



THE MATHEMATICAL
ASSOCIATION OF VICTORIA

REACH TEACHERS

The Mathematical Association of Victoria has over 1,400 members and reaches nearly 10,500 teachers and 950 schools across Victoria from all sectors of education.

If you want to target primary teachers or secondary mathematics teachers, then advertising with us makes perfect sense.

MAV's publications are **well researched, well read and well respected.**

COMMON DENOMINATOR

- MAV's magazine
- 4 issues per year
- sent to schools and members at the start of each Victorian school term
- full color
- 24 pages
- mailed out to all MAV members and all MAV member schools

PRIME NUMBER AND VINCULUM

- *Prime Number* is MAV's primary journal sent to primary members, primary and P-12 schools
- *Vinculum* is MAV's secondary journal sent to secondary members, secondary and P-12 schools
- 4 issues per year of each journal
- mailed out at the start of each Victorian school term
- full color
- 24 pages

**PRICES AND
DEADLINES
OVERLEAF**





TARGET MARKET

Publication	Target
<i>Prime Number</i>	Primary and P-12
<i>Vinculum</i>	Secondary and P-12
<i>Common Denominator</i>	Primary and secondary

DEADLINES: BOOKINGS, ARTWORK AND INSERTS

Term	Volume of publication	Booking deadline	Artwork deadline	Receipt of inserts deadline	Mail out
1	P32/V54/CD261	11 November	18 November	23 January	27 January
2	P32/V54/CD262	24 February	3 March	7 April	12 April
3	P32/V54/CD263	2 June	9 June	3 July	6 July
4	P32/V54/CD264	20 August	27 August	2 October	5 October
1 (2018)	P32/V54/CD265	6 November	13 November	22 January 2018	Late Jan 2018

SPECIFICATIONS AND RATES

Size	Height	Width	Member	Non member
Half page (2 column width)	125mm	185mm	\$437 (mono) \$526 (color)	\$546 (mono) \$658 (color)
Full page (internal)	297mm	210mm	\$730 (mono) \$877 (color)	\$913 (mono) \$1096 (color)
Full page (inside front or inside back cover*)	297mm	210mm	\$828 (mono) \$995 (color)	\$1035 (mono) \$1244 (color)

* inside front or inside back cover applies only to *Prime Number* and *Vinculum*
Space in our publications sells very quickly. To secure your booking, we suggest you book early.

- All adverts must be supplied as:
- CMYK
 - high resolution PDF format
 - 5mm bleed
 - crop marks

Email artwork to:
louise@stitchmarketing.com.au

SAVE ON AD RATES -
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INSERTIONS INTO MAV TERMLY MAIL OUT

Target	Member	Non member
Primary only or secondary only (1100 inserts)	\$548	\$685
Full membership range (1750 inserts)	\$835	\$1044

* price is to insert one A4 sheet. Add 5% for each additional page

Rate card valid until 30 November 2017. All prices include GST.

MAV reserves the right to refuse advertisements that conflict with MAV's product offering and/or educational philosophy.