



AUSTRALIAN Best Buys HOME THEATRE

MEDIA KIT AUSTRALIAN BEST BUYS HOME THEATRE

BEST BUYS HOME THEATRE IS AUSTRALIA'S PREMIER PUBLICATION for home entertainment equipment buyers. This magazine provides authoritative Australian reviews and informative articles on all types of home entertainment components and custom installation products, and is keenly sought by customers looking to assemble and upgrade their home entertainment systems.

By publishing easy-to-read, well researched features, Best Buys Home Theatre helps to provide a context for individual product reviews by explaining what different components do and the features they should have so that customers can select

the appropriate products for their needs. Additionally, at-a-glance comparison tables providing pricing and specifications for current product models, constitute the most comprehensive listings of home entertainment products available in Australia, allowing readers to compile short lists of what brands to look for before hitting the shops. Best Buys Home Theatre is published twice 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 | 12 |
|--------------------------------|--------|--------|--------|--------|
| Full Page Colour | \$3000 | \$2700 | \$2200 | \$1900 |
| Half Page Colour | \$2000 | \$1700 | \$1600 | \$1400 |
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| Back Cover | \$3850 | \$2650 | \$2750 | \$2550 |
| Inside Front/Inside Back Cover | \$3200 | \$2900 | \$2400 | \$2050 |

*All rates plus 10% GST

MECHANICAL DETAILS CDEPTH X WIDTH

| | Type area | Trim | Bleed |
|---------------------|-------------|-------------|-------------|
| DPS | 267 x 409mm | 297 x 450mm | 307 x 460mm |
| Full Page | 267 x 205mm | 297 x 225mm | 307 x 235mm |
| 1/2 Page Vertical | 267 x 93mm | 297 x 112mm | 307 x 122mm |
| 1/2 Page Horizontal | 128 x 195mm | 148 x 225mm | 158 x 235mm |
| 1/3 Page Vertical | 267 x 57mm | 297 x 75mm | 307 x 85mm |
| 1/3 Page Horizontal | 76 x 195mm | 99 x 225mm | 109 x 235mm |

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. 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:

AUSTRALIAN BEST BUYS HOME THEATRE Advertising Traffic: Di Preece nextmedia Pty Limited, Level 5, 55 Chandos St, St Leonards NSW 2065

Or post to: AUSTRALIAN BEST BUYS HOME THEATRE, 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

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CONSTRUCT AN AD

NEED HELP CREATING your advertisement? Contact your advertising representative to discuss ad creation in-house at nextmedia. This will incur a production charge.