



Insert Dispatches:

246,000 weekly Circulation

Snapshot:

KEY FACTS

- Frequency - weekly, on sale \$2-90
- 1,100,000 readership per week

READER PROFILE

- Women 25 - 50 years
- Mangers
- White Collar Workers
- Average income \$30,000 - \$60,000 pa

Profile

Take 5 combines the intrigue of real life stories derived from readers contributions with the opportunity to win anything from cars, electrical goods and big cash prizes through a 24-page pull-out puzzle book Readers represent the heart of middle Australia; they are the biggest group with disposable incomes, are major commodities buyers, have one-plus children and, above all, are very interactive and responsive to the magazine.

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Corporate Member since 1993

The logo for 'adma' consists of the lowercase letters 'adma' in a white, sans-serif font, centered within a dark blue rectangular box.

Specifications:

Sizing

Minimum insert size - 120mm x 120mm.
Maximum insert size - 250mm x 180mm

Paper Stock

- Folded inserts must have a closed edge to allow feeding onto the binders Z fold inserts cannot be accepted.
- Minimum order 30,000 inserts per issue
- **Sample piece must be supplied prior to Publishers acceptance.**

Investment:

2 pages (min 100 gsm)	\$47-00 / £00
4 pages (min 70 gsm)	\$71-00 / £00
8 pages (60 gsm)	\$100-00 / £00
12 pages (60 gsm)	\$130-00 / £00
Any larger POA	

\$350-00 Establishment & Booking fee
+ 10% GST for Australian customers

