run 44,000 with a readership of approximately 100,000.

Content

The editor reserves the right to refuse any advertisement.

Bookings

To book a spot contact CFA's Advertising Department on (03) 9262 8314 or email: advertising@cfa.vic.gov.au

Terms and conditions

These terms and conditions apply to all advertising services provided to any person ('customer') by CFA.

It is the responsibility of advertisers and agencies to ensure that material provided for placement in Brigade does not infringe copyright, trademark, breach of confidence, does not defame, libel or slander, does not contain anything indecent or obscene, does not infringe the Trade Practices Act or other laws, regulations or statutes. Advertisers and agents agree to indemnify the publisher or its agents against any claims demands, damages, cost penalties or judgements arising from the publication of material.

The advertiser shall pay CFA the advertising fee upon invoice from CFA within the terms stated. Unless otherwise agreed, payment for the advertising fee is non-refundable.

Should the advertiser require CFA to alter supplied material, CFA shall be entitled to charge an additional fee for work done.

Should CFA be unable to publish the advertisement in Brigade for any reason whatsoever, CFA shall be entitled to refund the advertisement fee to the advertiser whereupon the advertiser shall have no further claim against CFA.

CFA reserves the right to reject, or to cancel acceptance of any advertisement from any organisation without explanation or right to appeal. CFA will refund any payment made whereupon the advertiser shall have no further claim against CFA.

Cancellations must be made in writing 14 days prior to the booking deadline otherwise the full advertising fee will be charged.



ADVERTISING ENQUIRIES
email: advertising@cfa.vic.gov.au
Tel: (03) 9262 8314
Fax: (03) 9262 8352