

GREEN  
REVIEW

# MEDIAKIT



## WEBSITE

With breaking news and deeper dives into sustainable practices, the website is a key read.

**670,000+**  
**MONTHLY IMPRESSIONS**

## SOCIAL MEDIA

Through LinkedIn, Twitter, YouTube and Facebook, we reach an extended audience.

**2,300+** FOLLOWERS    **127,000+** YEARLY IMPRESSIONS



## MAGAZINE

Published quarterly, Green Review offers a diverse insight for a sustainability focused audience.

**61,000+**  
**DIGITAL SUBSCRIBERS**

**PLUS**  
**PRINT DISTRIBUTION AT MAJOR EVENTS**

## EDM AND NEWSLETTER

Our solus EDMs and fortnightly newsletters present effective channels to reach the market in real time.

**34,000+** EDM SUBSCRIBERS    **61,000+** NEWSLETTER SUBSCRIBERS    **20%** EDM AV. OPEN    **27%** NEWSLETTER AV. OPEN

# SCOPE

Green Review magazine covers the sustainable efforts and initiatives within the construction, resources, and energy sectors in Australia.

Green Review's focus on these three major sectors, considered some of Australia's as well as the world's biggest, highlights the growing pressure to improve their ESG conduct.

Due to their economic strength and market share, businesses involved in these industries also have the opportunity to make big impacts.

## FOCUS AREAS

### HIGH-LEVEL FIELDS EXPLORED

Solar, wind, hydro, and bioenergy

Battery storage

Carbon-neutral building designs

Green building certifications and standards

Sustainable construction materials

Circular economy

Waste management

Sustainable extraction and processing

+More

# REACH

Green Review's quarterly magazine and a digital multi-channel distribution model enables a broad reach and influence within the target industries.

The audience consists of senior-level decisionmakers, such as executives, managers, and other key stakeholders in the construction, resources, and energy sectors in both Australia and international markets.

With a big online presence, Green Review reaches an influential audience actively looking to implement sustainable practices and solutions.

