



ENGAGED FOOTBALL AUDIENCE

FourFourTwo is the world's number 1 football magazine and has over 5 million interactions with a digital, social and print reach of 1.6 million with Australian fanatics every month.

From the latest A-League news to the 2018 FIFA World Cup in Russia, *FourFourTwo* is everything football and more – the tactics, the personalities, the global perspective, and all the local drama.

FourFourTwo's award winning website has been relaunched to be plugged into the local Inside Sport network; *InsideSport.com.au*, which hits close to half a million sport fans each month.

In March 2017, FFT launched sister brand *FTBL*, a socially-led football lifestyle community targeting Gen Z and Millennial football fans and participants with short and easy to consume content on the latest football products, lifestyle and culture.

FourFourTwo and *FTBL* offer advertisers an opportunity to interact with the most engaged audience of the fastest growing sport in Australia. Our multimedia portfolio offers print and digital advertising solutions to suit any campaign.

MONTHLY AUDIENCE

WEBSITE REACH:
257,000

SOCIAL REACH:
1,150,000

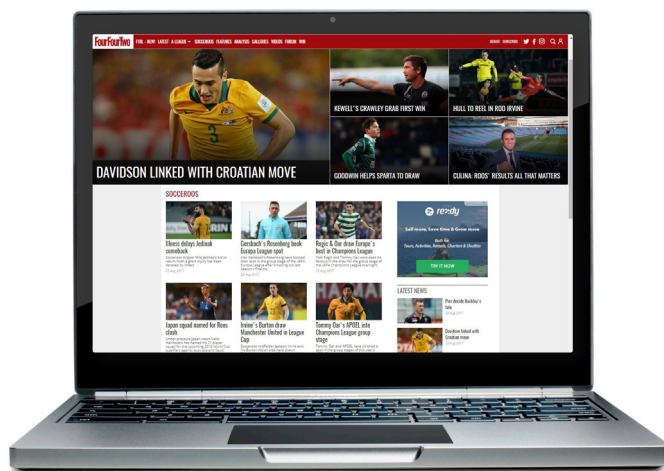
PRINT READERSHIP:
83,000

FOURFOURTWO AUDIENCE

- **92%** of audience is male
- **59%** aged under 30
- **64%** play football more than once per week
- **39%** have a personal annual income of \$100,000+

FTBL AUDIENCE

- **95%** of audience is male
- **43%** aged under 18 / **33%** aged 18-24 / **24%** 25+
- **76%** play football more than once per week
- **29%** play state league or a higher level



DIGITAL MECHANICAL DETAILS & ADVERTISING RATES

Specs	R0S
Superleader	970 x 90
Masthead/Billboard	970 x 250
Leaderboard (Expandable)	728 x 90 (to 728 x 315)
Medium Rectangle (Expands)	300 x 250 (to 600 x 250)
Half Page	300 x 600
Video MREC	300 x 250
Skin	See Specs
Interstitial	640 x 480
Mobile Leader	300 x 50, 320x50
Newsletter Leader	650 x 90
Road Block	25%
Premium Solus eDM	650px wide
In-Content video player	Multiple sizes



For Advertising Contact

Head of Sport - Sales

Adam Jackson

Direct : (02) 9901 6109

Mobile : 0431 212 504

adamjackson@fourfourtwo.net.au

Advertising Manager

Hugo Scotto

Direct : (02) 9901 6328

Mobile : 0424 184 505

hscotto@nextmedia.com.au

PRINT

ADVERTISING RATES

4 Colour	Casual	6 issues	12 issues
Inside Front Spread	\$5,500	\$5,000	\$4,500
Double Page Spread	\$5,000	\$4,500	\$4,000
Outside Back Cover	\$3,000	\$2,600	\$2,300
Full Page	\$2,250	\$2,000	\$1,750
1/2 Page	\$1,500	\$1,200	\$900

MECHANICAL DETAILS

Please refer to our website:

www.nextmedia.com.au/ad-spec/print

For a detailed list of our magazine print sizes and specifications.

