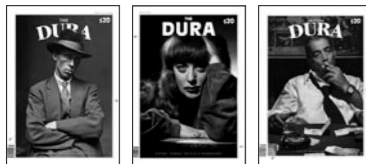


DURA magazine is originally based in Melbourne, Australia with an eight year history. Below are editorial spreads and cover samples



DURA PLAUDITS

“Such an excellent and thoughtful publication. It gives great hope that this is being done in an era of dumbed-down newspapers.”

—The Hon Justice Clyde Croft, Judge, Supreme Court of Victoria

“One of the most irreverent, distinctive magazines in the nation. The Dura combines scathing social criticism with long-form storytelling and truly creative and engaging advertising. It’s as if The Monthly had been taken over by hoodlums.”

—Richard Cornish, *The Saturday Age*

“Your publication articulates, with precision, what many of us are thinking. The injustices in the world perpetrated by the few at the expense of the rest. I recommend The Dura be included on the reading list of all secondary students so they may gain an insight into our sometimes shameful history. You also celebrate what is good in this world and that’s encouraging. Your pages are informative, thought-provoking and consistently amusing. The oversized layout and generous use of black and white photographs reminds of a time when newspapers and magazines were meant to be read; unlike today’s clickbait headlines masquerading as news in the new digital age. The Dura has certainly arrived.”

—Carmelo Bazzano, Epping Victoria.

*“I have to say they look magnificent. I even sensed a touch of Andrew Fisher’s INK to DURA’s format and presentation. In particular, it was poignant seeing Richard Neville on the cover of Issue 10. Good news from the world of print, it seems advertisers have found the digital medium isn’t working too well for them. The niche end of the print market is already showing signs of a comeback and most of our licensees are still using trees. Maybe *Felix was wrong after all... Love what you’re doing.”*

—Bruce (Bruce Sawford Licensing Ltd UK—Bruce Sawford worked alongside *Felix Dennis at Dennis Publishing UK and was one of Felix’s longest-standing collaborators)

“I am very pleased to be able to say that I tracked down a local stockist and snapped up a copy of The Dura. Consequently, the last week has seen my productivity take a significant dive as I keep finding myself abandoning my work to pore over the pages... I want to thank you for your passion and for your commitment to publish in a format that seems sadly in decline. The breadth and detail is appreciated and the enthusiasm of those involved is positively palpable. Well done.”

—Peter Garratt

“Talk about shit-hot shelf. I was looking for something to read today to kill an hour and found The Dura... I haven’t been this excited since I found Rolling Stone in 1974 as a boy; Spurt in 1977; The Face in about 1982. love your production values; great articles.”

—Philip Emery, NSW

L O N D O N

DURA

THE HUMAN SPIRIT VERSUS THE ESTABLISHMENT

In the 18th and 19th centuries, London led the world in anti-establishment lampoon. Early magazines such as *Punch*, *The Gentleman’s Magazine*, *The Spectator* and those by the radical pamphleteers celebrated the highs and lows of contemporary culture.

Dura continues this tradition, bringing with it a 21st-century approach and a whole new pharmacopoeia of pleasures.



Samuel de Wilde's famous 1809 sketch, 'The Reformers' Dinner' at the Crown and Anchor

The Reformers' Dinner Published for the Satirist June 1st 1809 by S. Tappin 37 Leadenhall Street

MEDIA KIT AND RATE CARD



Billingsgate Fish Market, 1926. Carters bring their commodities to the Billingsgate Fish



MAGAZINE FORMAT AND BACKGROUND

The London DURA is a free, A3 format, 16-page (inclusive of a 4-page advertorial supplement) monthly periodical in classic black ink—a revised version of the 64-page, cover-price, Melbourne-based parent publication of the same name with an eight-year history. The Melbourne DURA became a unique, collectable print periodical with a distinctly noir aesthetic.

The London DURA is an iconoclastic blend of history, news, satire, social, cultural and political observations.

TARGET AUDIENCE:

DURA magazine's audience is an intellectually engaged community, primarily from the Millennial and GenX generations. They delve into historical, political, and societal topics beyond mainstream narratives while relishing satire and entertainment. With a mid-to-high income, they prioritise intellectual pursuits. Around a quarter of DURA's readers are under 30, with an average age of approximately 43, signifying diverse experiences and a thirst for knowledge. This dynamic, passionate audience aligns with DURA's mission to critically examine the interplay between the human spirit versus the establishment, attracting those dislocated from the cultural mainstream.

