



DMAG

MEDIA KIT 2012

DMAG PHILOSOPHY

- Fun, discovery & adventure
- To stay completely in tune with kids
- To retain the unique ability to make learning fun
- To be interactive, positive & exciting!

VITAL STATISTICS

PRINT RUN 60,000

READERSHIP 200,000

FREQUENCY MONTHLY

TARGET AGE 6 – 14 (CORE 8 – 12)

DISTRIBUTION SOURCES

newsagents, super markets, Newslink stores, subscription drives & school bulk subscriptions

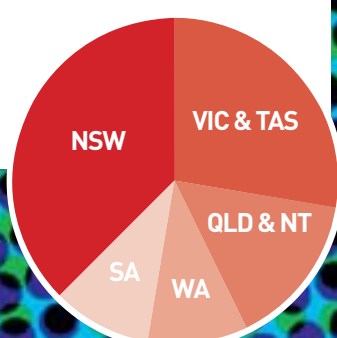
COVER PRICE \$5.95

SIZE A5 (just under A5 size to better fit in back packs)

WEBSITE www.dmag.com.au

STATE BREAKDOWN

NSW	31%
VIC & TAS	26%
QLD & NT	22%
SA	10%
WA	11%



ONLINE MEMBERS

70,000

WHAT MAKES DMAG DIFFERENT?

■ Our unique distribution channel – on average, 20% of sales each month are to schools. The remainder of sales are to supermarkets, newsagents, Newslink & subscribers.

■ With a 41:59 girl:boy split we are one of few kids' mags that reaches both audiences.

■ **DMAG's** 8 Page project makes learning fun for students and when paired with the comprehensive DMAG teachers' notes, provides lesson ideas for the classroom. Better yet, students learn about topics related to the school curriculum.

■ Clients are able to sponsor these kits for maximum exposure of their products/venues/message. Each copy of DMAG sent to our school subscribers also includes accompanying teachers' notes and interactive student activity sheets. These are also downloadable from www.dmag.com.au

■ DMAG writers know what they are talking about - and kids recognise that.

NET PAID SALES

Australian net paid sales: 19,849

New Zealand net paid sales: 1,754

Overseas net paid sales: 1,048

(ABC Audit Jul-Dec 11)



MATERIAL SPECS

SINGLE PAGE (FPC)

TOTAL SIZE (inc 5mm bleed): 220 x 158mm
TRIM: 210 (high) x 148mm (wide)
TYPE AREA: 200 x 138mm

DOUBLE PAGE SPREAD (DPS)

TOTAL SIZE (inc 5mm bleed): 220 x 306mm
TRIM: 210 (high) x 296mm (wide)
TYPE AREA: 200 x 286mm

HALF PAGE VERTICAL

TOTAL SIZE (inc 5mm bleed): 220 x 80mm
TRIM: 210 (high) x 70mm (wide)
TYPE AREA: 200 x 60mm

HALF PAGE HORIZONTAL

TOTAL SIZE (inc 5mm bleed): 115 x 158mm
TRIM: 105 (high) x 148mm (wide)
TYPE AREA: 95 x 138mm

THIRD PAGE VERTICAL

TOTAL SIZE (inc 5mm bleed): 220 x 55mm
TRIM: 210 (high) x 45mm (wide)
TYPE AREA: 200 x 35mm

THIRD PAGE HORIZONTAL

TOTAL SIZE (inc 5mm bleed): 80 x 158mm
TRIM: 70 (high) x 148mm (wide)
TYPE AREA: 60 x 138mm

- All files to be sent as a high resolution (300dpi) PDF file in CMYK format with trim guides and no spot colours.

THE NEXT MEDIA PRODUCTION Delivery details:

- By Quickcut to nextmedia (preferable)
- By Yousendit www.yousendit.com
- Email to Alison Begg: abegg@next.com.au
- On CD to Alison Begg,
Level 6, Building A, 207 Pacific Highway, St Leonards NSW 2065

2011 ADVERTISING RATES

(Discounts apply to multiple insertions)

FULL PAGE	3500
DOUBLE PAGE SPREAD	6500
CENTRE SPREAD	7000
INSIDE FRONT COVER	4100
IFC SPREAD	8000
OUTSIDE BACK COVER	4250
HALF PAGE	1850

- 15% Loading for guaranteed positioning. Gatefolds, strip ads, tip-ons, cover-mounts and other non-standard promotions are available on request. All rates are based on four colour process. All rates are GST exclusive.
- Prices may change at any time without notice.

MEDIA INSERTS RATES PER THOUSAND:

2 PP	4PP	8PP	16PP	24PP
\$60	\$70	\$90	\$110	\$120



CALL JULIE DAVIDSON ON
02 9901 6164 OR 0416 502 488
TO BOOK NOW!

ONLINE ADVERTISING SPECS www.dmag.com.au

WEBSITE

FULL BANNER 468 wide x 60 high
flash. Jpg. Gif or richmedia code

All .swf files must be supplied with a backup .gif or .jpg

All ads to be emailed one week prior to deployment.

