

Advertising Rates and Details

The Light of Adelaide Magazine, being the first of its kind, is produced four times a year and is distributed primarily to the Muslim community as well as the wider South Australian community.

- Full colour publication, 40 pages
- 3000 copies printed every 3 months
- Readership rates approx. 20,000
- Highly targeted audience

The Light of Adelaide is produced by local writers, photographers, community leaders, and artists. No other publication is so in tune with our local community. It is produced by the community, for the community, and the community knows it well.

Each issue of the Light of Adelaide has a theme, something to encourage us to be better Muslims - this theme covers the theory, the proof, the spiritual, and the practical aspects of that change - as well as real life examples.

Visually, the magazine is stunning, always produced in full colour, and using contemporary design techniques, the aim is to ensure that the magazine is always a pleasure for the eyes, as well as the mind and the soul.

With a view to uniting the wider community, the Light of Adelaide features articles by various community groups, university societies, even the youth have their own section. Regardless of what age group or stage of life, there is something to appeal to everyone.

The Light of Adelaide is distributed free of charge at all major Mosques in Adelaide, we also provide copies to be placed in local businesses, restaurants, and universities. With this amount of reach, it's fair to say that the Light of Adelaide is hard to miss.

Now we are making it possible for Muslim businesses and sponsors to reach literally thousands of Muslim readers across the state.

Booking Advertising

It is advisable to book as early as possible as advertising space is limited. Please complete the attached lodgement form and forward it to Light of Adelaide. Artwork should be submitted by email to info@iicsa.com.au no later than the artwork deadline below. All bookings will be confirmed by email.

Please specify if you are providing artwork or would like it created for you:
where we are designing your ad, include your logo(s) as high quality jpeg or EPS files.

Advertising Deadlines

Issue	Jan/Feb/Mar	Apr/May/June	July/Aug/Sept	Oct/Nov/Dec
Booking Deadline	15 Nov	14 Feb	16 May	15 Aug
Artwork Deadline	22 Nov	21 Feb	23 May	22 Aug

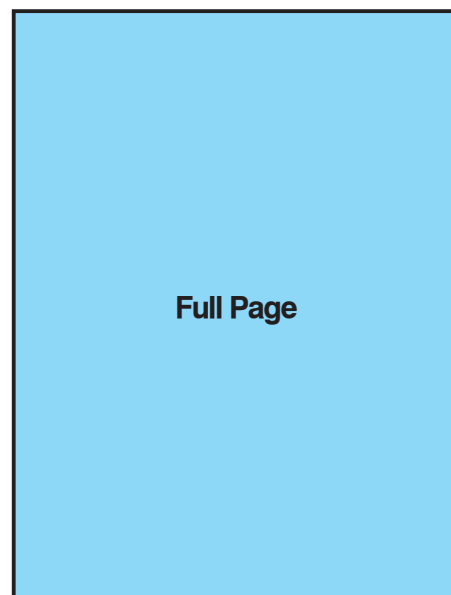
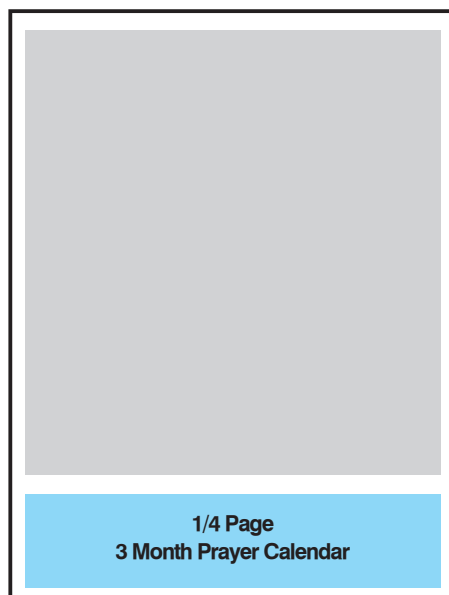
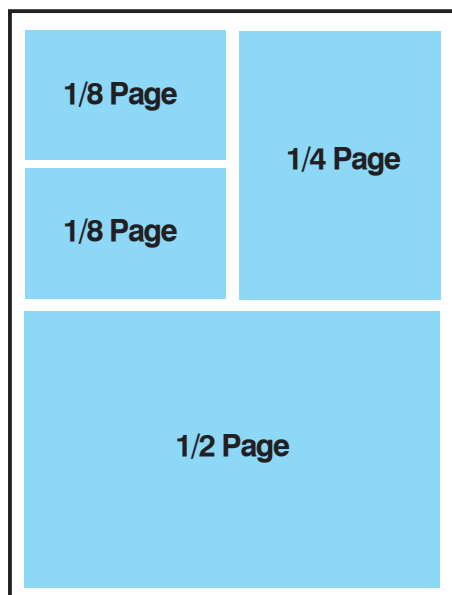
Advertising Options

