



www.seesawmag.com.au

SEESAW MAGAZINE MEDIA KIT

July 2021

VISION AND VALUES

Our Vision

Our vision is to ignite conversation about the arts among artists, audiences and the wider community.

Our Values

Seesaw adheres to the MEAA Code of Ethics: Respect for truth and the public's right to information are fundamental principles of journalism. Journalists search, disclose, record, question, entertain, comment and remember. They inform citizens and animate democracy. They scrutinise power, but also exercise it, and should be responsible and accountable. Seesaw is committed to honesty, fairness, independence and respect for the rights of others.

- We will be an independent and trusted voice in the media.
- We will seek innovative and inclusive ways of working together.
- We will reflect and represent the diversity of Western Australian society.
- We will engage in collaborative partnerships with integrity and respect.

CONTENT

Please see our Editorial Policy: <https://www.seesawmag.com.au/about/editorial-policy>

READER REACH AND DEMOGRAPHICS

Our vision is to create an enduring platform for professional arts journalism that ignites conversation about the arts amongst artists, audiences and the wider community. So, our connection with our readers is vital.

In 2018 we had 29,000 users (unique visitors to the website), with a significant rise to 51,000 in 2019. In 2020 our visitor numbers fell to 47,000 which we attribute to the impact of venue closures as a result of COVID-19 restrictions and our consequent reduced content. However, when venues re-opened, even with reduced capacity, we saw a return to pre-COVID levels from October 2020.

Importantly, in 2020, by comparison with 2019:

- Session duration increased by 34% (people are spending more time on the site)
- Pages per session has increased by over 15%
- Pageviews have increased by nearly 11%
- Bounce rate has decreased.

We have been building our connections with our readers through our social media platforms: Facebook 1,902 Instagram 1,459 and Twitter 208.

Further, we now have over 1,000 e-news subscribers and can boast a very high open rate of 39%.

Our strongest demographic is the 25-34 age group (26% of readers); nearly 60% of our readers are aged 18-44, confirming that we are engaging and developing the next generation of arts lovers in Western Australia.

WHAT OUR READERS SAY

An excellent resource for WA arts, including reviews of both company and independent work as well as feature articles about upcoming productions/artists.

Great writing, particularly with reviews. I wish that wasn't unique, but unfortunately it is. The quality of reviews has dropped so much with other media platforms, and in some instances stopped existing all together. I trust the reviews I read in Seesaw and many times they have helped me make a decision about whether or not I should see a show I was on the fence about.

Seesaw provides good coverage on what's happening in the arts in WA, specifically interviews and reviews from passionate and informed writers. Seesaw is a valuable service to artists and audiences. especially as the subject expertise and the dedicated space isn't to be found in mainstream print media anymore.

WHAT OUR SUPPORTERS SAY

... your reviews are of such a high standard. We are very aware that quality journalism and quality event reviewing is dissolving, and we are appreciative of the mantle that Seesaw has taken in that regard.

West Australian Symphony Orchestra

Features are important - they educate audiences and help with our marketing, so it's a no brainer. The performers respect your reviewers, and as influencers, are more likely to share your content.

Perth Symphony Orchestra

Perth has a vibrant creative sector but the work of many brilliant, exciting artists risks going unnoticed by the wider public unless platforms like Seesaw find a sustainable footing.

Chamber of Arts and Culture Western Australia

From our perspective, as a nationally leading contemporary Aboriginal theatre company, it is important that our performances are also reviewed equally by Indigenous critics. They offer audiences a different perspective which reflects our audiences' experiences within the theatre and Seesaw are endeavouring to see that happen!

Yirra Yaakin Theatre Company

ADVERTISING RATES AND SPECIFICATIONS

<https://www.seesawmag.com.au/contact/advertise>

All prices include GST.

Website

Display BANNER

Leaderboard (displays at top of all pages): \$77/week or \$154/month (Festival Rates Jan/Feb: \$82.50/week or \$209/month)

SPECS: JPEG/GIF files 970 px wide x 90 px high

Deadline: At least two days prior to publication

Display BOX small:

- Bottom of page \$55/week or \$110/month (Festival Rates Jan/Feb: \$66/week or \$165/month)

SPECS: JPEG/GIF files 300 x 300 px

Deadline: At least two days prior to publication

Display BOX large:

- Bottom of [homepage](#) or [article page](#): \$60.50/week or \$132/month (Festival Rates Jan/Feb: \$71.50/week or \$176/month). 10% discount if booking ad space on both pages.

