

dircksey

Founded in 2015, Dircksey is Edith Cowan University's editorially independent student magazine.

Dircksey prints 6 themed editions, 1500 copies per edition, which are distributed around all three ECU campuses: Joondalup, Mount Lawley and Bunbury, and at select student savvy locations in Perth and online.

Need to reach the key 17-25 yr old market?
Dircksey is the perfect platform.

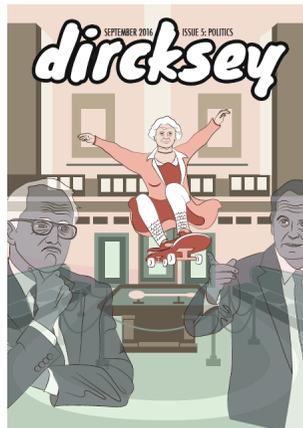
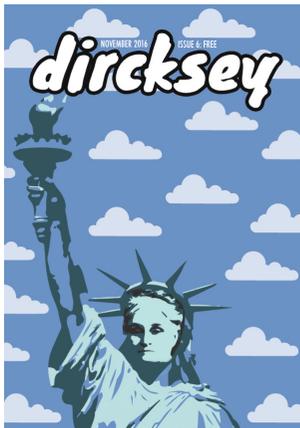
Edition #4 Distributed July 5th 2017

Edition #5 Distributed August 22nd 2017

Edition #6 Distributed October 18th 2017

Artwork due 12 days before distribution date.

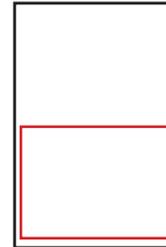
*Publication dates may vary.



Full Page (H 297mm W 210mm)

Cost \$565

Full Colour



Half Page (H 148mm W 210mm)

Cost \$320

Full Colour

Premium Print Positions

Outside Back Cover: **\$680**

Inside Front Cover: **\$650**

Inside Back Cover: **\$610**

Discounts are available for spends over \$1000 or across multiple bookings.

Submission Guidelines

- Page placement is on a first come basis.
- All artwork must be supplied in PDF format with CMYK colouring and images resampled to a minimum 300dpi resolution.
- A 3mm bleed and crop marks must be included in the artwork
- All artwork must be sent to l.reed@ecuguild.org.au
- Email file size is limited to no more than 4MB or must be submitted via Dropbox
- Signed copies of the terms and conditions must be returned with the booking form.

Guild Student Diary

Our A5 diaries are included as part of our 5,000 Guild packs and are distributed for free to students who use them throughout the year.

All ad bookings are full colour and will feature in our customised section (non calendar). All ad bookings must be confirmed by August 29 and artwork will be due Sept 12.

Full Page (H 210mm W 148mm): \$575 inc GST
Half Page (H 94.5mm W 148mm): \$330 inc GST



About ECU

ECU has more than 27,000 undergraduate and postgraduate students. We also annually welcome over 4,000 international students, originating from more than 100 countries.

According to research presented by Eye Corp more than 60% of Australian students are currently working while studying, earning an average of \$22,000 per annum. A significant proportion of students' income is allocated to discretionary spending.

The 18-25 year old demographic are also twice as likely as any other to try new products and services. As the second largest university in WA and the largest facility in both the Joondalup metropolitan area and the inner suburbs, ECU represents an excellent opportunity to reach a large number of sophisticated and open-minded students.

27,500 Students
4,370 International Students

350 Courses

3 Campuses

