

# BLUNT

M A G A Z I N E



Media Information 2009

# Editorial Philosophy



For those about to rock...

At the cutting edge of the alternative music scene, **BLUNT** continues to push the envelope on what a music magazine can offer. Delivering irreverent coverage of the very best alternative music from Australia and the world, **BLUNT** is a distinct, independent voice that continues to turn heads in the rock & roll world. Embracing all the lifestyle elements that come with music these days - from gaming and film, to extreme sport - **BLUNT** magazine lives by the motto that music is more than a passion, it's a way of life.

*Australian. Independent.*

With punk and alternative music hotter than ever in Australia, and many of our bands also leading the rock revolution overseas, **BLUNT** magazine is at the centre of something awesome. From fostering Australia's own rock scene to wrestling on our terms with the international juggernauts, **BLUNT** is a magazine by Australians for Australians. And it's not just the music, but everything that goes with it – from skate and surf to the gnarly end of the film and fashion worlds. If it matters, we've got it. These days it's all one big culture. Music's at the centre of it all. and **BLUNT's** at the centre of music.

# The BLUNT reader



Distribution

18,000

Readership

140,000

[Publishers Claim]

male and female

**BLUNT** readers are an even mix of male and female who love everything about the culture of music.

aged 14-26

the **BLUNT** reader is in the hard-to-reach 14 – 26 demographic...but when **BLUNT** speaks, they listen.

brand savvy

they're ultra-aware of brand and image, and thirsty for knowledge on 'what's hot right now'.

alternative rockers

there's no question about what sort of tunes are belting out behind the youth of Australia – hard hitting, alternative rock... and our readers are right at the centre of this craze

leaders

our readers are leaders rather than followers, and whether its fashion, news or music **BLUNT** readers lead the way for their generation.

*BLUNT - Australian Made For Australians*

# Advertising Rates 2009

## Signature Positions

IFC spread	\$7,225
OBC	\$3,757
IBC	\$3,468
Early RHP	\$3,468
RHP	\$3,179
Opp editor's letter	\$3,468
Opp publisher panel	\$3,468
Opp special	\$3,179

Spend	\$2,890	\$8,670	\$17,340	\$34,680
Volume	casual	3x	6x	12x
Full page	\$2,890	\$2,746	\$2,601	\$2,457
DPS	\$5,780	\$5,491	\$5,202	\$4,913
Half page	\$1,734	\$1,647	\$1,561	\$1,474
Third page	\$1,156	\$1,098	\$1,040	\$983
Quarter page	\$867	\$824	\$780	\$737

Insert Costs	(No. of pages mechanically inserted and within specifications)								
1-2	\$100	3-4	\$125	5-6	\$150	7-8	\$175		
9-10	\$200	11-12	\$225	13-14	\$250	15-16	\$275		
17-18	\$300	19-20	\$325						
Please note	National print runs. Minimum cost \$1,100 (excl. GST)								

10% loading to guarantee preferred positions, Above prices do NOT include GST  
 GST added at the time of invoicing.

**BLUNT**  
**M A G A Z I N E**

# Deadlines 2009/10

The Cancellation Deadline for advertising is 1 month prior to Booking Deadline. Cancellation of any booked advertising MUST be in writing and received by the account manager and/or Sales Director of Next Media prior to the cancellation deadline.

No cancellations will be accepted after the cancellation deadline and the Publisher reserves the right to repeat the most recent material or material of the Publisher's choice.

If a cancellation occurs mid contract the difference between the contract appearance rate and the actual appearance rate card rate will be surcharged.

issue	booking	material	cancellation	on sale
#84	Sep 1	Sep 8	Sep 8	Sep 30
#85	Oct 5	Oct 12	Oct 12	Nov 4
#86 YRBK	Nov 9	Nov 16	Nov 16	Dec 9
#87	Jan 4	Jan 11	Jan 11	Feb 3
#88	Feb 9	Feb 16	Feb 16	Mar 10
#89	Mar 16	Mar 23	Mar 23	Apr 14
#90	Apr 20	Apr 27	Apr 27	May 19
#91	May 25	Jun 1	Jun 1	Jun 23

# Digital Specifications



size	critical image area (h x w)	trim size	bleed size (h x w)
Full page	287 x 200mm	297 x 210mm	307 x 220mm
DPS	287 x 410mm	297 x 420mm	307 x 430mm
1/2 page vertical	287 x 95mm	297 x 105mm	307 x 115mm
1/2 page horizontal	138 x 200mm	148 x 210mm	158 x 220mm
1/3 page horizontal	89 x 200mm	99 x 210mm	109 x 220mm
1/3 page vertical	287 x 60mm	297 x 70mm	307 x 80mm
1/4 page portrait	138 x 95mm	148 x 105mm	158 x 115mm
1/4 page vertical	287 x 42mm	297 x 52mm	307 x 62mm
1/4 page horizontal	64 x 200mm	74 x 210mm	84 x 220mm

## DIGITAL SPECIFICATIONS

- All files must be supplied in a MAC format.
- Preferred method of submission is a hi-res PDF or JPEG file.
- If supplying live artwork on disk, only In-Design, Quark Xpress, Illustrator or Photoshop files will be accepted. Please ensure all fonts and images are included on the disk with type outlined. A full colour laser proof is required for all disk submissions.
- All images must have a minimum resolution of 300dpi with CMYK separation.
- A 5mm bleed is required on all finished artwork.
- Artwork can be submitted via the following: 1. Email: [mpaull@next.com.au](mailto:mpaull@next.com.au) 2. Quick Cut 3. Websend ([www.websend.com.au](http://www.websend.com.au)) 4. FTP (Please contact Matthew Paull on (02) 9901 6344 for FTP details) 5. Disk (CDROM, DVD only)

NOTE: Advertising material that does not conform to the mechanical specifications, and any material supplied without a colour proof, will not be accepted by Next Media under any circumstances. Please ensure that all material supplied is the final, correct version, ready for publishing. It is not the responsibility of Next Media to make corrections to advertisements.

# Contacts

# BLUNT MAGAZINE

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## GENERAL CONDITIONS:

Advertisers are subject to the terms and conditions set on this rate page. No responsibility accepted for any loss arising from any error or failure of an advertisement or part thereof. Where material is overdue, the publisher reserves the right to repeat a previous advertisement.

BLUNT is published in Australia by Next Publishing Pty Ltd (ABN 88 002 647 645)