

Australian
Aesthetic JOURNAL
of the Association of Professional Aestheticians of Australia
Issue 73 Autumn 2011

Australia's Longest-Running Professional Beauty Publication



ANNE-MARIE MARYNYCZ IS COMMITTED
TO TAKING THE APAA TO NEW HEIGHTS



media kit

Our magazine

The Australian Aesthetic Journal is the official magazine of the APAA, published quarterly and distributed directly to the Association's members and other carefully selected beauty industry professionals.

With a strong focus on education, regulations and scientific innovations that affect the industry, it is the must have publication for those who are committed to staying at the forefront of their profession.

Launched in 1993, the Australian Aesthetic Journal is considered the industry's primary educational tool, keeping its readers up to date with the latest products and business news, training and techniques, educational opportunities and providing information on conferences, seminars and international events.



Our association

Formed in 1957, the Association of Professional Aestheticians of Australia (APAA) is the oldest and most active association in the Australian Beauty Industry.

The Association's origins date back to the early 1950's, when a group of dedicated beauty therapists began meeting informally to discuss the profession's public image and ethical issues. Five years later the APAA was established, along with the industry's first Code of Ethical Practice.

Today with representation in every state, the APAA continues to set the standards for professional beauty therapy in Australia. Acting as the principal voice in the industry, the APAA advises government bodies and elected representatives on regulatory matters, and is committed to raising standards within its membership through ongoing education so that the public can be assured they are in the hands of the world-class professionals.

APAA President, Anne-Marie Marynycz, represents the aesthetics industry and advises the following government regulatory organisations:

- Service Skills Australia Council, regarding the National Beauty Training Package
- Australian Radiation Protection and Nuclear Safety Agency, regarding radiation issues with IPL/Laser and other advanced technologies
- NSW Wraps, the NSW Industry Training Advisory body for the wholesale, retail and personal services industries.



Our readers

The quarterly Australian Aesthetic Journal is distributed to 2500 members of the beauty therapy profession around Australia, including APAA members, salon owners and managers, and beauty therapy students.

The APAA membership also includes three Specialty Groups, comprised of those industry professionals who have demonstrated the industry experience and qualifications required to be granted a trademarked certification in:

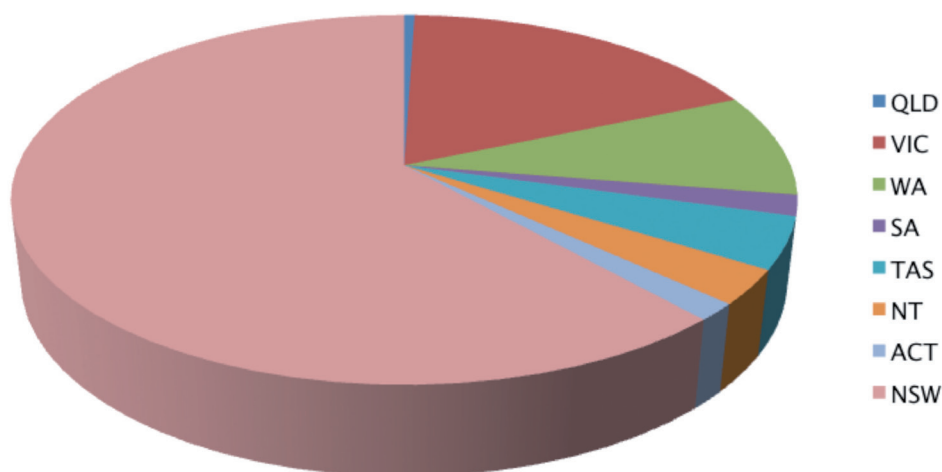
- Australian Medical and Clinical Laser Professionals (AMCLP)
- Australian Cosmetic Tattoo Professionals (ACTP)
- Australian Fingernail Professionals (AFP)

These certifications are offered by no other association in the beauty therapy industry, and demonstrate the commitment of APAA members to professionalism and providing the highest quality products and services to their customers. Staying up to date with the latest products, treatments and techniques is of vital importance to this group.

