PELICAN.2010.

CIRCULATION Pelican has a circulation of 5,000 with a readership of over 10,000, making it the most popular student publication in the state! The writing is predominantly targeted at undergraduate students aged 17-25, but Pelican's slick format also enjoys popularity amongst post-grad students, academic staff and off-campus community members. The Pelican tradition continues to grow - readership has increased by almost 10% since 2006. It remains one of Perth's only independent media vehicles and is highly regarded as WA's best student publication. To maximise ad effectiveness, we recommend a presence in at least 4 editions.

CONTENT Pelican is UWA's official student magazine - a 40-50 page, monthly publication. It traditionally includes 10 pages of regular content, 20 pages on a specific theme topic and 20 pages of pop culture coverage and reviews (including music, books and film sections). While some content relates to campus events, the focus is largely upon issues that relate to the ‘Gen Y’ demographic more broadly, on a local and national level.

DISTRIBUTION 3000 copies are distributed across all the faculties on UWA's 65 hectare Nedlands campus, and on our regional Albany campus. Distribution levels are highest in the Arts and Law faculties. Approx. 2000 copies are also distributed to 30 student savvy outlets and social spots (including cinemas, restuarants, cafes and food and clothing stores) in Perth, Nedlands, Leederville, Mt Lawley, Northbridge and Fremantle and to all the other WA universities.

RATES.

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Ed 7 27th Aug 3rd Sept 17th Sept
Ed 8 24th Sept 1st Oct 15th Oct

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IMPORTANT.INFO.

- Email artwork under 4MB
- Format CDs for MAC (for artwork over 4MB)
- PDFs preferred (300 dpi resolution)
- InDesign, TIFF & EPS accepted (include font & graphic files)
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- A5 inserts (flyers or booklets) available - please contact us for rates and printing information
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* Full Page and Covers require an extra 10mm bleed all around - please ensure that your artwork matches these requirements.