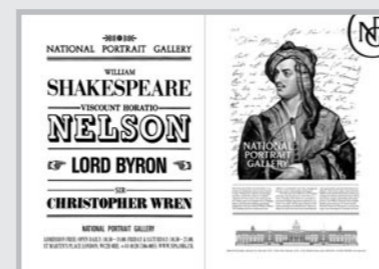
COMPETITORS & KINDRED SPIRITS:

DURA has no direct magazine competition, but there are several similar and successful (cover-price) publications, such as Private Eye, History Today, The Chap, The Week, Idler, and The Oldie. Dura also draws inspiration from various sources of satire, journalism and art, such as The Jimmy Dore Show, Consortium News, Public Domain Review, Cold War Steve, Modern Toss, Caitlin Johnson, Aaron Maté, Chris Hedges, John Pilger and many more.

NUTSHELL EDITORIAL BREAK DOWN

- **Cover:** Features a historical or topical cover image, framed with associated stories that spill into the first spread.
- **First Spread:** Provides further details, expanding on the theme introduced on the cover.
- **Second Spread:** A pictorial layout accompanied by associated text and themes.
- **Centre Spread:** Mainly pictorial, focusing on historical, cultural, social, or political themes.
- **Fourth & Fifth Spreads:** Contain NEWS, NOTES, AND OPINION pieces, offering tidbits of information.
- **Back Page:** Dedicated to a full-page advertisement.

* 4-PAGE ADVERTORIAL INSERT



4 PAGE ADVERTORIAL INSERT EXAMPLE: NATIONAL PORTRAIT GALLERY

A 4-page advertising supplement is designed to complement and enhance the magazine's overall theme, integrating with the stories, aesthetics, or interests featured in the publication. Offering products, services, or messages that appeal to the readership's interests



Previous DURA Advertisers: Fossey's Gin, The Watch Gallery, State Library Victoria, Table Top dried fruit.

FAST FACTS:

LOCATION: LONDON, UK
CIRCULATION: 20,000
FREQUENCY: MONTHLY
COVER PRICE: GRATIS
FORMAE: A3|B&W|16pg

DISTRIBUTION:

DURA will initially focus distribution in London primarily. Key magazine distribution will be handled by Ra&Oily magazine distributors—delivering directly to hundreds of shops, galleries, museums, cafes and bookshops.

DISPLAY ADVERTISING:

At DURA, we maintain a low ad-to-content ratio to benefit both advertisers and the publication. By limiting the number of advertisements we feature, we ensure that each ad gets noticed, while preserving the integrity of our publication.

ONLINE RATES:

Space	Dimensions (h x w)	Rate
Leaderboard	90 × 728 pixels	£595
Web Banner		
MPU (sidebar)	250 × 300 pixels	£500
E-newsletter box	350 × 550 pixels	£350

Format: JPG, SWF, GIF. Max file weight 40k; recommended animation length 15 seconds

DISPLAY RATES:

Back cover	(240mm x 360mm)	£3,655
Front page banner	(278mm x 40mm)	£1,690
*4 page advertorial insert		£5,100
Sponsorship: Back page & front page banner		£4,900
Third page (V)	(75mm x 350mm)	£1,900
Special (H)	(190mm x 83mm)	£950
Regular (V)	(69mm x 83mm)	£475
Economy (V)	(48mm x 75mm)	£370
Inserts: On Application		

SERIES DISCOUNTS

3–5 insertions 15%
 6–8 insertions 20%
 9–12 insertions 25%
 Agency commission 10%

ARTWORK SPECIFICATIONS:

Artwork should be greyscale and supplied as a press-ready PDF. All images contained within the PDF should be greyscale high-resolution, 300dpi.

Terms & Conditions: The right to decline or omit any advertisement is reserved and all copy subject to approval. Advertisements accepted on condition that the advertisement does not contravene the provisions of the Trade Descriptions Act. CANCELLATION PERIOD – 8 Weeks prior to publication date. TERMS OF BUSINESS – 28 days from date of invoice. Any specialist requirement must be stated in writing at the time of booking. Exclusivity is not offered in any format.

