

FIRST IMPRESSIONS

One of the world's fastest growing cities, Melbourne's population is booming. We asked our newest arrivals for their first impressions of their new hometown.



LIVING WELL

There's more than one way to get a foothold in property. We meet some youngsters who've made it happen.



TRAVELLING WELL

One the eve of Melbourne International Film Festival we visit locations that have featured in our favourite movies.



MOVING WELL

What's the most cost effective car on the market? We reveal the results of our annual cost comparison survey.



POSTCODE TALES

Melbourne Writers Festival director Marieke Hardy reveals her favourite patch of Victoria.



EVENTS

The best events across the state this winter.



DEADLINES

BOOKINGS:

20 JUNE
(UNLESS BOOKED OUT PRIOR)

MATERIAL:

27 JUNE

DELIVERED:

22 - 29 JULY



REACH

2.1 Million

RACV MEMEBERS

RoyalAuto magazine circulation data is independently audited and verified by the AMAA (Audited Media Association of Australia). With more than 1.4 million home-delivered magazines bimonthly, RoyalAuto is the largest-circulating publication in Victoria and the highest-circulating magazine in Australia, getting your message into the most homes.

CIRCULATION **1,444,161** CAB SEP 2018

Advertising Options /

MAGAZINE DISPLAY

FULL COLOUR:

Casual rate prices.
Full page \$22,900
Half page \$14,400
Prices exclude GST.

INSERTS:

From \$55 per thousand. Target any postcodes in Victoria. Placed in the magazine which is plastic-wrapped and home-delivered by Australia Post, getting your brochure into the home and in excellent condition.

CLASSIFIEDS:

Lineage \$39.20 per line, minimum 4 lines = \$156.80
Classifieds display \$189 per column centimetre, all sizes available.
Classifieds prices include GST.

DIGITAL:

RACV eNews. Sent twice monthly.
400,000+ opt-in subscribers.
50% OR, 10% CTR
Banner ad prices from \$3000 ex GST.

NEXT NEWS SEND DATES:

22 May 19
12 June 19
26 June 19
10 Jul 19
24 Jul 19
14 Aug 19
28 Aug 19

BOOKING DEADLINES			
2019 dates are subject to change			
EDITION	BOOKINGS	MATERIAL	ON SALE
Aug/Sep 19	20 Jun 19	27 Jun 19	22-29 Jul 19
Oct/Nov 19	21 Aug 19	28 Aug 19	23-30 Sep 19
Dec19/Jan20	23 Oct 19	30 Oct 19	22-29 Nov 19

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The most-read magazine in Victoria.