The Light of Adelaide Magazine offers a number of display advertising positions for services and goods as below. Prices are for the current financial year and are subject to change.

Display Advertising Rates All prices are inclusive of GST

Advertisement Position	Details	Cost per issue	Cost per annum (4 issues) 10% Discount
Inside Front Cover	Full colour 210mm high x 148.5mm wide with bleed (allow 3mm)	\$850	\$3060 Normally \$3400
Outside Back Cover	Full colour 210mm high x 148.5mm wide with bleed (allow 3mm)	\$1000	\$3600 Normally \$4000
Full Page Inside	Full colour 210mm high x 148.5mm wide with bleed (allow 3mm)	\$750	\$2700 Normally \$3000
1/2 Page (Landscape)	Full colour 135mm wide x 85mm high	\$400	\$1440 Normally \$1600
1/4 Page (Portrait)	Full colour 85mm high x 65mm wide	\$200	\$720 Normally \$800
1/8 Page (Landscape)	Full colour 40mm high x 65mm wide	\$99	\$360 Normally \$396
3 Month Prayer Calender	Full colour 30mm high x 130mm wide	\$500	\$1800 Normally \$2000

Advertising space is limited, so please book early to avoid missing out!



Artwork Requirements

High resolution PDF or EPS to sizes shown above, or logo and wording for your advertisement, details as above. If you require designing of your ad, we can arrange for you design services at an additional cost.

Advertising Content Policy

The editor has final say on all advertisements offered for publication. Whilst one objective of Light of Adelaide is to inform our membership about products and services connected with Islam and Muslims, the organisation has a responsibility to its members to act with caution in relation to speculative treatments, opinions and claims. IICSA therefore reserves the right to decline advertising requests at their discretion.

Need Assistance?

If you have any questions or need assistance with your advertising requirements, please contact Ali Kader, Sales and Marketing on 0452 320 110 or email info@iicsa.com.au

Advertiser's Booking Form

To request advertising space, please fill in details below and return this form by email before the booking deadline (see below) to info@iicsa.com.au. We will confirm via email that your booking has been received and notify you of its acceptance. Please note that payment is required prior to the advertising deadline.

Advertisement type/size/position	1 Issue only	or	4 Consecutive	Issues (1 Year)
Advertisement	Issue:		Start With:Issue
Inside Front Cover	\$850		\$3060	
Outside Back Cover	\$1000		\$3600	
Full Page Inside	\$750		\$2700	
1/2 Page	\$400		\$1440	
1/4 Page	\$200		\$720	
1/8 Page	\$99		\$360	
Prayer Calendar	\$500		\$1800	
Artwork Required?	\$50		\$50/Ad	

Total Payable	\$
Details required for invoice:	once accepted, this becomes your Tax Invoice/Receipt
Date	
Business Name	
ABN	
Address	
Contact Name	
Contact Phone	
Contact Email	

Thank you for your booking request. Please note:

Where space is limited, priority is given to services, products and events that are provided by services, agencies or individuals that are current financial members of Light of Adelaide. Light of Adelaide reserves the right to decline advertising requests at their discretion.

Return to: E: info@iicsa.com.au Mail: Level 1, 53 Henley beach Rd, Mile End SA 5031