## READERSHIP

### TOP EXECUTIVE READERS

Fortescue Future Industries

Newmont

INPEX

CIMIC Group

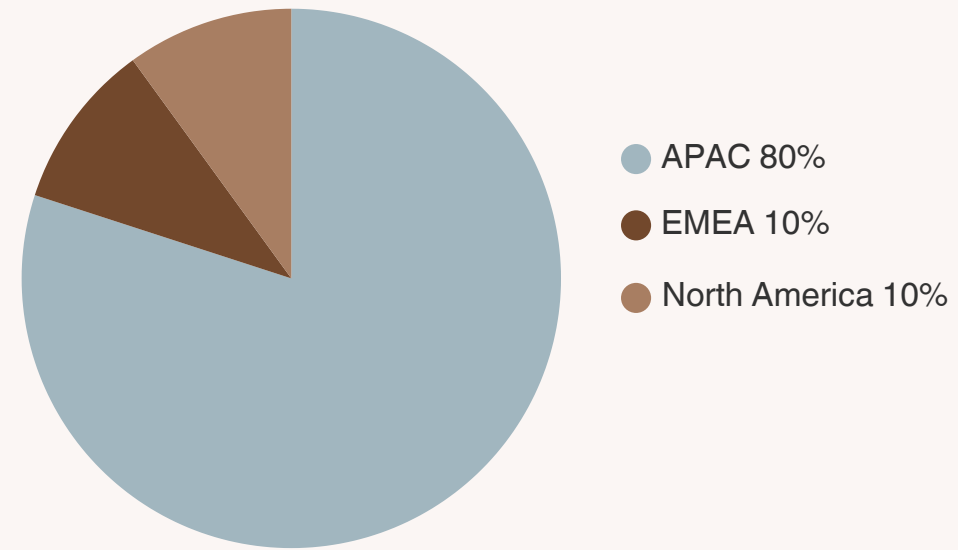
Lendlease

Iberdrola

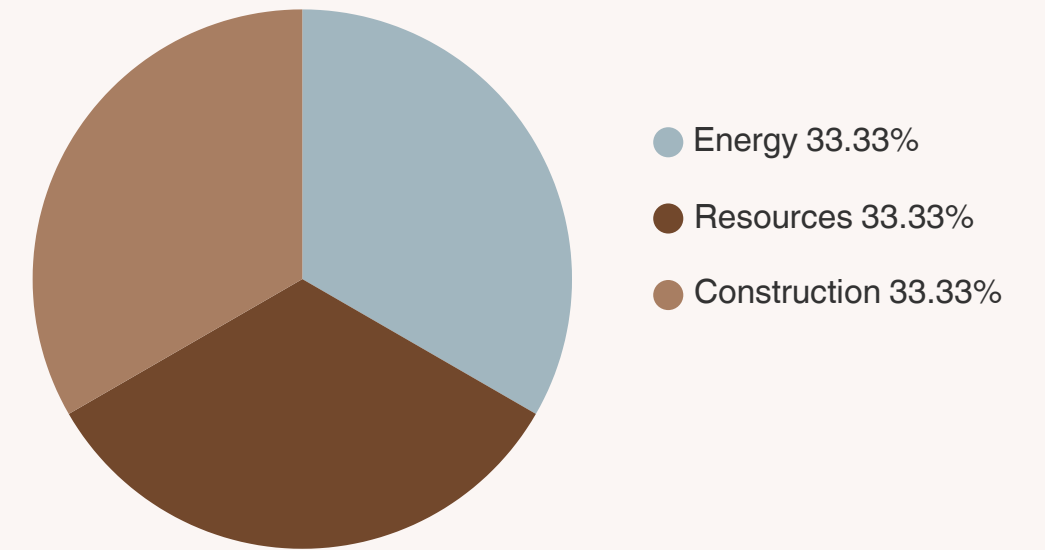
Neoen

+More

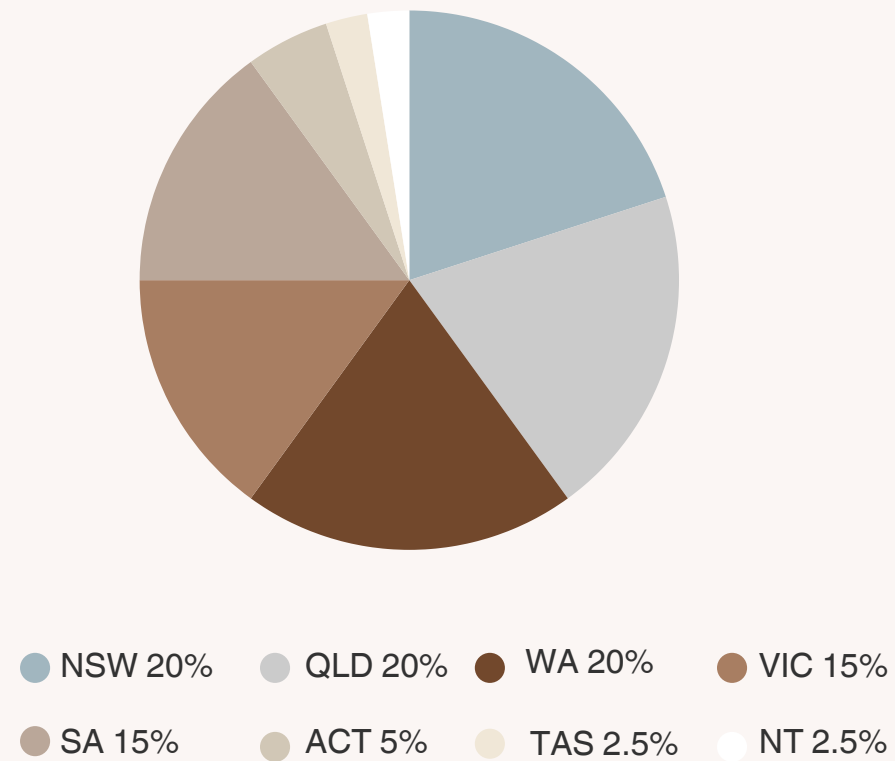
## GLOBAL



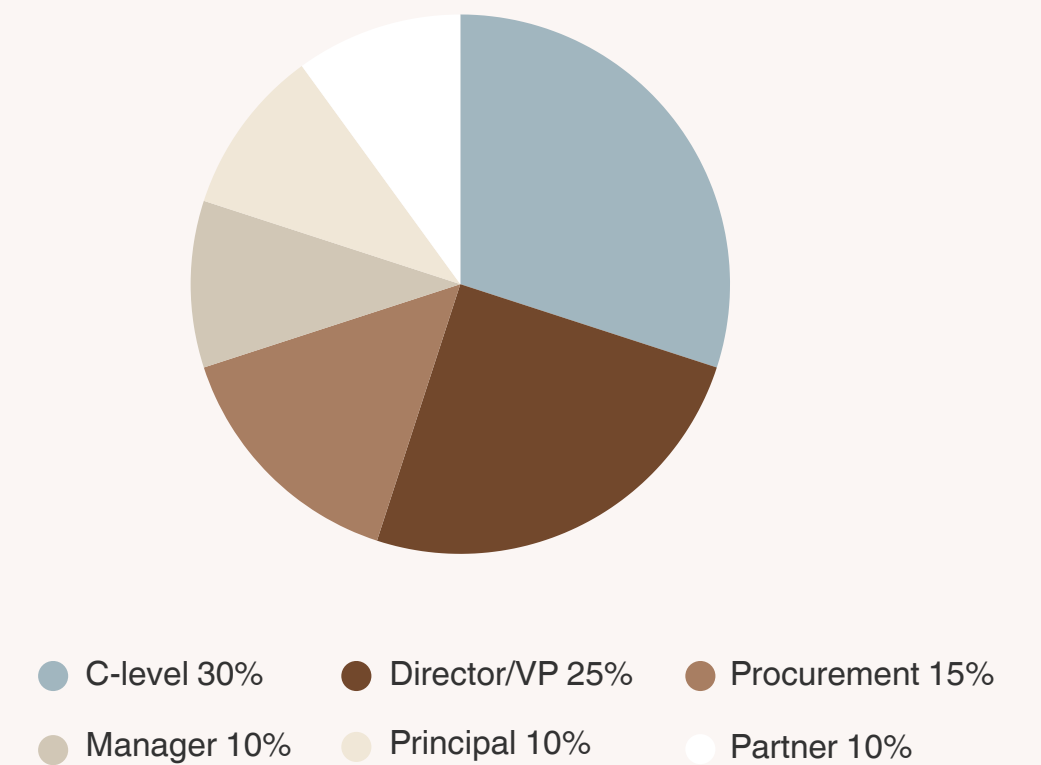
## INDUSTRY



## AUSTRALIA



## JOB TITLE



# RATES

Green Review offers a range of advertising opportunities through its magazine, website, newsletter, EDM and social media channels.

**Customised packages tailored to specific marketing strategies are available upon application.**

## GLOBAL VISITORS

### TOP WEBSITE VISITOR LOCALES

Australia

United States

Norway

China

India

Germany

Great Britain

Singapore

Canada

## DIGITAL

<b>Website Top Banner</b>	1 month: \$1,000	6 months: \$4,000	12 months: \$9,000
<b>Website Side Banner</b>	1 month: \$500	6 months: \$3,000	12 months: \$5,500
<b>In-Post Banner</b>	1 month (5 posts): \$500	6 months (40 posts): \$2,000	12 months (100 posts): \$3,500
<b>Newsletter Banner</b>	1 month: \$2,500	6 months: \$8,000	12 months: \$12,000
<b>EDM</b>	40 cents/email*		
<b>Website Post</b>	\$500		
<b>LinkedIn Post</b>	\$500		

## ADD-ONS

<b>Creative services</b>	\$1000
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## PRINT

<b>Cover Story</b>	\$15,000
<b>Double Page Spread</b>	\$9,000
<b>Full Page</b>	\$6,000
<b>Half Page</b>	\$4,000
<b>IFC, IBC, OBC</b>	+ 25%
<b>Pages 3-9</b>	+ 20%
<b>Pages 10-19</b>	+ 15%
<b>Other nominated pages</b>	+ 10%

Rates are expressed in Australian Dollars. Apply 10% GST.

\* Custom list cost on application.

