

Since 2007, Off The Leash has been your indispensable monthly guide to what's on in the Top End. In 2022, we expanded to include the rest of the **Territory!**

Our free street press publication offers inspired articles and insightful recommendations to complement the most comprehensive online events calendar available – all of which makes Off The Leash the perfect resource for locals and tourists wanting to make the most of life in the Northern Territory.

### A few things you might not know!

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

We are an entirely **unique publication** – there is no other monthly NT magazine that offers what OTL does.

We are a **not-for-profit** organisation, and a registered **charity**.

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

### Our readers are

Adventurous  
Smart  
Creative  
Playful  
Dedicated

*'Yes' people that like to have a good time!*

### Our Impact

In one year, research estimates OTL brings a spend of **\$7.54m** to the NT.

When the broader societal benefit is considered, this value goes up to **\$11.26m\***.

\*IER Economic Impact Study, 2021

### 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.*

#### Outstation Gallery

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

#### Darwin Festival

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

#### Darwin Fringe Festival

*Off The Leash helps us remind the locals and raise awareness of the Darwin Fringe Festival with travelling audiences. They have provided us with heaps of opportunities to extend our reach across the NT.*

#### OTL Advertiser, IER Economic Impact Study, 2021

*"Off The Leash is the NT premier arts and cultural broadsheet. It is 'the' place to be listed/be seen, but what makes OTL so incredibly great is the team behind it, their understanding of the creative industries and the passion and all 'round good vibes that they channel into the mag."*

#### Airport Development Group

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

#### Activate Darwin

*The Off The Leash team made the entire process simple and enjoyable. From the front page image to the content within, the feature showcased our event perfectly and captured the essence of the Darwin Laksa Festival.*

*We highly recommend and would work with Off The Leash again.*

#### Araluen Arts Centre

*With local print media no longer being a thing, Off The Leash offers a much-needed platform for us to promote our exhibitions and performances, getting our events the exposure and recognition they deserve.*

*It's been great to have an outlet that advances our tourism and entertainment campaigns and one that also taps into an unserved market in the Territory.*

### ADVERTISING

We can help you connect with a growing audience of savvy and engaged Territorians and welcome visitors through our award-winning print magazine and website.

As the Territory's most reliable source for finding out about arts, community and cultural events, Off The Leash has over **31,000 readers** a month – and if you're planning an event, these are the kinds of people you want to reach. They're active and social, good at networking, and keen to know what's going on and when. Best of all, they plan, book and attend your events. And they bring their mates along with them!

Our magazine ensures an entire calendar month worth of exposure at affordable rates, well below other commercial advertising options. Our prices start at just \$200 per month. Plus, your spend with us helps to keep our not-for-profit in biz. **Win-win!**

### DISTRIBUTION

**More than 105,000 copies are distributed throughout the NT each year.**

A street distribution of **10,500-12,000 copies** occurs across the NT including Darwin, Palmerston, Katherine and Alice Springs.

The magazine can be found in hotels and hostels, bars, cafes, retail outlets, entertainment venues, council offices, libraries, cinemas, and DRW and ASP airports.

### OUR WEBSITE

- Our award-winning website is 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 complement to the printed magazine
- **Full rebuild in 2023!** New features implemented for improved user experience

**Visit us online!**



## HOW OTL WORKS

### PRINT MAGAZINE (PAID)

By advertising with Off The Leash, you can **guarantee** your event will be highlighted in the magazine.

Off The Leash readers are active, savvy and engaged people who are great networkers and like to know what's going on and when. Best of all, they plan, book and attend your events – not to mention they bring their mates, too!

Advertising ensures an entire calendar month worth of exposure at affordable rates, well below other commercial advertising options. Our prices start at just \$200 per month, and with advertising options in print and online, we've got all your bases covered.

