



CAMERA

MEDIA KIT CAMERA

CAMERA is Australia's best resource for authoritative, entertaining information on digital technologies, hardware, techniques and accessories, while also covering traditional film-based photography. **CAMERA** magazine reflects the total imaging environment, bringing our readers the latest and greatest from both arenas so that they can compare and choose between mediums in a single, comprehensive magazine. It will benefit our advertisers for those very same reasons.

CAMERA's availability on a bi-monthly basis ensures that readers are kept up to speed with all the latest, rapidly changing film/digital products, news and technologies. Authoritative and detailed evaluations of new cameras, lenses, films and accessories are a main component, as well as 'how-to' articles providing instruction on all aspects of picture making from the darkroom to the computer. The 'CAMERA buyer's Checklist' is a

monthly comprehensive listing of photography products sold in Australia with the latest pricing, and provides a valuable service to anyone purchasing new hardware.

Editor Paul Burrows has over 27 years' experience in writing about photography, photographers, cameras and imaging technologies. Barrie Smith provides expert digital commentary, with editorial contributors drawn from industry professionals around the world. Portfolio imagery is sourced to help provide inspiration and ideas.

Whether it's digital or film or digital and film, **CAMERA's** primary focus will be to continue to help our readers choose and use the tools they need to create memorable images, and to enhance the skills that will make them better photographers.

CAMERA is published bi-monthly and 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 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 |

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:

Sydney (02) 9467 7500 | **Melbourne** (03) 8696 5701
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Or visit their website www.quickcut.com.au

CONSTRUCT AN AD

NEED HELP CREATING your advertisement? Consider contacting Digitalads International. It's the cheapest way to go for timely makeup and delivery of material. Digitalads will produce the artwork for your approval before sending directly to us via the Quickcut system.

Digitalads International – Managing Director: Murray Elliot
 170 Harris Street, Pyrmont NSW 2009 www.digitalads.com.au

Alternatively, you may contact your advertising representative to discuss ad creation in-house at nextmedia. This will incur a production charge.

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:

CAMERA Advertising Traffic: Di Preece

nextmedia Pty Limited, Level 6, Building A, 207 Pacific Highway, St Leonards NSW 2065

Or post to: CAMERA, 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.