SPECS: JPEG/GIF files 400 px wide x 630 px wide

Deadline: At least two days prior to publication

Seesaw Q&A – \$165*

** Fringe artists only! special price: \$82.50*

- A Q&A style profile plus photos, to be published in the news and features sections of the website.

- Each Q&A will be approximately 500 words (depending on the length of your answers) and will give you the chance to tell WA arts lovers about yourself and your work.

- Q&A will be conducted by email. You will need to provide at least one landscape photo (but you are welcome to provide multiple photos!)

Deadline: At least one week prior to publication

[View example here](#)

In the fortnightly e-newsletter to subscribers

Display BANNER

- Placed underneath editorial: \$88

- Placed in the centre of the newsletter: \$66

SPECS: JPG/GIF files 600 px wide by 150 px high

Deadline: At least two days prior to publication

Featured event in newsletter: \$44/listing

* Festival rates (January/February) are \$55/listing

Seesaw features a maximum of four events in its fortnightly newsletter under the heading 'SEE coming up'.

Deadline: At least two days prior to publication

What's On Listing Content:

Presenter name/company name
Title of show (will be hyperlinked to Seesaw listing)
Dates
Venue
More info (hyperlinked to your own page).

Please send us a 600x400 pixel image and an URL to more information.

[View example of Seesaw e-news](#)

Contact us to make a booking: hello@seesawmag.com.au



www.seesawmag.com.au

TERMS AND CONDITIONS OF ADVERTISING

These terms and conditions ('Terms') apply to all advertising services provided to any person ('Customer') by Seesaw Magazine Incorporated ABN 23 691 862 633 (referred to as Seesaw).

1. Publication of Advertising

1.1 Subject to these Terms, Seesaw will use its reasonable endeavours to publish advertising submitted by Customers ('Advertising') in the format submitted by the Customer and in accordance with the placement instructions of the Customer. 'Advertising' includes images submitted for publication.

1.2 Seesaw may, in its discretion and without further cost to the Customer, re-publish Advertising in other Seesaw publications and media. For example, Seesaw may publish Advertising on-line or in the fortnightly e-news, or vice versa. Customer warrants Seesaw is entitled to publish the Advertising anywhere in the world in any medium.

2. Right to Refuse or Withdraw Advertising

2.1 Neither these Terms nor any written or verbal quotation by Seesaw represent an offer to publish Advertising. A binding contract in relation to a request for Advertising will only be formed between Seesaw and a Customer when Seesaw accepts the Advertising in writing or generates a GST compliant invoice for that Advertising.

2.2 Even if a contract has been formed in accordance with the above clause, Seesaw reserves the right to refuse or withdraw from publication any Advertising at any time without giving reasons (even if the Advertising has previously been published by Seesaw).

3. Right to Vary Format and Placement

3.1 The Customer acknowledges that the positioning and colour of Advertising is subject to space and colour availability at the time of publication, and will be at the discretion of Seesaw.

3.2 Seesaw reserves the right to:

- (i) vary the placement of Advertising within a particular Internet site or e-news; and
- (ii) change the format of print Advertising (including but not limited to changing a format from colour to black and white).

3.3 Seesaw will endeavour to notify the Customer of any such changes. However, except in accordance with clause 12, Seesaw will not be liable for any costs, expenses, losses or damages suffered or incurred by a Customer arising from Seesaw's failure to publish Advertising in accordance with a Customer's request.

3.4 Without limiting the discretion of Seesaw concerning position and colour of any Advertising:

- (a) Seesaw will attempt to position Advertising or provide colour in accordance with the

Customer's preferred position or colour loading charges;

- (b) any liability for publishing Advertising not in accordance with the Customer's preferred position or colour request will be limited to crediting the Customer for the relevant loading charges; and
- (c) bookings which are in any way conditional will not be accepted.

4. Submission of Advertising

4.1 Customer warrants to Seesaw that the Advertising does not breach or infringe:

- (a) the Competition and Consumer Act 2010 (Cth), Fair Trading Acts (State) or equivalent legislation;
- (b) any copyright, trade mark, obligation of confidentiality or other personal or proprietary right;
- (c) any law of defamation, obscenity or contempt of any court, tribunal or royal commission;
- (d) State or Commonwealth anti-discrimination legislation;
- (e) any other law (including but not limited to any common law, statute, delegated legislation, rule and ordinance of the Commonwealth or any State or Territory).

