



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
- 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 and secondary

DEADLINES: BOOKINGS, ARTWORK AND INSERTS

Term	Volume of publication	Booking deadline	Artwork deadline	Receipt of inserts deadline	Mail out
1	P40/V62/CD294	23 October 2024	6 November 2024	20 January 2025	22 January 2025
2	P40/V62/CD295	14 February 2025	7 March 2025	4 April 2025	17 April 2025
3	P40/V62/CD296	16 May 2025	6 June 2025	4 July 2025	16 July 2025
4	P40/V62/CD297	1 August 2025	15 August 2025	19 September 2025	1 October 2025
1 (2026)	P41/V63/CD298	17 October 2025	7 November 2025	16 January 2026	22 January 2026

SPECIFICATIONS AND RATES

Size	Height	Width	Member	Non member
Half page (2 column width)	125mm	185mm	\$660	\$825
Full page (internal)	297mm	210mm	\$1085	\$1356
Double page spread (or two pages in the one edition)	297mm	210mm	\$2390	\$2987
Full page (inside front or inside back cover*)	297mm	210mm	\$1240	\$1550

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 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)	\$700	\$875
Full membership range (1500 inserts)	\$1040	\$1300

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

Rate card valid until 30 November 2025. All prices include GST.

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