

**TO ADVERTISE**

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# Campaign Brief

## FEATURES

**FEBRUARY/MARCH**  
AGENCY OF THE YEAR ISSUE  
Material deadline 12 February  
Due out late February/early March

**MAY/JUNE**  
PRE CANNES ISSUE  
Material deadline 30 April  
Due out late May/early June

**SEPTEMBER/OCTOBER**  
SOUND & MUSIC REPORT,  
POST PRODUCTION REPORT  
Material deadline 10 August  
Due out September

**NOVEMBER/DECEMBER - THE BIG ISSUE**  
TVC PRODUCTION & CONTENT REPORT  
Material deadline 12 October  
Due out late November/early December

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# FEATURES

Campaign Brief is Australasia's most influential creative advertising trade magazine. The only one they read and keep.

Campaign Brief launched to the Australasian industry in 1987 and in seventeen years since has developed into compulsory reading for all those interested in advertising creativity in Australia and New Zealand.

With a constantly growing subscriber base of over 5000, Campaign Brief enjoys strong support and respect in the lucrative Advertising and Production industries. Over the past six years the subscription base has extended overseas to South-East Asia, New Zealand, UK, USA, and South Africa.

As Campaign Brief is published 4 times per year on high quality gloss stock, the magazine has a long shelf life and enjoys a very high readership per copy ratio.

Campaign Brief's major subscriber and readership base is advertising agency creative directors, writers, art directors and management, agency TVC producers, TVC production and post production houses, related suppliers to agencies and top client executives throughout the region. The magazine is enthusiastically read and is used as a reference guide to source the hottest creative talent and hottest commercials directors/photographers/ illustrators in Australasia.

Campaign Brief believes in Australian and New Zealand creativity and our mission is to highlight both the ads and the people involved in creating them.

At around half the advertising rates of other trade magazines, Campaign Brief represents outstanding and effective value for your advertising spend.

## CAMPAIGN BRIEF IS AUSTRALASIA'S LEADING CREATIVE MAGAZINE, BUT DON'T JUST TAKE OUR WORD FOR IT.

“*Campaign Brief* is really the only advertising trade magazine that Australian creative teams take much notice of. Probably because it's the only trade magazine that realises that the advertising business is about ads. I never miss it. Even my wife reads it when I take it home.”

**LIONEL HUNT, FORMER CHAIRMAN LOWE GROUP OCEANA, SYDNEY**

“Think of it as a creative wank that no one except creatives read, at your peril... It actually knows who's hot and who's not and says so. It can double the salary of not only the creatives but MDs and suits as well. It can shut down a career or an agency overnight. And it can start one. It throws the definitive lunch once a year. And it actually cares about the ad industry. If you don't read it, you're an idiot.”

**ROB BELGIOVANE, CHIEF CREATIVE OFFICER BWM, SYDNEY**

“What I love about Campaign Brief is the absolute lack of confusion. It's a magazine about creativity, for creative people by creative people. While the majority of industry press tries to be everything to everyone, Campaign Brief remains true to its origins. An unadulterated, hedonistic, up to the minute commentary on ads and creative people. With loyalty to ideas, not agencies or countries. We spend our whole careers fighting compromise and politics. Worrying about deadlines and agency stability. Campaign Brief represents everything that keeps us sane. Producing great work, having a laugh, inspiring one another, celebrating success, discovering new talents and of course a bit of mindless gossip. And the added bonus, is that it is run by people who actually care about advertising. Its success is a barometer of our success.”

**DAVID DROGA, CHIEF CREATIVE OFFICER DROGA5, NEW YORK**



# FEATURES



1

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5

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