

Inserts Kit

29 January 2019

royalauto

LIVING / TRAVELLING / MOVING



Photo: Rupanyup silo art at sunrise, Anne Morley.

Inserts provide a unique way to get your message delivered to more than 70 per cent of Victorian homes.

Insert into any postcode in Victoria.

- Minimum run 50,000
- **Maximum run 1,450,000**

ROYALAUTO INSERT BENEFITS

- Biggest circulation
- Low cost per thousand
- Targeted postcode delivery
- Environmentally friendly plastic wrapped, keeping inserts in great condition
- Address mail, home delivered via Australia Post.



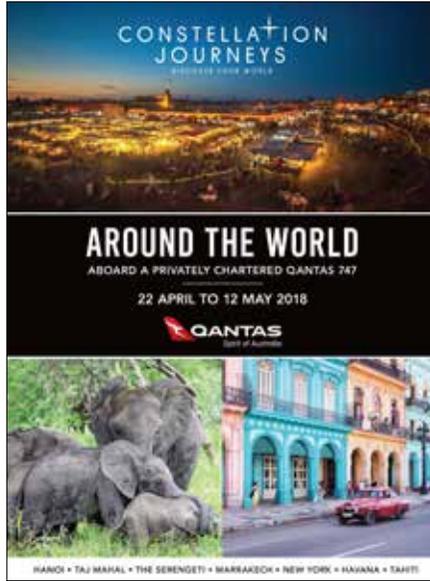
METRO	996,411
Melbourne - Inner	107,391
Melbourne - Inner East	82,444
Melbourne - Inner South	107,477
Melbourne - North East	133,286
Melbourne - North West	50,758
Melbourne - Outer East	128,489
Melbourne - South East	164,957
Melbourne - West	143,612
Mornington Peninsula	77,997



REGIONAL	436,274
Ballarat	44,780
Bendigo	46,381
Geelong	78,414
Hume	45,500
Latrobe - Gippsland	78,979
North West	38,872
Shepparton	70,478
Warrnambool & South West	35,795

Postcode breakdown numbers are as at September 2018

/ Insert rates /



To calculate total insert weight:

L x W x # of pages
x gsm divided by
1,000,000 = grams

ACCEPTABLE INSERT DIMENSIONS

Maximum size = 240mm x 180mm
Minimum size = 150mm x 105mm

Folded inserts must have a 'closed edge'. No concertina, 'Z' folds or perforated edges allowed.

PAPER WEIGHT

Paper weight allowed depends on the number of pages for your insert. Number of pages for insert calculation is based on pages turned, not pages printed. Matt stock is recommended for 1-2 pages.

	1-2	4-6	8	10	12-16
Min	115gsm	80gsm	65gsm	60gsm	54gsm
Max	170gsm	150gsm	150gsm	130gsm	115gsm

INSERTS (COST PER '000)		
INSERT QTY	< 16 GRAMS	16 - 30 GRAMS
50,000* - 99,000*	\$99	\$132
100,000^ - 199,000^	\$88	\$121
200,000^ - 499,000^	\$77	\$110
500,000^ - 1,450,000^	\$55	\$88

The above rates are in Australian dollars (AUD) and are exclusive of GST. GST of 10% will be added to above rates when invoicing. Insert brochures must be approved by the editor before booking can be accepted. All advertisements are subject to approval by RACV, which reserves the right to reject any advertiser deemed inappropriate. **Quantities:** Allow for 1%* or 0.5%^ additional inserts to cover spoilage.

Travelling / victoria /

PEAK performance

DUNKELD
923
674

Quarter of a million tourists and ratings tell Dunkeld each year. They come for festivals and markets, for runs, racing and a rock, to eat, drink, take or simply to contemplate. What stays with them is the thing that lives about their gaze at the southern tip of the Grampians – every Australian beauty which, like the three mountains peaks that form the town, reveals a little more of itself with each and every glance.

"I work across Australia, and my favourite part of work is coming home," says Sharon Cox Gardner, an agricultural consultant old enough to remember Dunkeld as a sheep's town where Friday was light night at the pub. "If you didn't

As the gateway to the southern Grampians, the tiny town of Dunkeld offers a spectacular range of views on life, whatever your pace.

PHOTOS: Anna Morley

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Find a map for your road trip at your local RACV. Visit Go to racv.com.au/staps

THE FACTS

WHERE IS IT?
270 kilometres west of Melbourne, 30 kilometres east of Hamilton.