### WEBSITE (FREE)

If you've got a special event, gig, exhibition or workshop coming up, then be sure to add a free event listing to the Off The Leash website. By submitting an event online – and by our due date, which is generally the 5th of the month prior – there is a **chance** of having your event listed in our print magazine.

Please note, not all listings are guaranteed in the print publication, and only events that have been uploaded will be considered.

However, your event is **guaranteed** to be listed on our website. It's visited by hundreds of people every day and is free of charge!

### WE DO EDITORIAL, *not advertorial!*

All editorial is written in-house by our team, and **may** be offered at editor's discretion. That means we don't do advertorial, which is great for a couple of reasons – you don't have to do extra work by providing copy for the magazine (which also avoids us sounding like the rest of your campaign) **and** it's complimentary. Our editorial features have scored us Best Magazine or Lift Out in the NT Media Awards, five years' running.

Please note, as each edition is curated, editorial is **not** a guarantee.

### GOT QUESTIONS?

To discuss any aspect of your advertising needs, please email [editor@offtheleash.net.au](mailto:editor@offtheleash.net.au). To ensure we keep the editorial integrity of the publication, Off The Leash limits the amount of advertising we include – that means be quick!

### PRINT MAGAZINE



**10,500-12,000**  
copies per month

**Readership**  
of over 31,000

**10 editions**  
per year

**Distribution**  
to over 230 NT  
outlets in Darwin,  
Palmerston, and other  
Top End rural areas,  
plus Katherine and  
Central Australia!

### OFFTHELEASH.NET.AU



**2022\* stats**    **64,076** sessions    **105,654** page views    **51,754** users

1492  
registered  
user accounts

25 to 54  
average age

60.3% female  
39.7% male  
visitors

Due to a full website rebuild in Nov 2023, access to analytics was limited at the time of creating this document. 2022 statistics have been listed. This document will be updated with statistics as they become available

### SOCIAL MEDIA

**f** 10,367 followers

**X** 1,557 followers

**ig** 2,599 followers



Monthly eNews

**46%** open rate

**21%** click rate

**2000** subscribers

**#otlmag**

has been used  
over 2,200 times!

## PRINT OPTIONS

### 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

Rates \$4000-\$6000

### FRONT/BACK or INSIDE FRONT/ INSIDE BACK COVER FULL PAGE

*Maximise*

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

Front/Back cover rates \$4000-\$5000  
Inside cover rates \$2000-\$4000

*We give you  
more bang  
for your buck!*

### REGULAR MONTHLY DEADLINES

5th - web uploads  
10th - advert bookings  
15th - ad artwork due

### MONTHS OF PRINT

10 editions per year  
Mar | Apr | May  
Jun | Jul | Aug | Sep  
Oct | Nov Dec/Jan  
(combined)

### HORIZONTAL *Ultimate*

- Limited number per edition
- Preferential positioning

Rates \$1300-\$1800

**THE NT'S  
ONLY**  
*monthly*

### Need help?

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

Note: there is no  
Feb edition, as per  
our regular program

### 3 COLUMN *Ultimate*

Rates \$570-\$920

### 2 COLUMN PORTRAIT *Premium*

Rates \$400-\$700

### 5 COLUMN *Ultimate*

Rates \$570-\$920

A kind note, advertisers pay for,  
and receive, *ad artwork only*.

