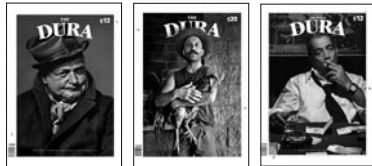


MELBOURNE DURA MAGAZINE
SPREADS AND COVER SAMPLES



DURA PLAUDITS

"Such an excellent and thoughtful publication. It gives great hope that this is being done in an era of dumbed-down newspapers."

—The Hon Justice Clyde Croft, Judge, Supreme Court of Victoria

"One of the most irreverent, distinctive magazines in the nation. The Dura combines scathing social criticism with long-form storytelling and truly creative and engaging advertising. It's as if The Monthly had been taken over by hoodlums."

—Richard Cornish, *The Saturday Age*

"Your publication articulates, with precision, what many of us are thinking. The injustices in the world perpetrated by the few at the expense of the rest. I recommend The Dura be included on the reading list of all secondary students so they may gain an insight into our sometimes shameful history. You also celebrate what is good in this world and that's encouraging. Your pages are informative, thought-provoking and consistently amusing. The oversized layout and generous use of black and white photographs reminds of a time when newspapers and magazines were meant to be read; unlike today's clickbait headlines masquerading as news in the new digital age. The Dura has certainly arrived."

—Carmelo Bazzano, Epping Victoria.

*"I have to say they look magnificent. I even sensed a touch of Andrew Fisher's INK to DURA's format and presentation. In particular, it was poignant seeing Richard Neville on the cover of Issue 10. Good news from the world of print, it seems advertisers have found the digital medium isn't working too well for them. The niche end of the print market is already showing signs of a comeback and most of our licensees are still using trees. Maybe *Felix was wrong after all... Love what you're doing."*

—Bruce (Bruce Sawford Licensing Ltd UK—Bruce Sawford worked alongside *Felix Dennis at Dennis Publishing UK and was one of Felix's longest-standing collaborators)

"I am very pleased to be able to say that I tracked down a local stockist and snapped up a copy of The Dura. Consequently, the last week has seen my productivity take a significant dive as I keep finding myself abandoning my work to pore over the pages... I want to thank you for your passion and for your commitment to publish in a format that seems sadly in decline. The breadth and detail is appreciated and the enthusiasm of those involved is positively palpable. Well done."

—Peter Garratt

"Talk about shit-hot shelf. I was looking for something to read today to kill an hour and found The Dura... I haven't been this excited since I found Rolling Stone in 1974 as a boy; Spurt in 1977; The Face in about 1982. love your production values; great articles."

—Philip Emery, NSW

L O N D O N

DURA

THE HUMAN SPIRIT VERSUS THE ESTABLISHMENT

In the 18th and 19th centuries, London led the world in anti-establishment lampoon. Early magazines such as *Punch*, *The Gentleman's Magazine*, *The Spectator* and those by the radical pamphleteers celebrated the highs and lows of contemporary culture.

Dura continues this tradition, bringing with it a 21st-century approach and a whole new pharmacopoeia of pleasures.



The Reformers' Dinner Published for the Satirist June 1st 1809 by S. Tappin 37 Leadenhall Street

MEDIA KIT AND RATE CARD



Billingsgate Fish Market, 1926. Carters bring their commodities to the Billingsgate Fish

DURA

THE HUMAN SPIRIT VERSUS THE ESTABLISHMENT

BALKAN 176° VODKA BALKAN 176° VODKA

SUPER STRENGTH TRIPLE-DISTILLED DELUXE GRAIN VODKA

LONDON DURA

MAGAZINE FORMAT AND BACKGROUND

The *London Dura* is a free, large-format (A3), 16-page monthly periodical in traditional black ink—a revised version of the 64-page, cover-price, Melbourne-based parent publication of the same name with an eight-year history. The Melbourne *Dura* became a unique, collectable print periodical with a distinctly noir aesthetic.

—“A visual, tactile and deeply intelligent extravaganza.”—Sharon Kellett, *The Nook*

The *London Dura* is an iconoclastic blend of history, news, satire, social, cultural and political observations.

LONDON DURA

TARGET AUDIENCE:

Our tribe is a fierce bunch, packed with politically astute Millennials and GenX-ers who crave more than just the mainstream malarkey. We're not afraid to question the status quo, dive deep into history, and roast the powers that be.

- CIRCULATION: 20,000 • FREQUENCY: MONTHLY • COVER PRICE: GRATIS

DISPLAY ADVERTISING:

At DURA, we maintain a low ad-to-content ratio to benefit both advertisers and the publication. By limiting the number of advertisements we feature, we ensure that each ad gets noticed, while preserving the integrity of our publication.

DISTRIBUTION:

DURA will initially focus distribution in London primarily. Key magazine distribution will be handled by Ra&Oily magazine distributors—delivering directly to hundreds of shops, galleries, museums, cafes and bookshops.

ONLINE RATES:

Space	Dimensions (h x w)	Rate
Leaderboard	90 × 728 pixels	£595
Web Banner		
MPU (sidebar)	250 × 300 pixels	£500
E-newsletter box	350 × 550 pixels	£350

Format: JPG, SWF, GIF.

Maximum file weight 40k; recommended animation length 15 seconds

DISPLAY RATES

Back cover	(240mm x 360mm)	£3,655
Front page banner	(278mm x 40mm)	£1,690
4 page advertorial insert		£5,100
Sponsorship: Back page & front page banner		£4,900
Third page (V)	(75mm x 350mm)	£1,900
Special (H)	(190mm x 83mm)	£950
Regular (V)	(69mm x 83mm)	£475
Economy (V)	(48mm x 75mm)	£370
Inserts: On Application		

SERIES DISCOUNTS

- 3–5 insertions 15%
- 6–8 insertions 20%
- 9–12 insertions 25%
- Agency commission 10%

ARTWORK SPECIFICATIONS:

Artwork should be greyscale and supplied as a press-ready PDF. All images contained within the PDF should be greyscale high-resolution, 300dpi.



Terms & Conditions: The right to decline or omit any advertisement is reserved and all copy subject to approval. Advertisements accepted on condition that the advertisement does not contravene the provisions of the Trade Descriptions Act. CANCELLATION PERIOD – 8 Weeks prior to publication date. TERMS OF BUSINESS – 28 days from date of invoice. Any specialist requirement must be stated in writing at the time of booking. Exclusivity is not offered in any format.