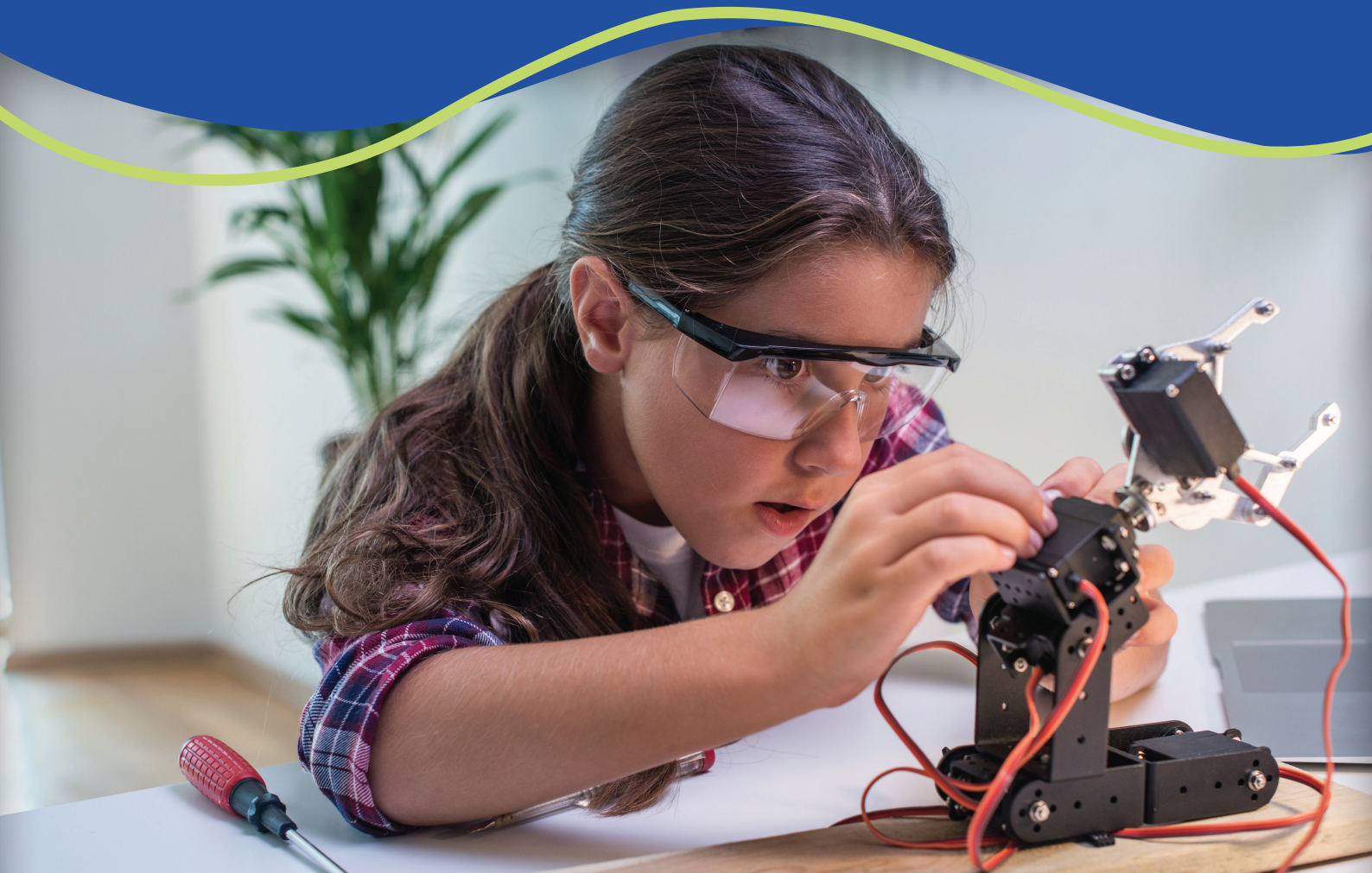


DoubleHelix

Advertising

with Double Helix Magazine



2022 Media Kit

Double Helix is an exciting and easy-to-read magazine for kids and early teens. Packed full of stories and things to make and do, *Double Helix* promotes critical thinking, strengthens literacy skills and fosters an interest in the fields of science, technology, engineering and maths.



Audience profile



Ages: 8–14 (93%)
Boys: 54%
Girls: 41%
Loves space, technology, chemistry, engineering and biology



Background



Over 35 years of experience and expertise writing science, technology, engineering and mathematics (STEM) content in a fun and entertaining manner for kids and teens.



Produced and published by the Commonwealth Scientific and Industrial Research Organisation (CSIRO).



The only dedicated STEM magazine that can be found both at home and in the classroom or library.

