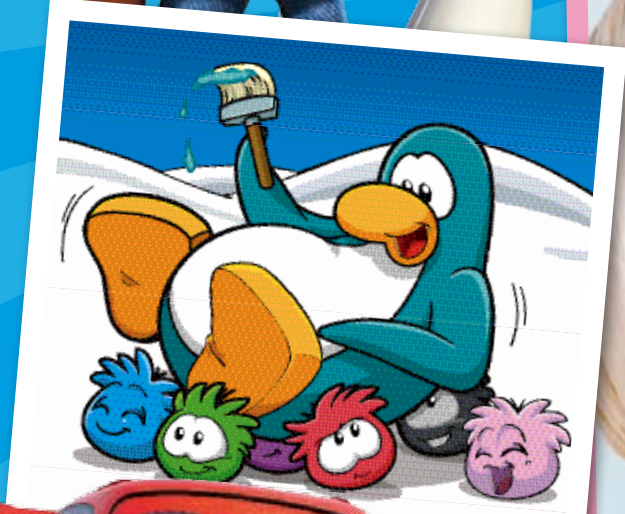
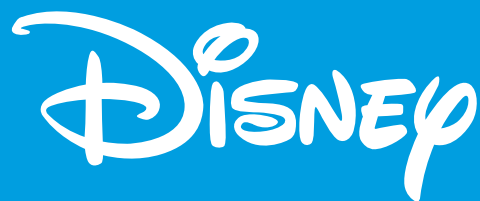


Disney



MEDIA KIT
2011



THE MAGAZINE

nextmedia is evolving Disney Magazine to meet the dynamic and ever-changing needs of kids today.

Together with the global power brand Disney, we can deliver a truly dedicated magazine to our audience that reflects the core values of the Disney brand – entertainment, education and fun. Disney Magazine is a safe, trustworthy and fun publication for the whole family to enjoy, aimed at girls and boys aged 6-11.

Our readers already engage with the Disney brand in many ways – watching the Disney Channel, viewing Disney movies on the big screen and on DVD/Blu-ray, interacting with www.disney.com.au as well as purchasing Disney-branded toys, games and accessories. Our readers are creative, passionate and always looking for fun ways to engage their time.

We invite our advertising partners to gain maximum exposure into their target market, whilst benefiting from the hype and sensation that comes along with the popular Disney brand.



RATES

VOLUME	Casual	3x	6x	12x
FULL PAGE	\$4,830	\$4,589	\$4,347	\$4,106
DPS	\$9,660	\$9,177	\$8,694	\$8,211
HALF PAGE	\$2,656	\$2,523	\$2,390	\$2,258

Print Run: 50,000

Distribution: Monthly

Cover Price: \$5.95

DEADLINES

ISSUE	ON SALE	BOOKING DEADLINE	MATERIAL DUE
June	16 May	15 Apr	19 Apr
July	20 Jun	20 May	24 May
August	25 Jul	24 Jun	28 June
September	22 Aug	22 Jul	26 Jul
October	19 Sept	19 Aug	23 Aug
November	24 Oct	23 Sept	27 Sept
December	28 Nov	28 Oct	1 Nov
Jan 2012	26 Dec	25 Nov	29 Nov
Feb 2012	23 Jan	12 Dec	16 Dec

CONTACTS

FOR ADVERTISING

Angela Chrisan

Advertising Manager

Level 6, 207 Pacific Highway

St Leonards, NSW 2065

T: 02 9901 6336

E: achrisan@next.com.au

FOR EDITORIAL

Amy Vagne

Editor

Level 6, 207 Pacific Highway

St Leonards, NSW 2065

T: 02 9901 6326

E: avagne@next.com.au

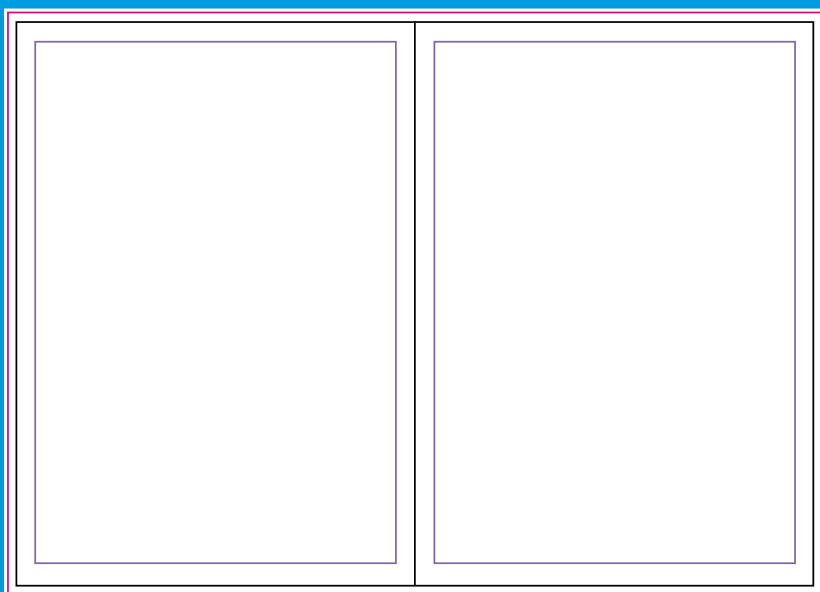
MEDIA KIT 2011

Disney



DIMENSIONS

SIZE	TRIM SIZE	TOTAL FILE SIZE	SAFE TYPE AREA
Full Page	210 x 148mm	220 X 158mm	200 X 138mm
DPS	210 x 296mm	220 x 306mm	200 x 286mm
1/2 Page Vertical	210 x 74mm	220 x 84mm	200 x 64mm
1/2 Page Horizontal	105 x 148mm	115 x 158mm	95 x 138mm
Cover Section	210 x 148mm	220 x 158mm	200 x 138mm



NOTE: Advertising material that does not conform to the mechanical specifications will not be accepted by nextmedia under any circumstances. Please ensure that all material supplied is the final, correct version, ready for publishing. It is not the responsibility of nextmedia to make corrections to advertisements.

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: abegg@next.com.au
 - 2 Quick Cut
 - 3 youSENDit (www.yousendit.com)
 - 4 FTP (Please contact Alison Begg on (02) 9901 6346 for FTP details)
 - 5 Disk (CDROM, DVD only)

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