

# Archer

## Media Kit

“I'm excited about Archer, I think the more publications there are that challenge us to think imaginatively about sexuality, sex and gender, the better” – **Christos Tsiolkas (author of *The Slap*)**

### What is Archer?

Archer Magazine is a biannual Australian print magazine that takes a snapshot of Australia's attitudes to sexual diversity.

Founded by Melbourne-based journalist Amy Middleton (*Australian Geographic, The Bulletin, Rolling Stone*), Archer curates the views of established and emerging Australian writers and photographers on sexuality and diversity.



Archer runs events for readers and the wider community: one launch per issue, forums, Q&As and writer/reader meet-ups on a quarterly basis.

### Who reads Archer?

Readers of Archer Magazine are educated, urban Australians who identify with the gay community, and sexuality sub-groups. The Archer reader is thoughtful, affluent and design-focused. They enjoy being challenged by new ideas. They are engaged with social media and pop culture.

### Archer reader breakdown

- 90% have spent money on books, magazines or film in the past six months
- 78% of readers spend money on fashion once a week
- 70% of readers visit bars/pubs at least once a week
- 65% have purchased photography equipment in the past six months
- 70% of readers have purchased tickets to a gig or festival in the past month
- 58% have travelled for leisure in the past six months

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## Media engagement

“Each issue of Archer will date quickly so we can look back on our fashion, our ideals and our attitudes and see how much they’ve changed” – **Amy Middleton (editor of Archer)**

### Brand reach to date

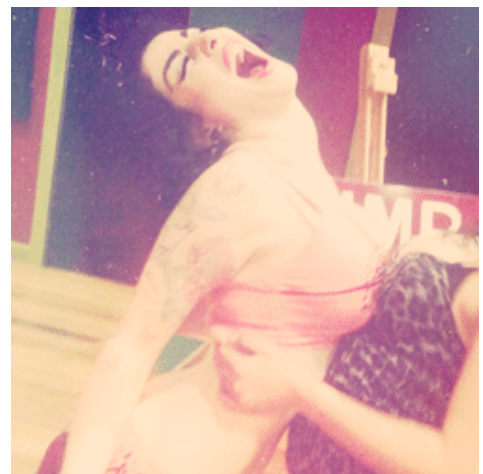
\$20,000 Pozible target reached via 177 pledgers, Sep 2013

1000 Facebook ‘Likes’ reached, 14 Oct 2013

6,000 pageviews on archermagazine.com.au reached, Oct 2013

### Media coverage for Archer

- musicfeeds.com.au music blog, Sep 2013 (1.5 million readers per month)
- *Crikey*, Sep 2013 (1 million readers per month)
- *Meanjin*, Australia’s oldest literary journal
- *Kill Your Darlings*, Sep 2013
- *Mia Muse*, Sep 2013
- *Sydney Star Observer*, Sep 2013



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## Partnership opportunities

**“As an independent website, Music Feeds is getting behind Archer, and we think you should too” –  
musicfeeds.com.au**

### **Print schedule 2013 - 14**

Issue one – Nov 2013 (96pp, 2000 print run)

Issue two – May 2014

Issue three – Nov 2014



### **Standard print advertising rate**

Half page – 120mm x 170mm - \$1000

Full page – 245mm x 170mm - \$2500

DPS – 245mm x 340mm - \$4000

Inside back - \$4500

Inside front - \$5500

**For advertising enquiries, contact Amy Middleton:**

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