Our readers are spread across the following industry categories:

- Beauty Therapists with a focus on skincare
- IPL/Laser providers
- Wellness and spa providers
- Doctors surgeries providing paramedical services
- Waxing technicians
- Massage therapists
- Nail technicians
- Cosmetic tattooists
- Product manufacturers

AUSTRALIAN READERS BY STATE



pricing

	SIZE	1 X ENTRY	4 X ENTRIES
Quarter page	134 x 93mm	\$ 450	\$ 380
Quarter page strip	65 x 190mm	\$ 500	\$ 480
One third page	182 x 93mm	\$ 680	\$ 600
Half page vertical	272 x 93mm	\$ 950	\$ 700
Half page bleed	303 x 106mm	\$ 950	\$ 700
Half page horizontal	134 x 190mm	\$ 950	\$ 700
Half page horizontal bleed	152 x 216mm	\$ 950	\$ 700
Two third page	182 x 190mm	\$1000	\$ 850
Full page	297 x 210mm	\$1500	\$1000
Full page image diameter	372 x 190mm	\$1500	\$1000
Full page image bleed	303 x 216mm	\$1500	\$1000
Inside front/back cover		\$1800	\$1500
Double page spread		\$2500	\$2000
Front cover		\$2200	\$1800
Back cover		\$1800	\$1500
Loose insert		\$1000	

ALL PRICES INCLUDE GST

technical specifications

Artwork can be supplied by email, uploaded to our YouSendIt Account or on disc.

Artwork should be supplied as a PDF file at 300dpi, CMYK, with fonts embedded. We do not accept artwork supplied in Word, Powerpoint, Publisher or any Microsoft Software.

High resolution images should be supplied at 300dpi.

All ads must be supplied with bleed, crop marks and to the correct specifications. It is advised to send a colour proof with your file.

SEND YOUR ADVERTISEMENT ARTWORK OR MATERIAL TO:

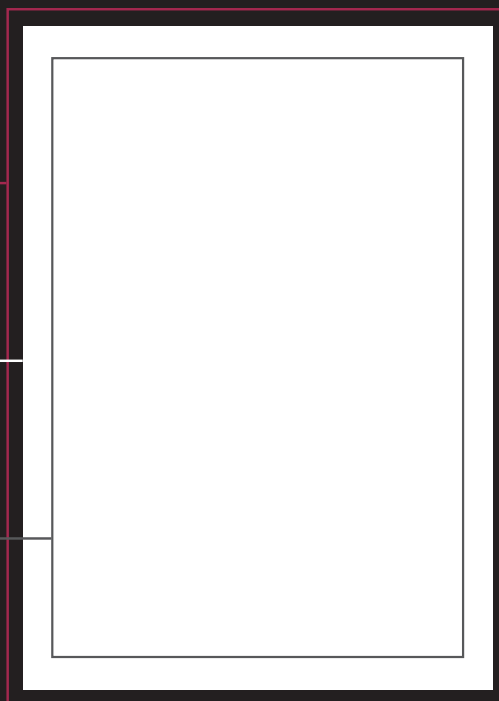
Australian Aesthetic Journal
Attn: Fiona McTaggart
PO Box 404, Beenleigh QLD 4207.
Ph: 07 3462 7040
E: fiona@apaa.com.au

ENQUIRIES Please contact Fiona McTaggart by email at fiona@apaa.com.au or 0424 722 821.

BLEED AREA
220MM X 307MM

TRIM SIZE
210MM X 297MM

TYPE AREA
190MM X 277MM



deadlines

ISSUE	BOOKING	MATERIAL	DELIVERED TO DATABASE
November - December	20 October	26 October	25-30 November

booking form

TO BOOK DISPLAY ADVERTISING SPACE IN AUSTRALIAN AESTHETIC JOURNAL

Advertiser _____

Address _____

_____ Postcode _____

Telephone _____ Fax _____

Email _____

Size and orientation of display advertisement required (see rate card) _____

PREFERRED POSITION (see rate card for loadings)

Inside Front Cover Inside Back Cover Outside Back Cover Other

ARTWORK – Will you supply?

YES Or Do you want CMMA to design? (see rate card for fees and details)

Are you booking the space for one issue only or will you be taking a booking schedule?

One Issue Only Across 2 Consecutive Issues Across 4 Consecutive Issues

PAYMENT DETAILS

Booked By _____ Position _____

Agency (if applicable) _____

Signature _____

Date _____ Cost (exc GST) _____

Note: 10% GST will be applied to all invoices as required by law. Normal terms are 30 days after invoice, or 5% discount for payment on booking.

PAYMENT

Credit Card: Visa Mastercard

Card No. _____ Exp Date ____ / ____

Cardholders Name _____

Cardholders Signature _____

Total Amount Now Due (add 10% GST) _____

Cheque: (send cheque made payable to "APAA" to PO Box 404, Beenleigh QLD 4207.

ADVERTISING CONDITIONS

- No responsibility will be accepted if publication is delayed or prevented by factors beyond the control of the publisher.
- No responsibility will be accepted for errors in copy, or for any loss arising from the failure of an advertisement or any part thereof to appear.
- Cancellations will not be accepted later than two weeks prior to the booking deadline. The advertiser may incur charges if changes are requested after the ad has been approved.

Please return this completed form to fiona@apaa.com.au