

Australian Cyclist **Media Kit**



australian cyclist



Australian Cyclist Media Kit



NUANCE
MULTIMEDIA AUSTRALIA



With an audited circulation of 14,350 and readership exceeding 25,000, *Australian Cyclist* is Australia's largest national non-competitive cycling magazine.

EACH ISSUE CONTAINS:

- News and reviews of bikes and accessories
- Great places to ride
- Health and fitness for cyclists
- News and events
- Cycling skills
- City riding
- Technical and maintenance
- Plus lots more

READERS' PROFILE

- Female 37%
- Male 63%
- Most readers are aged in their 40s and 29% earn more than \$60,000 a year.

Australian Cyclist readers enjoy a wide range of cycling from commuting, touring, recreational, sport and fitness, and mountain biking. 73% of readers cycle most days.

READERS OWN AN AVERAGE OF TWO BIKES AND

- 22% want to buy a MTB
- 18% want a road bike
- 18% want a touring bike
- 17% want a comfort or hybrid bike

Australian Cyclist readers love to take holidays with their bikes. More than half take cycling holidays at least once a year, either joining a commercial tour, riding at their destination or independent touring. On average, people surveyed have been reading *Australian Cyclist* for five years, and more than a third said that they do not read any other magazines.

More than half the readers have visited the *Australian Cyclist* website at least once: www.australiacyclist.com.au

- *The results are from the 2004 readers' survey.*

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CIRCULATION

14,350: CAB Audited
(April 07 to March 08)
6 issues per year



LOADINGS

Specified Positions – 10%
RHP – 10%
Front Half – 10%
ERHP – 15%

INSERTS

Price on application

SPECIAL SIZES

Price on application

TERMS AND CONDITIONS

General Conditions

No cancellations of space can be accepted after the published booking deadline. If copy is not received by deadline date, the Publisher reserves the right to insert copy previously published. The positioning or placing of an advertisement is at the Publisher's discretion, except where specifically agreed to by the Publisher and a loading is paid by the client. Space cancelled within a contract period, thereby affecting a discounted rate, will result in the advertising under that contract reverting to the appropriate rate for the number of insertions. The advertiser cannot make alterations to dates marked on the booking form unless authorised by the National Account Manager. The client warrants that the advertisements to be placed pursuant to this order will: Contain no defamatory, obscene or otherwise unlawful matter; Not infringe any rights, including copyright, or any third parties; Comply with the Standards of The Media Council of Australia, The Advertising Standards Council, all other relevant regulatory bodies and; Not in any way be false, misleading or deceptive or otherwise breach any provision of the Trade Practices Act. The Publisher reserves the right to reject any advertisement considered to be unsuitable for publication.

ADVERTISING RATES

Effective 1 July 2008

	Colour	Black & White
Double page spread		
Casual	\$2,430	–
3x	\$2,205	–
6x	\$1,985	–
Full page		
Casual	\$1,525	\$985
3x	\$1,430	\$910
6x	\$1,300	\$880
Half page		
Casual	\$890	\$595
3x	\$825	\$545
6x	\$780	\$520
Third page		
Casual	\$700	\$430
3x	\$650	\$395
6x	\$600	\$385
Quarter page		
Casual	\$625	\$330
3x	\$575	\$310
6x	\$535	\$280
Sixth page		
Casual	\$565	\$245
3x	\$530	\$225
6x	\$515	\$210
Inside front cover		
Casual	\$1,760	–
3x	\$1,595	–
6x	\$1,525	–
Inside back cover		
Casual	\$1,620	–
3x	\$1,485	–
6x	\$1,405	–
Outside back cover		
Casual	\$1,895	–
3x	\$1,745	–
6x	\$1,640	–

Note: prices do not include GST

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The national magazine for recreational, commuting and touring cyclists.

ADVERTISING DEADLINES

Issue	Booking Deadline	Material Deadline	On Sale
Nov/Dec 2008	8 Sep 08	22 Sep 08	24 Oct 08
Jan/Feb 2009	10 Nov 08	24 Nov 08	23 Dec 08
Mar/Apr 2009	6 Jan 09	19 Jan 09	25 Feb 09
May/Jun 2009	10 Mar 09	23 Mar 09	24 Apr 09
Jul/Aug 2009	11 May 09	25 May 09	26 Jun 09
Sep/Oct 2009	13 Jul 09	27 Jul 09	28 Aug 09

Note: No cancellations accepted after booking deadline.

