

CAMERA

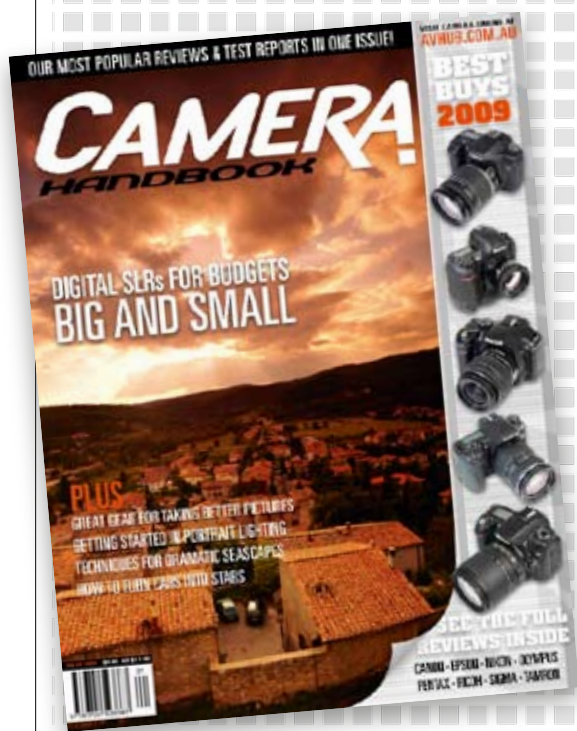
MEDIA KIT CAMERA HANDBOOK & BEST BUYS

CAMERA MAGAZINE is Australia's most authoritative guide to imaging products, processes and techniques. Its fully-independent and locally-produced camera and equipment tests are considered 'must have' information for prospective buyers, and the magazine prides itself on publishing full reports well before they appear online. The CAMERA Handbook & Best Buys represents a compilation of the most popular articles that have appeared in CAMERA and new material created specifically for this high-quality annual publication. The result is an informative and comprehensive manual for the photography enthusiast that encompasses equipment tests – cameras, lenses, printers and accessories – with articles about how to best use these products in the creation of better pictures.

The CAMERA Handbook & Best Buys is designed to be a publication which readers keep on hand over a long period for regular reference, and which is used to inform both their immediate and future buying decisions.

Editor Paul Burrows has over 25 years experience writing about cameras and photography, and the CAMERA editorial team is drawn from leading experts in many areas including digital printing, image-editing software and photographic education.

Camera Handbook is published annually and is distributed nationally. For advertising that works, call Glyn Smith on 0431 792 293 or Jim Preece on (02) 9901 6150 or 0400 808 900.



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 (DEPTH 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:

Advertising Traffic: Di Preece
nextmedia Pty Limited, Level 6, Building A, 207 Pacific Highway, St Leonards NSW 2065

Or post to: CAMERA Handbook & Best Buys, 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

FTP: Please FTP files over 30MB to ftp.nextmedia.com.au
Email the traffic coordinator at 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

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