



PROFILE

# Australian Guitar

With nearly two decades of experience in the industry, Australian Guitar magazine is the only 100 percent Australian-owned and produced guitar publication in the country. A bi-monthly music bible that's jam-packed with the hottest interviews, the latest news, and must-have information on everything from DIY to the newest products and gear available locally and internationally, Australian Guitar is now the biggest circulating music guide and resource for every guitarist and music fanatic in tune with today's scene. Along with must-read editorial, our issues are loaded with enticing content for our readers ranging from competitions, promotions, music tabs, live reviews, CDs, DVDs, and

everything else our readers are into. We know that there's more to a muso's life than just being a musician, and we cover everything that goes along with a music-loving lifestyle. Whether our readers are the professional player, the hobby player, the weekend warrior or the beginner, we have all their bases covered. It's all about the music and we have the perfect blend of content that keeps the crowd roaring for the encore every time. Our readers are cashed up and looking for the best of the best when it comes to music and their lifestyle. They have worked hard for their cash and have the extra money to spend on life's luxuries, such as limited edition

releases, box sets, vinyl, CDs, instruments, music and recording gear, alcohol, travel, electronics, and entertainment. They have a wide range of guitars, amps, pedals, music software and recording equipment at their disposal, and are constantly on the lookout for more. Our active readers want to know the ins and outs of the music world and the instruments they are interested in buying. Tech talk and specs are of huge interest and they love to hear from other guitarists who rate certain brands and products over others. They trust us and look to us for opinions on what to buy, what not to buy, and information on the latest gear from around the world.



## Digital Edition

As well as being available in print from newsagencies around Australia and by subscription, Australian Guitar is now also available in electronic format for multiple platforms including iPad, Android, PC and Mac, plus additional exclusive content, including news, reviews and feature articles, is continually posted on Australian Guitar's dynamic website, at [www.avhub.com.au/ausguitar](http://www.avhub.com.au/ausguitar) and on Facebook.

### RATES & SPECS

#### ADVERTISING RATES\*

	Casual	3	6
Double Page Spread	\$4590	\$4230	\$3510
Full Page Colour	\$2550	\$2350	\$1950
Half Page Colour	\$2050	\$1750	\$1500
Back Cover	\$3100	\$2750	\$2450
Inside Front/Inside Back Cover	\$2900	\$2650	\$2500

\*All rates plus 10% GST

#### MECHANICAL DETAILS (H X W)

	Type area	Trim	Bleed
DPS (supply as single pages)	290 x 430 mm	300 x 440 mm	310 x 450 mm
Full Page	290 x 210 mm	300 x 220 mm	310 x 230 mm
1/2 Page Vertical	290 x 100 mm	300 x 110 mm	310 x 120 mm
1/2 Page Horizontal	140 x 210 mm	150 x 220 mm	160 x 230 mm
1/3 Page Vertical	290 x 63 mm	300 x 73 mm	310 x 83 mm
1/3 Page Horizontal	90 x 210 mm	100 x 220 mm	110 x 230 mm
1/4 Page Portrait	119 x 85mm	149 x 105mm	159 x 115mm
1/4 Page Vertical	290 x 45 mm	300 x 55 mm	310 x 65 mm
1/4 Page Horizontal	65 x 210 mm	75 x 220 mm	85 x 230 mm



### Supplying direct to nextmedia

If supplying materials direct to nextmedia, all supplied material must meet the guidelines contained in the document 'nextmedia recommendations for preparing digital material.Pdf'. Please request a copy of this if it has not already been supplied.

#### In particular:

- **Supplied material:** must include all images, logos and text copy to be used in the advertisement.
- **DPS spreads:** please save as two single pages with bleed, marking left and right.
- **Fonts:** nextmedia supports opentype fonts and pc postscript fonts only.
- **Applications supported:** InDesign CS6 or earlier (packaged files; Photoshop CS6 or earlier; Illustrator CS6 or earlier (outline/supply fonts); Word docs; text documents; pdfs.

#### Production contacts:

##### Australian Guitar advertising traffic enquiries:

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**Email:** we accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to [avtraffic@nextmedia.com.au](mailto:avtraffic@nextmedia.com.au)  
**Ftp:** please ftp files over 30mb to [ftp.nextmedia.com.au](ftp://ftp.nextmedia.com.au)  
Email the traffic coordinator at [avtraffic@nextmedia.com.au](mailto:avtraffic@nextmedia.com.au) for passwords and again immediately the file has been uploaded.

### Supplying via Quickcut

Nextmedia's preferred delivery system for advertising is as PDF digital files via the Quickcut system. This will automatically ensure the quality and integrity of files meets our material specifications.

For details please contact Quickcut:

**Sydney** (02) 9467 7500  
**Melbourne** (03) 8696 5701  
**Brisbane** (07) 3013 6279  
Or visit their website [www.quickcut.com.au](http://www.quickcut.com.au)

### Contact

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