



# 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 Lewis Preece on (02) 9901 6175 or 0434 439 032, 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
Third Page Colour	\$1800	\$1500	\$1400	\$1200
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](http://www.nextmedia.com.au). In particular:

- **SUPPLIED MATERIAL:** must include all images, logos and text copy to be used in the advertisement.
- **FORMATS:** 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 6, Building A, 207 Pacific Highway, 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](mailto:avtraffic@next.com.au)

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Email the traffic coordinator at [avtraffic@next.com.au](mailto:avtraffic@next.com.au) for passwords and again immediately the file has been uploaded.

### 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:

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### CONSTRUCT AN AD

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