

2022 Advertising Media Kit



A magazine for the sex industry



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Magazine Portfolio

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WHO IS RhED?

Resourcing, Health and Education (RhED) is a service for the sex industry in Victoria. RhED is committed to respecting and reflecting the needs of the sex industry and actively promoting the rights of sex workers.

WHAT IS RED MAGAZINE?

RED Magazine is a biannual magazine produced and printed in Victoria to provide a platform to elevate the voices of sex workers and their lived experiences. RED Magazine is produced by RhED and is a result of community and sex worker-friendly organisation collaborations.

MISSION AND VISION

RhED advocates for a society in which all sex workers can engage in their work safely and free from stigma and discrimination. A legislative model of sex work under full decriminalisation will provide sex workers with equitable access to health services, safety at work and opportunities for personal and professional growth. RhED seeks to work with sex worker-friendly organisations to promote their services and products to the sex work industry.

READERSHIP

Sex workers, LGBTQIA+ community, sex industry bodies and allies. It's important to note, when you support RED Magazine, you're not just purchasing ad space. Allyship is earned. You're building trust. You're becoming visible to a hard-to-reach demographic.

PRINT DISTRIBUTION

1500 copies printed per edition (and published in full online) in English with translations included in Chinese (simplified), Korean and Thai language groups. Delivered to 400+ individual subscribers as well as brothels, escort agencies, educational institutions, clubs, community events, book stores and community health services across Victoria. Both print and online versions are free of charge and each issue stays in rotation for six months.

MONTHLY AVERAGE ONLINE REACH

3,200 site visits
2,500 unique visitors
28,000 hits



Advertising Options

Full page

287mm high x 200mm wide

\$1000



Half page

143mm high x 200mm wide

\$550



Quarter page strip

72mm high x 200mm wide

\$300



Back Cover

\$1400

Printed on coated 200gsm

Must be full page

BOOKING DEADLINE: 15th February 2022

ARTWORK DEADLINE: 22nd February 2022

All artwork must be supplied as a print-ready CMYK pdf with a minimum 300dpi resolution.

Contact erose@starhealth.org.au to discuss your organisation's individual needs.