Print and distribution

Print run	7,500
Readership	15,800
Frequency	every 6 weeks
Distribution sources	subscription
Cover price	\$9.99
Size	A4
Website	www.doublehelix.csiro.au

Advertising



Booking and material deadlines

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
#54 (1 March 2022)	3 January 2022	27 January 2022
#55 (15 April 2022)	9 February 2022	3 March 2022
#56 (1 June 2022)	30 March 2022	20 April 2022
#57 (15 July 2022)	10 May 2022	2 June 2022
#58 (1 September 2022)	28 June 2022	21 July 2022
#59 (15 October 2022)	9 August 2022	1 September 2022
#60 (1 December 2022)	27 September 2022	20 October 2022
#61 (15 January 2023)	9 November 2022	1 December 2022
#62 (1 March 2023)	3 January 2023	24 January 2023



Advertising



Magazine display advertising

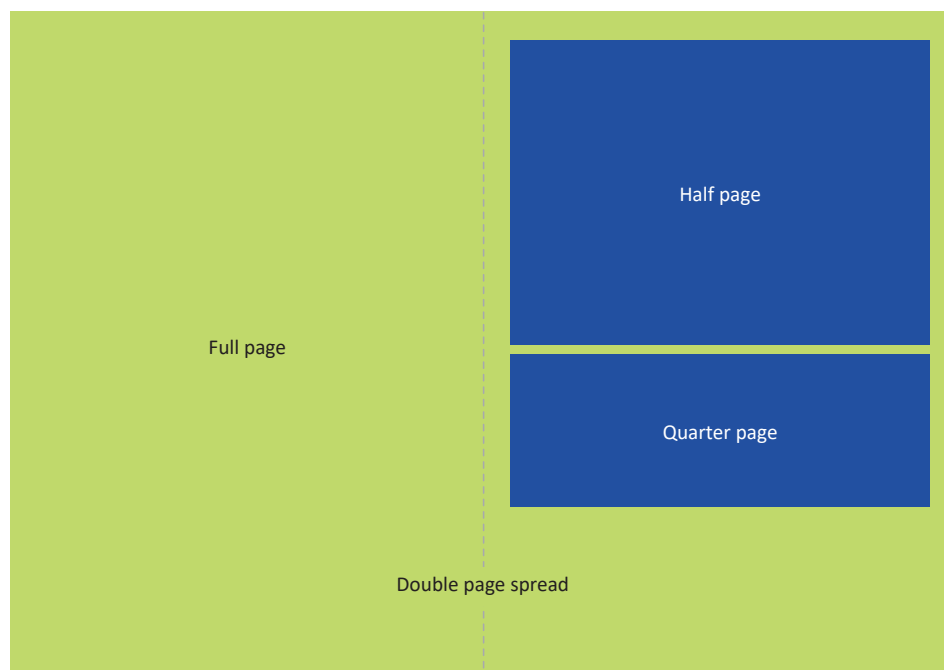
AD TYPE	COST – CASUAL RATE	INSERTS	RATE PER THOUSAND
Double Page Spread	\$4,000	1–2 pages	\$75
Full Page	\$2,000	3–4 pages	\$100
Half Page	\$1,000	5–6 pages	\$125
Quarter Page	\$600	7–8 pages	\$150
Inside Front Cover	\$3,000	Signature and non standard positions available on request. All rates are GST exclusive. Additional cost may be applied to cover increase postal weight.	
Inside Front Cover Spread	\$6,000		
Outside Back Cover	\$4,000		

Rate discounts apply for multiple ad space bookings.



Print material specifications

AD TYPE	BLEED (MM)	TRIM (MM)	SAFE TYPE AREA (MM)
Double Page Spread	426w x 303h	420w x 297h	396w x 273h
Full Page	216w x 303h	210w x 297h	186w x 273h
Half Page	186w x 135h	–	–
Quarter Page	186w x 67.5h	–	–
Inside Front Cover	216w x 303h	210w x 297h	186w x 273h
Inside Front Cover Spread	426w x 303h	420w x 297h	396w x 273h
Back Cover	216w x 303h	210w x 297h	186w x 273h



Advertising



EDM advertising

AD TYPE	FREQUENCY	COST – CASUAL RATE	MATERIAL SPECIFICATIONS
Double Helix Extra banner	Fortnightly	\$500	600w x 500h pixels, 200kB max

DOUBLE HELIX EXTRA

Subscribers	39,000
Opens	22.0%
Frequency	fortnightly
Audience	students, teachers, parents

Double Helix Extra is a free online newsletter for students, teachers and anyone with an interest in science, technology, engineering and maths. Each issue contains news, puzzles and activities.

Please book three weeks before your preferred email release date.

Contact

ADVERTISING ENQUIRIES

Advertising Enquiries | CSIRO Publishing | (03) 9545 8400 | publishing.advertisingsales@csiro.au

MATERIAL SPECIFICATIONS

Double Helix Editor | CSIRO Publishing | (02) 6276 6017 | helix.editor@csiro.au

General Conditions

OVERDUE MATERIAL	CANCELLATIONS	ACCEPTANCE	INDEMNITY
Where advertising material or approval of content is overdue, space will be charged as booked.	Cancellations of contracted advertisements will not be accepted after the booking deadline.	All advertisement copy is subject to the approval of the publisher, who reserves the right to reject any advertisement. Advertisements must align with the ANNA Code of Advertising and Marketing Communications to Children.	It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act 1947 as amended. All advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants against all actions, suits, claims, loss and/or damages resulting from anything published on behalf of the advertiser.