DEADLINES

Issue	Booking	Material	On Sale
#144 Oct	21-Aug-17	25-Aug-17	14-Sep-17
#145 Nov	18-Sep-17	22-Sep-17	12-Oct-17
#146 Dec	23-Oct-17	27-Oct-17	16-Nov-17
#147 Jan	20-Nov-17	24-Nov-17	14-Dec-17
#148 Feb	08-Dec-17	13-Dec-17	08-Jan-18 16
#149 Mar	17-Jan-18	22-Jan-18	12-Feb-18
#150 Apr	15-Feb-18	20-Feb-18	12-Mar-18
#151 Mar	09-Mar-18	16-Mar-18	09-Apr-18
#152 Jun	19-Apr-18	24-Apr-18	14-May-18
#153 Jul	17-May-18	22-May-18	11-Jun-18
#154 Aug	14-Jun-18	19-Jun-18	09-Jul-18
#155 Sept	12-Jul-18	17-Jul-18	06-Aug-18
#156 Oct	16-Aug-18	21-Aug-18	10-Sep-18



Supply creative to

Ad Ops Traffic Manager

Direct : (02) 9901 6160

adops@nextmedia.com.au

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

MATERIAL REQUIREMENTS

PDFs

- Please supply PDF files to the PDF/X-3 standard.
- Resolution is 300 dpi.
- All fonts must be embedded in the PDF. These fonts must be active on your system at the time of creating the PDF.

Image specifications

- Image resolution is 300dpi. All colours must be set to CMYK.
- Do not enlarge images more than 25%
- Check all linked images are updated.

Document specifications

- Digital files must be built to the correct final size - check that type, trim and bleed areas are correct.
- Ensure all live elements you wish to print are kept within the type area.
- Bleed - provide 5mm of bleed where bleed is required. Check that crop marks are visible.

Colour specifications

- All colours to be set to CMYK – no RGB.
- For a rich solid black use 100% Black plus 70% Cyan. Never use 100% of all four colours.
- Total sum density (total ink weight) should fall between 280% and 300%.
- Convert all spot colours to CMYK.
- Black text level type should be 100% black only.

Fonts

- nextmedia supports Open type fonts and PC Postscript fonts only. Applications supported.
- InDesign, Photoshop, Illustrator, Word docs, Text docs, PDF.

DELIVERY OPTIONS

- Quickcut to nextmedia [preferable]
- Websend or Dropbox
- Hightail (previously YouSendIt) www.hightail.com

EMAIL

We accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to adops@nextmedia.com.au

FTP

FTP files over 30mb to ftp.nextmedia.com.au. Email the Advertising Coordinator to obtain login details at adops@nextmedia.com.au

Contact Us

FourFourTwo magazine Advertising Coordinator on (02) 9901 6160 or adops@nextmedia.com.au

nextmedia Ad Creation

Need help creating your advertisement?
Please supply high resolution images, logos and text copy. Contact the *FourFourTwo* magazine Advertising Coordinator, on (02) 9901 6160 for more information. You may contact your advertising representative to discuss ad creation in-house at nextmedia.

Cancellation

The cancellation deadline for advertising is three weeks prior to booking deadline. Cancellation of any booked advertising must be in writing and received by the Account Manager and/or Sales Director prior to the cancellation deadline. The Publisher reserves the right to repeat the most recent material or material of the Publishers choice. If a cancellation occurs mid contract, the difference between the contract appearance rate and the actual appearance rate card will be surcharged.

nextmedia sport portfolio



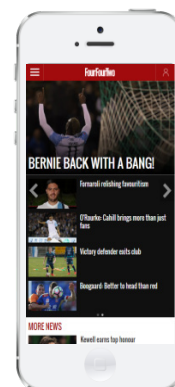
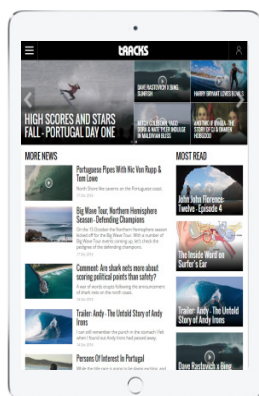
print readership
1,065,000

digital unique users
476,000

social reach
475,000

newsletter database
105,000

The new nextmedia sport network is now live!
www.insidesport.com.au



Bespoke digital packages available upon request