4.2 Customer warrants that in respect of Advertising that contains the name or photographic or pictorial representation of any living person and/or any copy by which any living person can be identified, the Customer has obtained the authority of that person to make use of his/her name or representation or the copy.

4.3 The Customer must not submit Advertising for publication that contains contact details for the Customer if those contact details do not include the full name and street address of the Customer. Post office box and email addresses alone are insufficient.

4.4 If, in Seesaw's opinion, a Customer submits Advertising that looks like editorial material, Seesaw may publish the Advertising under the heading 'Advertising' and with a border distinguishing it from nearby editorial.

4.5 The Customer authorises Seesaw to dispose of any Advertising material within 14 days of publication. The Customer acknowledges that Seesaw accepts no liability for the return of any Advertising material submitted to Seesaw.

4.6 Advertising material electronically must comply with Seesaw specifications, which are available here <https://www.seesawmag.com.au/contact/advertise> Seesaw may reject the Advertising material if it is not submitted in accordance with such specifications or at its discretion on an all care no responsibility basis adapt the advertising material to the specifications for a charge of \$100 (plus GST).

4.7 The Customer acknowledges that it is its responsibility to ascertain the Seesaw specifications for Advertising material, which may change from time to time without notice. No claims for errors will be considered where material is supplied to Seesaw which does not comply with such specifications.

4.8 If Advertising has been booked in advance, the Advertising material must be submitted by the deadlines specified. If Advertising material is not submitted by the specified deadlines, Seesaw reserves the right to:

- (a) treat the Advertising as having been cancelled; or
- (b) place any previous Advertising submitted by the Customer within the publication at the quoted rate.

5. Digital Advertising

5.1 For digital banner and display Advertising, the Customer must submit creative materials and a click-through URL to Seesaw at least two (2) working days before the Advertising is

scheduled to be published; and

5.2 All digital Advertising (including rich media) must comply with Seesaw's advertising specifications, which are available here: <https://www.seesawmag.com.au/contact/advertise>.

5.3 Subject to clause 12, Seesaw is not liable for any loss, damages or liabilities arising from but not limited to, a failure of the internet or any telecommunications structure.

6. Errors

6.1 The Customer must promptly notify Seesaw of any errors in any published Advertising.

6.2 Seesaw does not accept responsibility for any errors in Advertising materials supplied by the Customer.

6.3 Seesaw does not accept responsibility for any errors in Advertising material received electronically from third parties.

6.4 If a Customer wishes to make a claim on Seesaw for credit, re-publication or any other remedy in respect of Advertising, the Customer must send the claim in writing to Seesaw no later than fourteen (14) days after the date of the tax invoice or date of publication of the Advertising (whichever is earlier).

6.5 Seesaw will only investigate complaints during normal office hours (9.00am to 5.00pm, Monday and Thursday excluding public holidays).

7. Advertising Rates and Taxes

7.1 The customer must pay for advertising and production in accordance with Seesaw's published rates unless agreed to in writing.

7.2 The Advertising rates:

(a) may be varied at any time by Seesaw without notice; and

(b) are inclusive of taxes, duties or GST ('Taxes'), unless the rates specifies that GST or other Taxes are included.

7.3 The Customer must pay an additional amount equal to any Taxes payable by Seesaw in respect of Advertising or production. Seesaw will provide Customers with a tax invoice or adjustment note (as applicable) in a compliant form for GST purposes.

7.4 If the Customer and Seesaw have agreed a reduced rate ('Reduced Rate') in contemplation of a specified volume of Advertising within a specified period of time and the Customer does not use or pay for the specified volume within the specified period of time, Seesaw may charge the Customer with a fee equal to, but not greater than, the difference between the Reduced Rate and the standard rate.

7.5 Cancellations or rescheduling or deferrals of Advertising will strictly be treated as Delete and Charge, with the Customer being charged 100% of the agreed price on the original scheduled publication date. The Customer is entitled, subject to availability, to a Make Good insertion on a like for like basis provided the rescheduled insertion date is published within one hundred (100) days of the original scheduled publication date. The Customer is not entitled to a credit that can be offset against other charges. The responsibility to reschedule the Make Good insertion rests solely with the Customer. All rights and claims to a Make Good insertion lapse within one hundred (100) days of the original publication date and the Customer has no claim to further entitlement.

