

YOUR
FREE
WHAT'S ON
GUIDE TO
THE NT

THE Off LEASH

JUNE 2025 ISSUE #181

TWATER SPACE
Outstation Gallery
opens soon!

**A DECADE OF
CONNECTION**
Darwin Seniors Expo

BARUNGA BEAUTY
Feat. Big Name, No Blankets

FLORA'S TEMPER
Nightcliff hot spot with a
Mexican twist

THE BLACK WREATH
Keeps the pulse pumping in
the desert music scene



PERFORMING ARTS | BOOKS & FILM | FOOD & DRINK | FESTIVALS

OFF THE LEASH MAG.

YOUR **FREE** WHAT'S
ON GUIDE TO THE NT



THE Off LEASH

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 NT.

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

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."

NT Writers Centre

Customer surveys suggest that, apart from direct marketing, Off The Leash is the number one way people hear about our events.

NT Major Events

Off The Leash is a fantastic publication that shines a spotlight on our iconic and unforgettable events in the NT. We're proud to support them in showcasing our amazing programs, reaching a wider audience, and celebrating the incredible experiences we create for the community. A true asset to the Territory!

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.

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.

Wide Open Space Festival

Off The Leash is an invaluable asset to the Territory's vibrant arts scene. From showcasing up-and-coming artists to highlighting established talents, OTL truly champions the diversity and creativity of our community. The team at OTL goes above and beyond, and their genuine support and love for the NT arts sector is really evident.

In a place as unique as the Territory, we are lucky to have a publication like Off The Leash that celebrates and uplifts our talented writers, creators, and artists. Thank you for being an essential voice for our creative community.

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 **33,000 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 \$280 per month. Plus, your spend with us helps to keep our not-for-profit in biz. **Win-win!**

DISTRIBUTION

More than 110,000 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, shopping centres, entertainment venues, council offices, libraries, cinemas, and DRW and ASP airports. *Even your local swimming pool!*

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 \$280 per month, and with advertising options in print and online, we've got all your bases covered.

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.

PRINT MAGAZINE - NEW LOOK!



10,500-12,000
copies per month

Readership
of over 33,000

10 editions
per year

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

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!

GOT QUESTIONS?

To discuss any aspect of your advertising needs, please email 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!

OFFTHELEASH.NET.AU



2025
stats

172k
page views

68k
users



2,400
registered
user accounts



25 to 54
average age



OTL no longer
identifies
audience by
gender

SOCIAL MEDIA

f 10,470 followers

ig 3,260 followers



Monthly eNews
2500 subscribers

#OTLMAG

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.
PEW-PEW!*

REGULAR MONTHLY DEADLINES

5th - web uploads
5th - advert bookings
(*new deadline from 2025*)
15th - ad artwork due

MONTHS OF PRINT

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

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

HORIZONTAL **Ultimate**

- Limited number per edition
- Preferential positioning

Rates \$1330-\$1830

**THE
NT'S
ONLY
MONTHLY**

Need help?