TRIVIA
Renowned scientist and philanthropist Alan Meyer is a native whose father was the local butcher. The Royal Mail and its letter garden – which can be explored via daily tours – feature among the portfolio of local assets, and has contributed to Dunkeld runs deep.

BEST TIME TO VISIT
Anytime, but for the Pink & Teals Run on 3 and 4 August, 2019 or the Pink Festival with music, markets and all manner of activities for the kids, each October, in your diary.

TAKE HOME
A souvenir leaf from the Old Bakery, listed in the original copies, in a heritage building that also offers accommodation.

DON'T MISS
Coffee lovers drive from Hamilton to get their fix from the General Store.

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For some, the Indigenous artist Neville Martin, the mountains are alive with the stories of her people, the Jawoyn, and her essence, country, the Djigi Warranyi. "My centre point of caring for country is the Three Peaks. It's been, that's my heart. The Grampians does me the 10 encyclopaedia of stories."

Tourists have long been made to this, travelling the Great Ocean Road before heading back to Melbourne via Dunkeld. Visitor numbers to this town of fewer than 700 permanent residents are tipped to grow by more than 200 a day from 2019, when 144 kilometres of walking track will finally connect Mount Zion, at the tip to Dunkeld at the toe.

"There might be a few in that," admits Fremont-Smith. "Zoe to Helen, how's that sound?"

The locals supply share their simple delights. At the Grampians Gift Shop, where the members have finished buying breakfast, tending the sand sculpture or giving the pinkie green trees to about 100 their evening dinner beneath the stringy barks and manna gums, they repeat to the children's desk. The field guide to the Birds of Australia comes out, and the search for the dusky woodswallow and the blue-backed scrub wren.

"We've ticked off about 70 species," says Cox Gardner. "It's amazing what you see around here."

Early morning at the volunteer-maintained Dunkeld Adventure, when the town is quiet.

THREE THINGS

ABBRETIUM
Reclaimed from the site of a watermill and the old saw mill, the 50-hectare Dunkeld Abbrevium is an easy stroll from the main street to a great stretch of the bog for those happy to address the Grampians from a distance. "It's my hidden gem," says Alison Francis, who runs the children's centre and takes the kids to the art gallery in the road side. "We go down there and trek. This is a little bit."

HERITAGE TRAIL
While Dunkeld's "Pillar Stone" – free of power lines to offer unimpeded views of the Grampians – boasts the Royal Mail Hotel, General Store, cafe and a lovely park with a superb view. Across swimming pool, the heritage trail takes you into the town's back streets and its history. The museum, housed in a church, and art gallery in the old railway station building, are well worth the wander.

CABANAN PARK
Thanks to 100 years of high-end accommodation, and around town, the Royal Mail Hotel, Cabanan Park offer an old-school camping experience. "Our motto is clean, comfy and cozy," Erin says. "We've got the cocktail set, the toilet bins, and it's like luxury game that Geoff made, they're all friendly, and parents like the fact that their kids make their own fun here."

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IMPORTANT INFORMATION

The following are important to remember when booking an Insert for the RoyalAuto.

- MEMBER OFFERS** – Only approved RACV partners can make RACV member offers.
- INSERT APPROVAL** – All inserts are **subject to RACV approval prior to booking acceptance and insertion**. RACV reserves the right to cancel any insert that it does not approve and where a sample* is not provided at time of booking.
- UNUSUAL INSERTS** – Any card, envelope, unusual shape or other insert material of an unusual nature, dimension or fold will require a dummy sample, and the product to be viewed by the printing company or mailing house for a trial run. **prior to booking deadline**. A minimum of 500 samples will be required for the trial run.
- BOOKING CONDITIONS** – provide a sample* and include the following details:
 - Total weight
 - Paper/stock/gsm
 - Dimensions
 - Fold style
 - Amount of pages
- MAXIMUM WEIGHT** – The maximum weight of any individual insert allowed is **30 grams**.
- TERMS AND CONDITIONS** – Advertisers are responsible for ensuring compliance with our Advertising Policy Terms & Conditions available on our website racv.com.au/advertise.

*Sample can be soft copy or hard copy.

DELIVERY OF INSERTS

– Inserts are to be delivered to PMP Print unless otherwise stated.

PMP Print 37-49 Browns Road, Clayton, VIC 3168. 03 9265 8422

PMP Print require a Pallet Tag on all four sides of deliveries. All deliveries should be clearly marked.



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