



# REACH TEACHERS

The Mathematical Association of Victoria is a highly active association with over 680 individual members, over 950 school members. This provides membership benefits to a growing network of over **17,000** mathematics educators. If you want to target primary teachers or secondary mathematics teachers, then advertising with us makes perfect sense.

MAV's publications are **well researched, well read and well respected.**

## COMMON DENOMINATOR

- MAV's magazine
- 4 issues per year
- sent to all primary, secondary and P-12 member schools and individual MAV members at the start of each Victorian school term
- digital version available for free via the MAV website
- full color
- 24 - 28 pages

## PRIME NUMBER AND VINCULUM

- *Prime Number* is MAV's primary journal sent to primary members, primary and P-12 schools at the start of each Victorian school term
- *Vinculum* is MAV's secondary journal sent to secondary members, secondary and P-12 schools at the start of each Victorian school term
- also available to members in digital format
- 4 issues per year of each journal
- mailed out at the start of each Victorian school term
- full color
- 24-28 pages

PRICES AND  
DEADLINES  
OVERLEAF





## TARGET MARKET

Publication	Target
<i>Prime Number</i>	Primary and P-12
<i>Vinculum</i>	Secondary and P-12
<i>Common Denominator</i>	Primary and secondary

## DEADLINES: BOOKINGS, ARTWORK AND INSERTS

Term	Volume of publication	Booking deadline	Artwork deadline	Receipt of inserts deadline	Mail out
1	P39/V61/CD290	9 November 2023	22 November 2023	17 January 2024	24 January 2024
2	P39/V61/CD291	20 February 2024	4 March 2024	27 March 2024	10 April 2024
3	P39/V61/CD292	17 May 2024	28 May 2024	28 June 2024	10 July 2024
4	P39/V61/CD293	9 August 2024	23 August 2024	25 September 2024	2 October 2024
1 (2025)	P40/V62/CD294	23 October 2024	6 November 2024	20 January 2025	22 January 2025

## SPECIFICATIONS AND RATES

Size	Height	Width	Member	Non member
Half page (2 column width)	125mm	185mm	\$626	\$783
Full page (internal)	297mm	210mm	\$1032	\$1290
Double page spread (or two pages in the one edition)	297mm	210mm please supply two pages, each with 5mm bleed and trim	\$1876	\$2345
Full page (inside front or inside back cover*)	297mm	210mm	\$1181	\$1477

\* inside front cover applies only to *Prime Number* and *Vinculum*  
Space in our publications sells very quickly. To secure your booking, we suggest you book early.

All adverts must be supplied as:

- CMYK
- high resolution PDF format
- 5mm bleed and trim
- crop marks

Email bookings and artwork to:  
[louise@stitchmarketing.com.au](mailto:louise@stitchmarketing.com.au)

**SAVE ON AD RATES BY  
BECOMING A MAV MEMBER.  
CALL 9380 2399.**

## INSERTIONS INTO MAV TERMLY MAIL OUT

Target	Member	Non member
Primary only or secondary only (950 for primary, 550 for secondary)	\$670	\$838
Full membership range (1500 inserts)	\$991	\$1239

\* price is to insert one A4 sheet. Add 5% for each additional page

Rate card valid until 30 November 2024. All prices include GST.

MAV reserves the right to refuse advertisements that conflict with MAV's product offering and/or educational philosophy.