



## MEDIA KIT AUSTRALIAN HIFI

**AUSTRALIAN HI-FI MAGAZINE** is Australia's longest-running and most successful hi-fi title. Published continuously since 1969, *australian hi-fi* has gained an international reputation for the high quality and unerring technical accuracy of its authoritative reviews of hi-fi and video components, from CD portables to state of the art audiophile systems and everything in between.

Editor Greg Borrowman is Australia's best-known and most respected audio writer, with 30 years background in audio electronics that includes teaching at TAFE. He contributes a regular column to the Sydney Morning Herald and has written about hi-fi for many Australian magazines and dailies, including The Age and the Melbourne Herald. He has also contributed to overseas hi-fi journals such as Stereophile.

At *australian hi-fi* he directs a team of Australian and International contributors to

help readers gain the best possible sound quality in their homes by encouraging them to buy high-quality components, to regularly upgrade their systems, and use only the best quality accessories, cabling equipment and blank recording media.

Every issue of *australian hi-fi* is packed with dozens of equipment and music reviews, information about new products, and 'how-to' articles, so you can be guaranteed that your advertisement will always appear in a dynamic, exciting environment before an audience that is 100 per cent committed to buying a hi-fi component.

*australian hi-fi* is published 6 times yearly and distributed nationally. For advertising that works, call Rick De Rosa on (02) 9901 6348 or 0418 203 768, or Jim Preece on (02) 9901 6150 or 0400 808 900.



### ADVERTISING RATES

	Casual	3	6	8	12
Full Page Colour	\$3250	\$3000	\$2700	\$2200	\$2050
Half Page Colour	\$2200	\$2000	\$1800	\$1600	\$1500
Third Page Colour	\$1950	\$1800	\$1600	\$1450	\$1400
Back Cover	\$4000	na	na	\$2850	na
Inside Front/Inside Back Cover	\$3500	na	na	\$2450	na

\*All rates plus 10% GST

### MECHANICAL DETAILS DEPTH X WIDTH

	Type area	Trim	Bleed
DPS	267x400mm	297x420mm	307x430mm
1/2 DPS	119x400mm	149x420mm	159x430mm
Full Page	267x190mm	297x210mm	307x220mm
1/2 Page Vertical	267x85mm	297x105mm	307x115mm
1/2 Page Horizontal	119x190mm	149x210mm	159x220mm
1/3 Page Vertical	267x50mm	297x70mm	307x80mm
1/4 Page	119x85mm	149x105mm	159x115mm

## MATERIAL REQUIREMENTS DIGITAL MATERIAL

**ALL ADVERTISING MATERIAL** for nextmedia magazines must be supplied as PDF digital files via the Quickcut system to ensure the quality and integrity of files meets the material specifications of nextmedia. Please contact Quickcut on:

**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)

### CONSTRUCT AN AD

**NEED HELP CREATING** your advertisement? Consider contacting Digitalads International. It's the cheapest way to go for timely makeup and delivery of material. Digitalads will produce the artwork for your approval before sending directly to us via the Quickcut system.

Digitalads International – Managing Director: Murray Elliot  
170 Harris Street, Pyrmont NSW 2009 [www.digitalads.com.au](http://www.digitalads.com.au)

Alternatively, you may contact your advertising representative to discuss ad creation in-house at nextmedia. This will incur a production charge.

## NEXTMEDIA AD CREATION

**WHERE ADVERTISING IS** to be created by nextmedia, all supplied material must meet the guidelines contained in the document nextmedia Recommendations For Preparing Digital Material.pdf on our website [www.nextmedia.com.au](http://www.nextmedia.com.au). In particular:

- **SUPPLIED MATERIAL:** must include all images, logos and text copy to be used in the advertisement.
- **FONTS:** nextmedia 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); Word documents; Text documents; PDF documents (above Vs 1.3 and below Vs 1.5)

**Delivery options: CD/DVD:** Please courier your advertising material to:

**HI-FI Advertising Traffic:** Di Preece  
nextmedia Pty Limited, Level 5, 55 Chandos St, St Leonards NSW 2065

**Or post to:** HI-FI, Advertising Traffic: Di Preece,  
nextmedia Pty Limited, Locked Bag 5555, St Leonards NSW 1590

**EMAIL:** We accept email files under 30MB. Please note the booking number and magazine title in the subject field and email to [avtraffic@next.com.au](mailto:avtraffic@next.com.au)

**FTP:** Please FTP files over 30MB to [ftp.nextmedia.com.au](http://ftp.nextmedia.com.au)  
Email the traffic coordinator at [avtraffic@next.com.au](mailto:avtraffic@next.com.au) for passwords and again immediately after the file has been uploaded.