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

3 COLUMN **Ultimate**

Rates \$650-\$1000

2 COLUMN PORTRAIT **Premium**

Rates \$480-\$780

5 COLUMN **Ultimate**

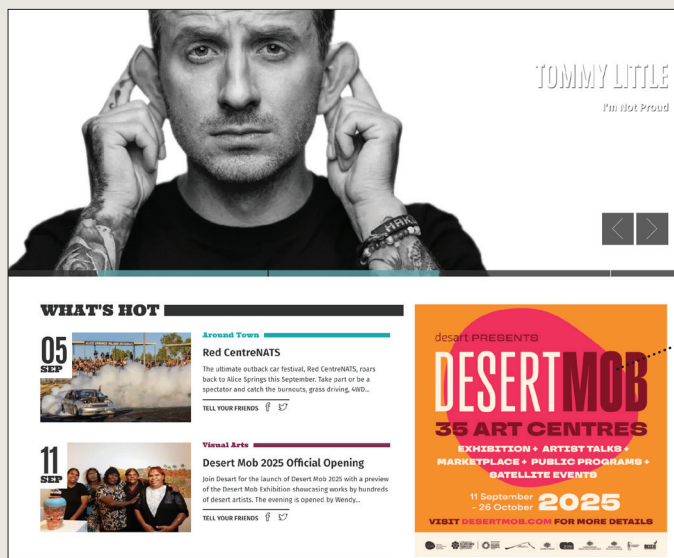
Rates \$650-\$1000

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 \$280-\$430

DIGITAL OPTIONS

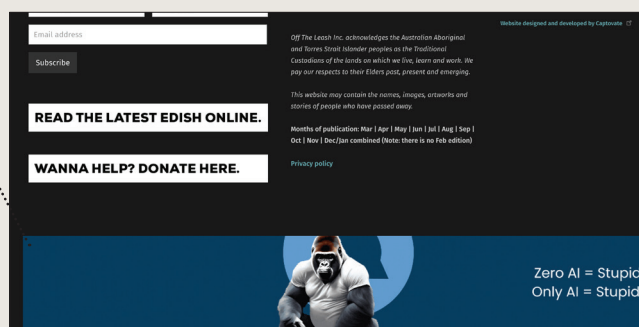


SQUARE Website

- 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



BOOKS AND FILM

Save the date to get your flick fix in February, as the [Travelling Film Festival](#) hits cinemas right across the Territory.

Image: Peter Weir & David Stratton, 1975



eDM Slot

- 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 to request your booking.

Business name: _____
Contact person: _____
Postal address: _____

Telephone: _____
Mobile: _____
Email: _____

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

No. of editions: _____

Price per edition: _____

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

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 | 82 x 74 | \$430 | \$380 | \$330 | \$320 | \$300 | \$280 |
| 2 COLUMN PORTRAIT Premium | 82 x 152 | \$780 | \$730 | \$680 | \$630 | \$525 | \$480 |
| 5 COLUMN Ultimate | 211 x 74 | \$1000 | \$900 | \$800 | \$850 | \$750 | \$650 |
| 3 COLUMN Ultimate | 125 x 152 | \$1000 | \$900 | \$800 | \$850 | \$750 | \$650 |
| HORIZONTAL Ultimate | 211 x 152 | \$1830 | \$1730 | \$1630 | \$1530 | \$1430 | \$1330 |
| Submit an Expression of Interest for our Maximise Range! <i>We will confirm with you as soon as possible if your booking has been accepted.</i> | | | | | | | |
| FRONT COVER Maximise - no split bookings. | Provide 4-7 high res image options | \$5000 | | | \$4000 | | |
| BACK COVER Maximise - no split bookings. | 240 x 340 (+3mm bleed) | \$5000 | | | \$4000 | | |
| FULL PAGE Maximise | 240 x 340 (+3mm bleed) | \$4000 | \$3500 | \$3000 | \$3000 | \$2500 | \$2000 |
| POSTER Centre Spread Maximise | 480 x 340 (+3mm bleed) | \$6000 | \$5500 | \$5000 | \$5000 | \$4500 | \$4000 |
| DIGITAL ADVERTISING RATES Submit an Expression of Interest | (width x height, in pixels) | 1 month only | | | 1 month only | | |
| Artwork to be supplied as 96dpi .png, with RGB colour settings. <i>We will confirm with you as soon as possible if your booking has been accepted.</i> | | | | | | | |
| eDM Slot | 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 _____

- 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

REGULAR AD DEADLINES

5TH OF MONTH PRIOR - AD BOOKINGS
15TH OF MONTH PRIOR - ARTWORK DUE

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.

AROUND TOWN | VISUAL ARTS | MUSIC | PERFORMING ARTS | BOOKS & FILM | FOOD & DRINK

For all advertising enquiries, please contact Tierney White: editor@offtheleash.net.au | (08) 8941 7413