CONTACTS

Promote your business and advertise your products or services on our website:
www.australiacyclist.com.au

For all print and website advertising enquiries, contact:

BOOKINGS

David Sutcliffe

Telephone: (02) 8507 2429

Fax: (02) 8507 2401

Email: davids@nuancemultimedia.com

MATERIAL

Candice Ame

Telephone: (03) 9860 4500

Fax: (03) 9860 4508

Email: candicea@nuancemultimedia.com

AUSTRALIAN CYCLIST IS PUBLISHED BY

Nuance Multimedia Australia Pty Ltd

ACN 056 123 776

on behalf of Bicycle NSW

Suite 2, Level 1, 10 Queens Road, Melbourne VIC 3004

Telephone: (61 3) 9860 4500

Fax: (61 3) 9860 4508

Web: www.nuancemultimedia.com

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MATERIAL REQUIREMENTS

Artwork

Nuance Multimedia only accepts digital material. PDFs preferred. (Note: We do not accept Word, Publisher or Powerpoint files.)

Registration and trim marks should appear on all artwork and located 5mm outside the trim area. Please take care to set this in the 'Marks and Bleed' area of your software program.

We prefer artwork to be supplied using Quickcut digital delivery management software.

Visit www.quickcut.com.au for more information.

Alternatively, ads can be submitted as press ready PDF files emailed to – ads@nuancemultimedia.com or send on a disk.

Double page spreads are to be supplied as separate single page files with 5mm bleed all around. Any critical information across the spine area should be double imaged across the gutter.

Double image allowance is 3mm each side of the gutter inclusive of the trim size. Spacing of type across the centre should clear the spine by a minimum of 6mm on each side.

We ask that:

Files supplied in PDF format with all font information embedded. True Type fonts are not to be used.

All scans to be at 300dpi (minimum of 260dpi) and scaled to no more than 100% of their size in the layout.

Correct Grey balance calibration to be set for scans.

Ensure colours in your document are CMYK. RGB or other colour formats will be rejected. Spot colours will not be accepted. If you are using PMS colours, these must be broken down into CMYK process colours on the original file.

A high quality, 3DAP compliant, digital colour proof is required for all files submitted. If you choose not to supply a digital proof, Nuance Multimedia will not be held responsible for variations between supplied files and the final printed ad.

Solid Black panels or large areas of background should carry at least 2 colours to ensure reinforce the black print. We recommend at least 20% cyan or magenta.

Total ink density should be between 280-310% with a black limit of 90% and allow for 15-20% dot gain. UCR, with a total ink density of 230% with 90% black, will be applied to four colour black images.

Minimum type size recommended is 10pt. Type reversed out of a four colour image or background should be no smaller than 12pt. Consideration should be made when using coloured type that total density do not exceed ink limits. Also take care when using a light coloured tint where type detail might be lost.

Recommended minimum line weight is 1pt with a maximum of 2 colours overprinting.

MECHANICAL DATA



FULL PAGE

Bleed

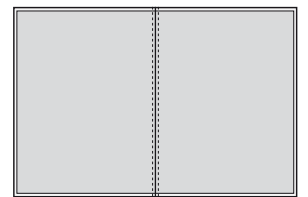
285mm^H x 215mm^W

Trim

275mm^H x 205mm^W

Type

265mm^H x 195mm^W



DOUBLE PAGE

Bleed

285mm^H x 420mm^W

Trim

275mm^H x 410mm^W

Type

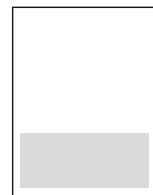
265mm^H x 400mm^W



HALF PAGE

horizontal

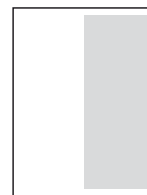
124mm^H x 183mm^W



THIRD PAGE

horizontal

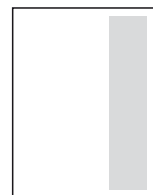
80mm^H x 183mm^W



HALF PAGE

vertical

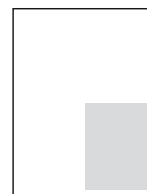
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THIRD PAGE

vertical

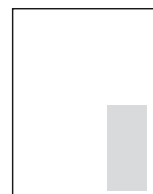
254mm^H x 58mm^W



QUARTER PAGE

vertical

124mm^H x 90mm^W



SIXTH PAGE

vertical

124mm^H x 58mm^W