Weight: 40K

Recommended length: – 15 seconds or less

AD SERVING

Google Ad Manager is used to serve ads on the dmag Website.
www.google.com/admanager

Formats: We accept .jpg, .gif, flash (swf files) and rich media formats for Google Ad Serving. All swf files should be supplied with a back up .gif

General Information:

Animation: No limitation on animation looping

Audio: Must be user initiated (3 second mouse over and/or click)

FLASH ADS

Submit a SWF and backup .gif or .jpg

All text must be converted to outlines

Frame rate may not exceed 24 frames per second

Proper clickTag implementation:

The clickTag variable is an industry-standard method of tracking Flash creative clicks. Problems with Flash creatives may result from an incorrect clickTag implementation. To troubleshoot this implementation, make sure that:

- Insert the clickTag in the .fla file before converting it to the .swf file.
- The ActionScript with clickTag must be associated with the button that the user clicks, and not with any other button.
- The button associated with the ActionScript that contains the clickTag is on the top-most layer through the timeline.
- The button associated with the ActionScript that contains the clickTag is extended throughout the entire frame and is applied to all existing frames.
- The clickTag variable is properly implemented in the action of the button.

In the getURL() function of the action, make sure to specify the clickthrough URL as 'clickTag' and the target window as "_blank". For example:

```
getURL(clickTag,"_blank")  
on (press) {  
  getURL(clickTag,"_blank");  
}
```

- NB: The URL is specified within Google Ad Manager – not the fla or .swf file.

- Then, export your **flash movie as version 4 to 6**
- The Flash creative is using **ActionScript 2.0.**

ActionScript 3.0 isn't currently compatible with Google Ad Manager.

- Please convert all fonts to outlines
- Please supply a backup .gif with all flash ads.

You may wish to review more detailed documentation for clickTag implementations at www.adobe.com/resources/richmedia/tracking/designers_guide.

Flash functionality:

The advertiser, agency, or rich media vendor that creates the Flash ad should ensure the ad is fully functional. However, you may still wish to review the ad and ensure that:

- The ActionScript with clickTag is associated with the button that the user clicks, and not with any other button.
 - The button associated with the ActionScript that contains the clickTag is on the top-most layer through the timeline.
 - The button associated with the ActionScript that contains the clickTag is extended throughout the entire frame and is applied to all existing frames.
- Note: You should also confirm that the Flash creative is using ActionScript 2.0. ActionScript 3.0 isn't currently compatible with Google Ad Manager.

For more information on Flash Click Tag Specifications please see

<http://www.google.com/support/admanager/publisher/bin/topic.py?topic=13161>

<http://www.google.com/support/admanager/publisher/bin/topic.py?topic=13158>

Deadlines:

Creative must be supplied one week prior to deployment.

Reporting: Standard Google Ad Reporting is available.

DMAG NEWSLETTER

LEADERBOARD 728 pixels wide by 90 pixels high 40K max
.jpg or non-animated gif

NB: ALL CREATIVE TO BE SUPPLIED BY TUESDAY PRIOR TO THE FRIDAY AFTERNOON DEPLOYMENT.

**CALL JULIE DAVIDSON ON
02 9901 6164 OR 0416 502 488 TO BOOK NOW!**



ADVERTISING DEADLINES

ISSUE MONTH	AD BOOKING	MATERIAL BOOKING	ON-SALE AUSTRALIA
121 APRIL 2012	17 FEB 2012	21 FEB 2012	19 MAR 2012
122 MAY 2012	16 MAR 2012	20 MAR 2012	16 APR 2012
123 JUNE 2012	20 APR 2012	24 APR 2012	21 MAY 2012
124 JULY 2012	25 MAY 2012	29 MAY 2012	25 JUN 2012
125 AUGUST 2012	22 JUNE 2012	26 JUNE 2012	23 JULY 2012
126 SEPTEMBER 2012	20 JULY 2012	24 JULY 2012	20 AUG 2012
127 OCTOBER 2012	24 AUG 2012	28 AUG 2012	24 SEPT 2012
128 NOVEMBER 2012	28 SEPT 2012	2 OCT 2012	29 OCT 2012
129 DECEMBER 2012	26 OCT 2012	30 OCT 2012	26 NOV 2012
130 JANUARY 2013	23 NOV 2012	27 NOV 2012	24 DEC 2012

CONTACTS

FOR ADVERTISING
JULIE DAVIDSON
National Advertising Manager

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

E: achrisan@next.com.au
T: 02 9901 6164
M: 0416 502 488

PRODUCTION

Alison Begg
Advertising Coordinator
Level 6, Building A,
207 Pacific Highway

St Leonards
NSW 2065
E: abegg@next.com.au
T: 02 9901 6346

FOR EDITORIAL
DOMINIC BAYLEY
Editor

Level 6, Building A,
207 Pacific Hwy
St Leonards
NSW 2065

E: dominicb@next.com.au
T: 02 9901 6321

