



REACH TEACHERS

The Mathematical Association of Victoria is a highly active association with over 1200 school and individual members. This provides membership benefits to a growing network of over **20,000** mathematics educators.

If you want to target early childhood, 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, early childhood 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
- 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
- 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, secondary and early childhood |

DEADLINES: BOOKINGS, ARTWORK AND INSERTS

| Term | Volume of publication | Booking deadline | Artwork deadline | Receipt of inserts deadline | Mail out |
|----------|-----------------------|------------------|------------------|-----------------------------|-------------------|
| 1 | P41/V63/CD298 | 17 October 2025 | 7 November 2025 | 16 January 2026 | 22 January 2026 |
| 2 | P41/V63/CD299 | 9 February 2026 | 6 March 2026 | 1 April 2026 | 14 April 2026 |
| 3 | P41/V63/CD300 | 13 May 2026 | 3 June 2026 | 1 July 2026 | 8 July 2026 |
| 4 | P41/V63/CD301 | 1 August 2026 | 19 August 2026 | 23 September 2026 | 30 September 2026 |
| 1 (2027) | P42/V64/CD302 | 19 October 2026 | 4 November 2026 | 13 January 2027 | 20 January 2027 |

SPECIFICATIONS AND RATES

| Size | Height | Width | Member | Non member |
|--|--------|-------|--------|------------|
| Half page (2 column width) | 125mm | 185mm | \$690 | \$862 |
| Full page (internal) | 297mm | 210mm | \$1140 | \$1425 |
| Double page spread (or two pages in the one edition) | 297mm | 210mm | \$2508 | \$2635 |
| Full page (inside front or inside back cover*) | 297mm | 210mm | \$1300 | \$1625 |

please supply artwork as two pages, with 5mm bleed and trim

* inside front cover applies only to *Prime Number* and *Vinculum*

Space in our publications sell 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

**SAVE 20% ON AD RATES BY
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INSERTIONS INTO MAV TERMLY MAIL OUT

| Target | Member | Non member |
|---|--------|------------|
| Primary only or secondary only (950 for primary, 550 for secondary) | \$734 | \$918 |
| Full membership range (1500 inserts) | \$1092 | \$1365 |

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

Rate card valid until 30 November 2027. All prices include GST.

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