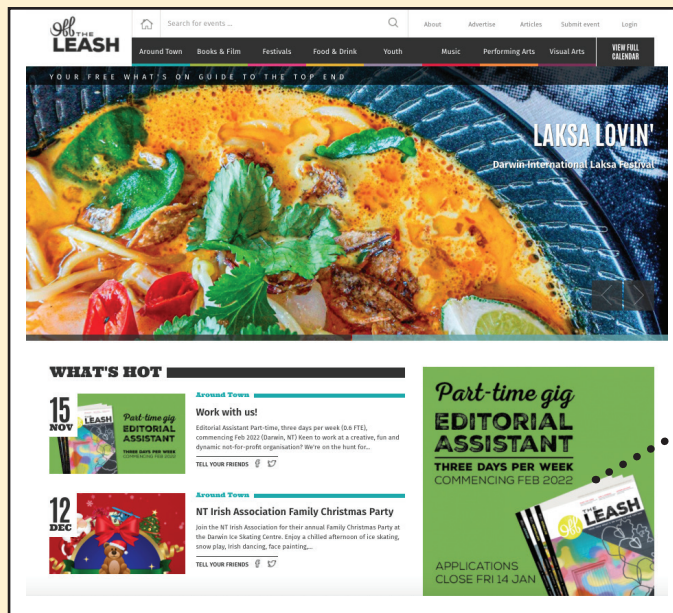
Editorial support may be offered at  
the Managing Editor's discretion,  
and all copy is written in-house by our  
editorial team.

We do not offer advertorial.

### SQUARE *Impact*

Rates \$200-\$350

# DIGITAL OPTIONS

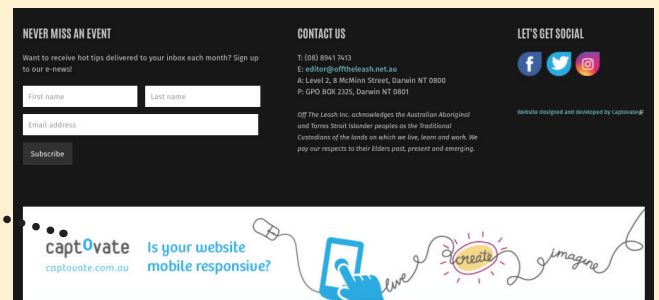


## SQUARE Website

- Only 1 slot available
- Direct link to your website
- Presence on OTL homepage - desktop
- Presence on every page - mobile

## FOOTER Website

- Only 1 slot available
- Direct link to your website
- Presence on every page - desktop
- Presence on every page - mobile



## AROUND TOWN

SWELL

City of Palmerston celebrates the unveiling of its huge new aquatic leisure centre, SWELL, with free entry until the end of 2026. Darwin Waterfront comes alive with three spectacular Liquid Light shows over the festive season, and City of Darwin brings the Christmas cheer with a swag of festive events.

## CHRISTMAS IN DARWIN

Don't miss out on all the free, family friendly events City of Darwin is hosting this festive season.

[FIND OUT MORE](#)



## eDM Footer

- Limited to 4 per eDM
- Direct link to your website

## Need help?

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



# BOOKING REQUEST FORM

Please complete this form and email to [editor@offtheleash.net.au](mailto:editor@offtheleash.net.au) to request your booking.

Business name: .....

Print edition/s: .....  
(i.e. March)

Contact person: .....

No. of editions: .....

Postal address: .....

Price per edition: .....

Telephone: .....

To avoid any confusion, please ensure you note the price above

Mobile: .....

Email: .....

Please design my ad at a rate of **\$100 per hour** ☐ Tick this box

You will receive email correspondence within 2-3 business days confirming your booking has been received and/or accepted.

