



MEDIA KIT
2018



Australian
MUSCLE CAR
THE HERITAGE OF HOMEGROWN HIGH PERFORMANCE



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.

V8 Supercar oncourse commentator and journalist Luke West 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 and 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. Published bi-monthly.

OUR LOYAL READERS...

91%



USE ADVERTISEMENTS IN AMC
AS A SOURCE OF INFORMATION
PRIOR TO PURCHASE

PREDOMINATELY

MALE AGED 35-65

UNZIPPED
86%
OVER
\$60K
23%
OVER
\$100K

1^{IN} 3

READERS ARE RESTORING
A MUSCLE CAR
AVERAGE SPEND OF OVER \$15K

68%
OF READERS HAVE
PURCHASED
PRODUCTS OR
SERVICES
ADVERTISED
IN AMC

ADVERTISING RATES

DOUBLE PAGE SPREAD

Casual Rate	\$6,000
3 Issues	\$5,200
6 issues	\$4,600

FULL PAGE

Casual Rate	\$3,800
3 Issues	\$3,350
6 issues	\$2,900

½ PAGE

Casual Rate	\$2,200
3 Issues	\$1,900
6 Issues	\$1,700

1/3 PAGE

Casual Rate	\$1,400
3 Issues	\$1,200
6 Issues	\$1,000

¼ PAGE

Casual Rate	\$1,100
3 Issues	\$950
6 Issues	\$800

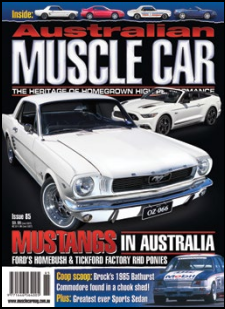
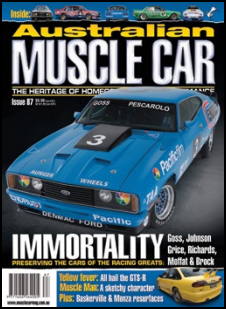
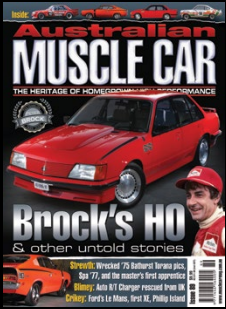
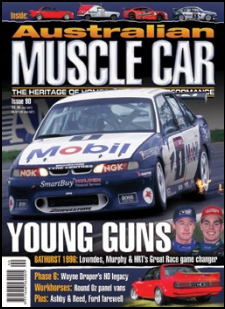
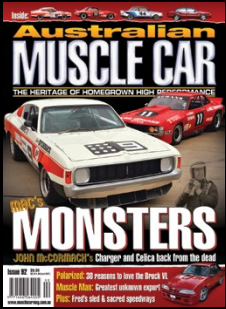
Poster

One Sided	\$3,000
Double Sided	\$4,200

Insert

Charged per 1000
Quote available on request

10% Agency commission where applicable
All rates are exclusive of GST



DEADLINES

ISSUE	ON SALE	BOOKING/CANCELLATION DATE	MATERIAL DATE
No. 101	5th April	12th March	14th March
No. 102	24th May	30th April	2nd May
No. 103	19th July	25th June	27th June
No. 104	6th September	13th August	15th August
No. 105	25th October	1st October	3rd October
No. 106	20th December	26th November	28th November

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MECHANICAL DETAILS

INSERTION	TRIM (mm)	COPY (mm)
DOUBLE PAGE	297 x 450	267 x 420
FULL PAGE	297 x 225	267 x 198
½ PAGE VERT	297 x 108	267 x 92
½ PAGE HORIZ	128 x 195	
1/3 PAGE VERT	297 x 78	267 x 66
1/3 PAGE HORIZ	82 x 195	
¼ PAGE	128 x 95	

BLEED For all sizes add 5mm to all edges

All files must be supplied as Hi Res PDFs with trim marks and fonts embedded. Files containing spot colours will not be accepted

ADVERTISING DIRECTOR

Cameron Davis

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Mobile - 0401 547 112

Email - cdavis@nextmedia.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 (as hi-res only), 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). Files containing spot colours will not be accepted.

FONTS

Chevron Publishing supports OpenType fonts and PC Postscript fonts only.

APPLICATIONS SUPPORTED

Indesign CC (Vs 2014 or earlier)
Photoshop CS6
Illustrator CS6
PDF documents (Vs 1.3 – 1.5)

DELIVERY OPTIONS

USB/CD/DVD

Please courier your advertising material to:

AUSTRALIAN MUSCLE CAR MAGAZINE
Advertising Traffic Manager
Level 6, Building A, 207 Pacific Highway
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.nextmedia.com.au>. Login details can be obtained from your sales representative. Please email the traffic manager once the file has been uploaded.



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