

# \*bespoke\*

## Issue 6 Advertising Rates and Info

**Issue 6 will run at 1000 Print Copies – Unlimited Digital Copies**

*Scheduled Release Date is February 27th , 2011*

\*bespoke\* zine is a full-colour, professionally printed magazine of 42 pages per issue. A lovely little zine all about handmade, vintage, photography, art, micro-business, eco-friendly goodness and much more – all in a sweet little A5 sized package that you can take anywhere!

The response \*bespoke\* in the craft/handmade/vintage community has been overwhelmingly positive – with over 25 stockists in Australia and New Zealand, and strong sales on [bespokezine.com](http://bespokezine.com).

To view current stockists, please visit this page – <http://bespokezine.com/stockists>

### What you will receive

- Full-colour ad in the print and digital copies of Issue 6
- Your Ad image and link to your website on the 'Supporters' page on the \*bespoke\* website in perpetuity (<http://bespokezine.com/supporters>).
- Complimentary copy of \*bespoke\* for all advertisers (**excluding classified advertisers**).

### Rates

*(All prices in AUD)*

**Full Page** – \$240

**Half Page** – \$130

**Quarter Page** – \$75

**1/8th Page Classified** – \$40 (the aim of the classified section is to provide advertising space to micro-businesses that have very limited advertising budgets)

### Subscription Sponsor

Each issue, we will encourage subscriptions by offering a few items for our subscribers to win.

If you would like to donate a few items and be our Subscription Sponsor for a future issue, please get in touch – [jess@bespokezine.com](mailto:jess@bespokezine.com). We ask for a minimum of 5 items, worth at least \$15 each. They

must be artworks, photography, handmade or vintage items – or fit the ethos of \*bespoke\* in another way.

Your item will be shown on the \*bespoke\* website, with a link through to your online shop or site, for a minimum of 3 months.

## Bookings

To reserve an Ad spot for Issue 6, please contact Jess – [jess@bespokezine.com](mailto:jess@bespokezine.com)

There are limited spaces available, and they will be filled on a first-come, first-serve basis, with payment required at the time of booking. Advertising in \*bespoke\* will help you reach a very devoted and passionate audience – people who love handmade, vintage, art, photography and related creative pursuits.

The majority of readers are Australian, female, between the ages of 20 and 45. Many of them own their own handmade micro-business.

If you have any questions at all, please don't hesitate to get in touch at the e-mail address above.

## Ad Size Examples

### Full Page Example

The advertisement is a full-page spread. The top half features a vibrant illustration of hot air balloons in various colors (red and white stripes, purple and white stripes, yellow, blue, and pink) against a blue sky with white clouds. A banner across the balloons reads "Sarsparilly". Below the balloons is a yellow frame containing a grid of six small images showcasing handmade items: a pink dress, a red dress, a red and white patterned dress, a red and white patterned dress, a red and white patterned dress, and a red and white patterned dress. At the bottom of the page, the text "sarsparilly.com.au" is prominently displayed, followed by "FASHION, HOMEWARES, GARDEN & VINTAGE".

Below the illustrations, there are several columns of text, including contact information and a description of the business. The text is partially obscured but includes phrases like "What is your name, phone, fax, email, website", "My name is Jess, my phone is 08 9411 1111, my email is jess@bespokezine.com, my website is www.bespokezine.com", and "My name is Jess, my phone is 08 9411 1111, my email is jess@bespokezine.com, my website is www.bespokezine.com".



## 1/8th Page Classified Example

sheeps clothing  
www.sheeps-clothing.com

The Little Shop of Handmade  
the little shop of handmade things, vintage, shop.  
8 Weirup St Carnegie Vc www.little-shop.com

MISTER MO AND CO.  
Farmers of the  
hockside mountains.  
www.mistermoandco.com

Put your child  
in the Story  
Each book comes with a key  
chain for you to hold to know  
you are on adventure!  
www.honeybeebooks.com

willow and elm  
www.willowandelm.com

*Thank you for your interest in advertising with \*bespoke\*!*

**Please note that all advertisers and ad images are subject to review to ensure they fit the ethos and design of \*bespoke\*.**

**bespokezine.com**

Jessica Van Den – [jess@bespokezine.com](mailto:jess@bespokezine.com)