| All prices ex. GST  | Sizes                              | Standard Rates |                           |                                   | Not-for-Profit/NGO Rates |                           |                                   |
|---|------------------------------------|----------------|---------------------------|-----------------------------------|--------------------------|---------------------------|-----------------------------------|
| PRINT Advertising Rates   | (width x height, mm)               | 1 edition only | 3-6 editions (\$ per mag) | 1 year (10 editions) (\$ per mag) | 1 edition only           | 3-6 editions (\$ per mag) | 1 year (10 editions) (\$ per mag) |
| Artwork to be supplied as 300dpi .jpg or .tif, with CMYK colour settings  |                                    |                |                           |                                   |                          |                           |                                   |
| SQUARE Impact   | 98 x 88.5                          | \$350          | \$300                     | \$250                             | \$240                    | \$220                     | \$200                             |
| 2 COLUMN PORTRAIT Premium   | 98 x 181                           | \$700          | \$650                     | \$600                             | \$550                    | \$475                     | \$400                             |
| 5 COLUMN Ultimate   | 251 x 88.5                         | \$920          | \$820                     | \$720                             | \$770                    | \$670                     | \$570                             |
| 3 COLUMN Ultimate   | 149 x 181                          | \$920          | \$820                     | \$720                             | \$770                    | \$670                     | \$570                             |
| HORIZONTAL Ultimate   | 251 x 181                          | \$1800         | \$1700                    | \$1600                            | \$1500                   | \$1400                    | \$1300                            |
| Submit an <b>Expression of Interest</b> for our Maximise Range! We will confirm with you as soon as possible if your booking has been accepted. |                                    |                |                           |                                   |                          |                           |                                   |
| FRONT COVER Maximise  | Provide 4-7 high res image options | \$5000         |                           |                                   | \$4000                   |                           |                                   |
| BACK COVER Maximise   | 277 x 394 (+ 5mm bleed)            | \$5000         |                           |                                   | \$4000                   |                           |                                   |
| INSIDE FRONT/BACK Maximise  | 277 x 394 (+ 5mm bleed)            | \$4000         | \$3500                    | \$3000                            | \$3000                   | \$2500                    | \$2000                            |
| POSTER Centre Spread Maximise   | 554 x 394 (+ 5mm bleed)            | \$6000         | \$5500                    | \$5000                            | \$5000                   | \$4500                    | \$4000                            |
| DIGITAL Advertising Rates<br>Submit an <b>Expression of Interest</b>  | (width x height, in pixels)        | 1 month only   |                           |                                   | 1 month only             |                           |                                   |
| Artwork to be supplied as 96dpi .png, with RGB colour settings. We will confirm with you as soon as possible if your booking has been accepted. |                                    |                |                           |                                   |                          |                           |                                   |
| eDM Footer  | 600 x 200                          | \$300          |                           |                                   | \$250                    |                           |                                   |
| SQUARE Website  | 520 x 520                          | \$900          |                           |                                   | \$800                    |                           |                                   |
| FOOTER Website  | 1320 x 200                         | \$1200         |                           |                                   | \$1000                   |                           |                                   |

This agreement is entered into between  
Off The Leash Incorporated and:

Name .....

Signed .....

Date .....

## TERMS OF THIS CONTRACT

- I/We confirm that, if I am making this booking on behalf of another organisation or business, that I have received written/verbal confirmation that this advertising will be paid for in full within the terms of the invoice. If it is not, I agree that I will be responsible for the payment of the invoice.
- If the design service is required, I/we agree to submit all required material by the 10th of the month, unless prior arrangements have been made with the Managing Editor.
- I/We agree to submit the finished artwork/content by the deadline specified, unless prior arrangements have been made with the Managing Editor.
- I/We understand the terms of this contract and that the implications of not paying the invoice in due time will result in the matter being referred to a debt collection agency, as well as the prevention of ongoing advertising.
- I/We acknowledge and agree that cancellations are accepted at any time without charge by the artwork deadline date (15th). A 50% charge applies to booking cancellations within two (2) days after artwork deadline, and full payment is required for cancellations more than two (2) days after artwork deadline. Failure to provide artwork will result in full payment.
- I/We acknowledge and agree that by providing written, electronic (including email) or verbal confirmation of a booking or advertisement in Off The Leash, I/we agree to the terms and conditions of this contract and agree to pay for the advertising at the Publication Advertising Rates and within the timeframe specified in an invoice sent by Off The Leash Inc.

- Off The Leash Incorporated will invoice for payment
- Payment is expected within 7 days from date of invoice
- Payments can be made by cheque or direct debit only

## OUR REGULAR DEADLINES

10TH OF MONTH PRIOR - BOOKINGS  
15TH OF MONTH PRIOR - ARTWORK DUE