For booking terms and conditions, visit [www.greenreview.com.au/advertise](http://www.greenreview.com.au/advertise)

# SPECIFICATIONS

These specifications outline the guidelines and requirements for creatives across various platforms. Following these guidelines helps in delivering effective and professional files that meet platform standards and reach the target audience effectively

## ARTWORK CHECKLIST

### MAGAZINE

Press ready PDF file to spec

OR

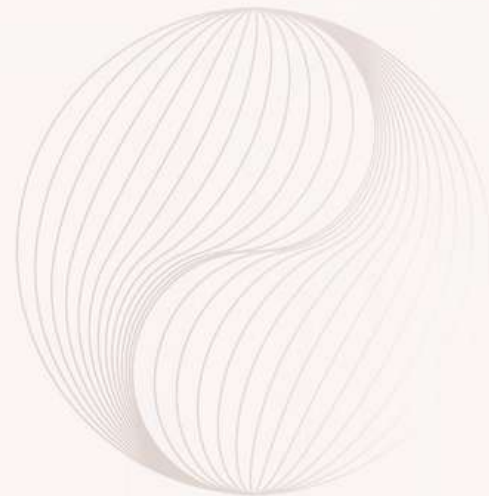
Logo at 300 dpi

Images and graphics at 300 dpi

Header and body text (around 60 words)

Contact information

Corporate fonts and colours



## MAGAZINE

Double Page Spread	265mm(H) x 430mm(W)
Full Page	265mm(H) x 215mm(W)
Half Page	132mm(H) x 215mm(W)

### MAGAZINE REQUIREMENTS

Material must be supplied as a press ready PDF with all fonts embedded.

All images and graphics should be saved as CMYK at a minimum of 300 dpi.

All advertisements must include **5mm bleed** on all sides with text at least 18mm from trim.

If engaging our creative team, supply logo in EPS format, images at 300 dpi, and header, body and footer text in a Word document. Please include point of contact and CTA, if applicable.

If available, provide corporate fonts, colour codes and other style guides.

Re-creation of logos and other creative services are also available.

## DIGITAL

Top Banner	100 pixels(H) x 620 pixels(W)
Side Banner	160 pixels(H) x 450 pixels(W)
In-Post Banner	111 pixels(H) x 1000(W)
Newsletter Banner	90 pixels(H) x 728 pixels(W)

### BANNER REQUIREMENTS

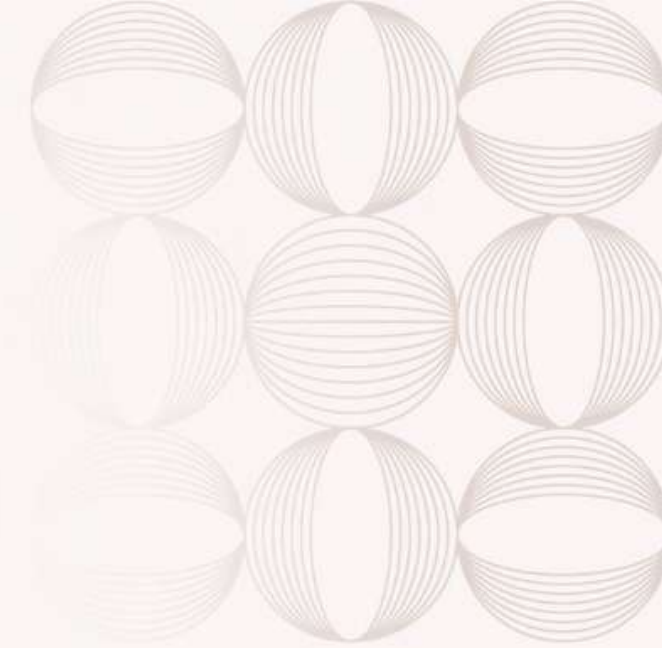
Ready artwork should be supplied as an animated or static gif/jpeg/png, along with a UTM.

If our creative services are required, supply preferred short text, JPEG/GIF and logos optimised for web. Include URLs and other instructions.

### EDM REQUIREMENTS

Ready material to be supplied as html format. Ensure all images are optimised for web. Background images are not recommended.

If requiring our creative services, supply text, JPEG/GIFs and logos optimised for web. Include URLs and other instructions.



# GREEN REVIEW

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