

# Australian MUSCLE CAR

**THE HERITAGE OF HOMEGROWN HIGH PERFORMANCE**



## THE MAGAZINE

**Australian Muscle Car Magazine (AMC)** launched in early 2002, is a proudly Australian publication dedicated to preserving the legend of our unique 'Australian made' Ford, Holden and Chrysler Muscle Car Heritage.

Former V8 Supercar Commentator, Mark Oastler leads an editorial team made up of the who's who of Aussie Muscle, weaving together the complex and colourful history of Bathurst and the legendary cars that were built to beat The Mountain.

AMC also features some of the country's finest Fords, Holdens and other muscle car icons from Australia's Car Club Scene. These features are backed by in depth technical stories penned by industry experts, new product sections, the latest muscle car news, model cars, books and videos, making AMC the most comprehensive magazine focused purely on the Muscle Car scene available today.

As an advertising medium, AMC presents an ideal opportunity to reach a focused readership base, passionate about Australian Muscle Cars – past, present and future. It's a publication designed to appeal to all age groups and all devotees of the Australian Muscle Car, from stock-as-a-rock showroom restored classics and Bathurst Race Cars to the latest from both major manufacturers and V8 Supercars.



## MUSCLE FACTS

**COVER PRICE:** \$8.50 inc GST

**FREQUENCY:** Bi-monthly

**EDITOR:** Mark Oastler



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## DEADLINES

ISSUE	ON SALE	BOOKING/CANCELLATION DATE	MATERIAL DATE
No 47	24 December	25 November	2 December
No 48	26 February	1 February	8 February
No 49	28 April	2 April	9 April
No 50	30 June	7 June	31 May
No 51	27 August	31 July	6 August
No 52	29 October	8 October	1 October
No 53	24 December	26 November	3 December

## ADVERTISING CONTACTS

### DIRECTOR – ADVERTISING SALES

Jon Van Daal

Direct – 02 9901 6376

Email – [jvandaal@chevron.com.au](mailto:jvandaal@chevron.com.au)

## ADVERTISING RATES

10% Agency commission where applicable

PAGE SIZE	CASUAL RATE	3x	6x
FULL PAGE	\$3,800	\$3,350	\$2,900
½ PAGE	\$2,200	\$1,900	\$1,700
⅓ PAGE	\$1,400	\$1,200	\$1,000
¼ PAGE	\$1,100	\$950	\$800

## MECHANICAL DETAILS

INSERTION	TRIM	COPY	BLEED
DOUBLE PAGE	297 x 450	267 x 420	307 x 460
FULL PAGE	297 x 225	267 x 198	307 x 235
	<b>AD</b>	<b>BLEED</b>	
½ PAGE VERT	257 x 95	+ 5 mm all around	
½ PAGE HORIZ	128 x 195	+ 5 mm all around	
⅓ PAGE VERT	257 x 65	+ 5 mm all around	
⅓ PAGE HORIZ	82 x 195	+ 5 mm all around	
¼ PAGE	128 x 95	NIL	



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## CONTACT US

### Advertising Traffic Manager

Chevron Publishing  
Phone: 02 9901 6100  
Fax: 02 9901 6110  
sales@chevron.com.au

## SEND YOUR MATERIAL TO:

Ann O'Kell – Australian Muscle Car  
(02) 9901 6100  
Level 3, 55 Chandos St  
St Leonards NSW 2065

## FOR TERMS AND CONDITIONS

### GO TO OUR WEBSITE

[www.next.com.au](http://www.next.com.au)



## CHEVRON PUBLISHING AD CREATION

When advertising is to be created by Chevron Publishing, all supplied material must meet Chevron's advertising guidelines which are available from your advertising representative.

## SUPPLIED MATERIAL

Must include all images, logo and text copy to be used in the advertisement. For best reproduction we require all ads to be supplied with all images as well as the PDF in the "FOGRA 39 (ISO 12647-2:2004)" ICC profile, (ISO v2 colour standard).

## FONTS

Chevron Publishing supports OpenType fonts and PC Postscript fonts only.

## APPLICATIONS SUPPORTED

Indesign CS2	(Vs 4 or earlier)
Photoshop CS2	(Vs 9 or Earlier)
Illustrator	(Vs 10 or Earlier)
PDF documents	(Vs 1.3 – 1.5)

## DELIVERY OPTIONS

### CD/DVD

Please courier your advertising material to:  
AUSTRALIAN MUSCLE CAR MAGAZINE  
Advertising Traffic Manager  
Level 5, 55 Chandos St  
St Leonards NSW 2065

Or post to:

Advertising Traffic Manager,  
Chevron Publishing  
Locked Bag 5555  
St Leonards NSW 1590

### EMAIL

We accept all email files under 10mb. Please note the booking number and magazine title in the subject field and email to;  
sales@chevron.com.au

### FTP

Please send files over 10mb to [ftp.next.com.au](http://ftp.next.com.au) and email the traffic manager once the file has been uploaded at sales@chevron.com.au