8. Credit

8.1 Seesaw may grant, deny or withdraw credit to a Customer at any time in its discretion.

9. Payment

- 9.1 The Customer must pay for Advertising:
- (a) by pre-payment, if so required by Seesaw; and
 - (b) on account, within fourteen (14) days after the date of the invoice.
- 9.2 The Customer must pay the full price for Advertising notwithstanding:
- (i) the fact that Seesaw has exercised its right to vary the format or placement of the Advertising; and
 - (ii) any error or omission in the Advertising (unless the error or omission was the fault of Seesaw).

10. Failure to Pay and other Breach

10.1 If a Customer fails to pay for Advertising in accordance with clause 10 or if a Customer suffers an Insolvency Event as defined in clause 11.2, Seesaw may (in its discretion and without limitation):

- (a) require pre-payment for further Advertising;
- (b) take proceedings against the Customer for any outstanding amounts;
- (c) recover from the Customer all costs relating to any action taken by Seesaw to recover amounts owing for Advertising, including without limitation any mercantile agency costs and legal costs on a full indemnity basis;
- (d) cease publication of any further Advertising on behalf of the Customer and terminate any agreement in relation to Advertising not yet published; and
- (e) exercise any other rights at law.

10.2 A Customer suffers an 'Insolvency Event' if:

- (a) the Customer is a natural person and the Customer commits an act of bankruptcy;
- (b) the Customer is a body corporate and the Customer:
 - (i) cannot pay its debts as and when they fall due;
 - (ii) enters into any arrangement with its creditors other than in the ordinary course of business;
 - (iii) passes a resolution for administration, wind up or liquidation (other than for the purposes of re-organisation or reconstruction);
 - (iv) a receiver, manager, liquidator or administrator is appointed to any of its property or assets; or
 - (v) any petition is presented for the winding up of the Customer.

10.3 Seesaw reserves the right to withhold any discounts or rebates if the Customer fails to comply with its payment obligations.

10.4 A written statement of debt duly signed by an authorised employee of Seesaw shall be prima facie evidence and proof of the amount owed by the Customer to Seesaw.

11. Liability

11.1 The Customer acknowledges that it has not relied on any advice given or representation made by or on behalf of Seesaw in connection with the Advertising.

11.2 Seesaw excludes all implied conditions and warranties from these Terms, except any condition or warranty (such as conditions and warranties implied by the Trade Practices Act and equivalent State acts) which cannot by law be excluded ('Non-excludable Condition').

11.3 Seesaw limits its liability:

- (a) for breach of any Non-Excludable Condition (to the extent that liability for such breach can by law be limited); and
- (b) for any other error or omission in published Advertising caused by Seesaw, to (at

Seesaw's option) re-supply of the Advertising services affected by the breach, or payment of the cost of re-supply.

11.4 Subject to clauses 12.2, Seesaw excludes all other liability to the Customer for any costs, expenses, losses and damages suffered or incurred by the Customer in connection with these Terms and any Advertising published by Seesaw, whether that liability arises in contract, tort (including by Seesaw's negligence) or under statute. Without limitation, Seesaw will in no circumstances be liable for any indirect or consequential losses, including loss of profits, loss of revenue and loss of business opportunity.

11.5 The Customer indemnifies Seesaw and its officers, employees, contractors and agents (the 'Indemnified') against any costs, expenses, losses, damages and liability suffered or incurred by the Indemnified arising from the Customer's breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising.

12. Privacy

12.1 Seesaw collects a Customer's personal information to provide the Advertising services to the Customer and for invoicing purposes. Seesaw may disclose this personal information to credit reporting agencies and other third parties as part of provision of the Advertising. Where a Customer has an overdue account, Seesaw may disclose personal information to debt collection agencies to recover the amount due.

12.2 Information about privacy and accessing personal information is in Seesaw's privacy policy which is accessible here: <https://policies.google.com/privacy?hl=en>

13. General

13.1 These Terms represent the entire agreement of the Customer and Seesaw in relation to Advertising and cannot be varied except in writing by an authorised officer of Seesaw. No purchase order or other document issued by the Customer will vary these Terms.

13.2 Seesaw will not be liable for any delay or failure to publish Advertising caused by a factor outside Seesaw's reasonable control (including but not limited to any Act of God, war, breakdown of plant, industrial dispute, electricity failure, governmental or legal restraint).

13.3 Seesaw may serve any notice or court documents on a Customer by forwarding them by pre-paid post or facsimile to the last known address of the Customer.

13.4 These Terms are governed by the laws of the state of Western Australia and each party submits to the non-exclusive jurisdiction of the courts of that State.