



PROFILE

Camera Handbook

Camera Handbook is the annual 'best-of' Yearbook from Camera magazine. It is designed to be a reference which all photographers from beginner to expert will keep handy, as it will serve as both a valuable independently-compiled buying guide and a practical handbook. In addition to a selection of test

reports covering all the currently popular models in the entry-level, enthusiast and advanced categories, Camera Handbook will also contain 'how-to' articles covering many aspects of photography, both general and more specialised. A section of the magazine will be devoted to the various aspects

of shooting HD video with a D-SLR.

Camera Handbook is precisely targeted at an audience of readers known to be enthusiastic and active photographers, regular buyers of new equipment and accessories, and respected providers of advice to family members and friends.



Digital Edition

As well as being available in print from newsagencies around Australia, Camera Handbook is now also available in electronic format for multiple platforms including iPad, Android, PC and Mac.

RATES & SPECS

ADVERTISING RATES*

	Casual	3	6	12
Full Page Colour	\$2750	\$2600	\$2300	\$2100
Half Page Colour	\$2000	\$1900	\$1800	\$1700
Third Page Colour	\$1800	\$1700	\$1600	\$1500
Back Cover	\$3500	\$3400	\$3200	\$2900
Inside Front/Inside Back Cover	\$3000	\$2900	\$2700	\$2400

*All rates plus 10% GST

MECHANICAL DETAILS (H X W)

	Type area	Trim	Bleed
DPS (supply as single pages)	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	119 x 195mm	149 x 225mm	159 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



Supplying direct to nextmedia

If supplying materials direct to nextmedia, all supplied material must meet the guidelines contained in the document 'Recommendations for preparing digital content'. 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:

Camera Handbook advertising traffic enquiries:

Di Preece, nextmedia Pty Ltd,
Level 6, Building A, 207 Pacific Highway,
St Leonards NSW 2065

Phone: (02) 9901 6151 email: dpreece@nextmedia.com.au

Email: we accept email files under 20mb. Please note the booking number and magazine title in the subject field and email to av_traffic@nextmedia.com.au

Supplying via Adsend

NextMedia's preferred delivery system for advertising is as PDF digital files via the AdSend system.

This will automatically ensure the quality and integrity of files meets our material specifications.

For details please contact AdStream on **1300 798 949** or visit their website www.adstream.com.au

Camera Handbook is published six times yearly and is distributed nationally.

For advertising that works, call **Lewis Preece**
(02) 9901 6175 or 0434 439 032
email: lpreece@nextmedia.com.au

Jim Preece
(02) 9901 6150 or 0400 808 900
email: jpreece@nextmedia.com.au