DIRECTORY & CLASSIFIEDS

CONTACT ALORA EDWARDS – Account Executive (02) 9901 6101 - aedwards@nextmedia.com.au

To truly get into the lives of consumers, you have to attach your brand to the things they really care about, the things they involve themselves in, the things they wish they could spend more time pursuing – their passions.

Gardening is their passion

Passion is powerful

Fast Facts

Circulation
53,000

Readership
542,000
Source: *EMMA - Aug 2018*

Subscribers
31,000
of our circulation are subscribers

Demographic
45+
average age 60

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Australia's No. 1 Gardening Magazine

Why Magazines?

- Don't believe the hype that print magazines are dead in the water. We all know the pleasure of curling up on the couch, sipping a coffee and turning the first page of a glossy new magazine. Reading a high quality print magazine is a cherished way of spending our leisure time and is viewed as "my time". As a result, readers are much more receptive to advertising.
- We digest the content of a print magazine more slowly than we do content on a screen. Online content is distracted by a frenzy of clicks and adverts.
- It's getting harder to meaningfully reach consumers without being ignored or deleted at the press of a button, magazines demand 100% attention. Readers do not switch to another magazine when they come across an ad!

Exclusive audience

***ABC Gardening Australia* magazine delivers a unique audience.**

75%	**don't read** *House & Garden*
50%	**don't read** *Better Homes & Gardens*
86%	**don't read** *Home Beautiful*
88%	**don't read** *Country Style*
92%	**don't read** *Reader's Digest*
92%	**don't read** *Handyman*

- They are less likely to watch commercial TV or listen to commercial radio than readers of other gardening titles.
- The ABC *Gardening Australia* reader is not a big media consumer and the only way to get to them is through ABC *Gardening Australia* magazine.
- ABC *Gardening Australia* readers enjoy entertaining and showing off their garden. They want their friends and family to enjoy their home as much as they do and will spend money on making a visit a pleasurable experience.

Bringing the brand to life

ABC TV gardening team

- The program is hosted by Costa Georgiadis with a number of leading gardening experts.

Costa Georgiadis

Sophie Thomson

Jerry Colbey-Williams

Josh Byrne

Jane Edmanson

Tino Carnevale

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ABC Gardening-Australia's most trusted gardening brand

Why ABC Gardening Australia Magazine

- Produced by our expert team of writers, designers and editors, readers are confident that they're going to indulge in a wealth of knowledge that has been well researched.

- Connected to Australia's most popular and longest running TV gardening program which has featured and continues to feature many of the countries much loved and respected presenters, some of who have become living legends in Australian gardening (Peter Cundall) as well as movers and shakers in the environmental and sustainability movement (Costa Georgiadis).

- Our readers tend to hold on to the magazine for much longer periods of time, and readers can pick up the magazine several times before getting through all of the content. ABC Gardening Australia is something that people keep in their homes for months, or even years, after they've read them. Sharing with friends and family and left on the coffee table to browse at their leisure. Printed magazines stick around far longer than the internet ads, TV and radio, which are gone in the blink of an eye.

TV

- ABC Gardening Australia is a national TV show with 800,000+ viewers every episode.
- ABC Gardening Australia magazine is regularly promoted in the show, there is content cross-over and the TV presenters also write for the magazine.

Directories rate card

Advertising rates (Excl GST)

	CASUAL	3X	6X	9X	12X
Quarter	$1,750	$1,665	$1,585	$1,505	$1,430
Sixth	$1,315	$1,250	$1,190	$1,130	$1,075
Eighth	$985	$935	$890	$845	$805
Twelfth	$740	$705	$670	$635	$605
Sixteenth	$555	$530	$505	$480	$450

- Lineage $30 + GST /Per line - 4 lines minimum
- Right-hand page 20% positional loading
- All prices exclude GST
- Any cancellations must be in writing 3 weeks prior to booking deadline
- Prepayment must be received by material deadline for advertisements booked on pre-paid terms

e-newsletter banners (monthly)	Casual	3 x	6x	12x
Size 1 - Banner 650 x 90				
Position one, two, four	$1,500*	$1,350*	$1,200*	$1050*
Size 2 - MREC banner 300 x 250	$1,500*	$1,350*	$1,200*	$1,050*
Position three	Social – facebook, instagram etc on application			

Deadlines

ISSUE	BOOKING	MATERIAL	ON SALE
February	4 Dec	11 Dec	15 Jan 2018
March	8 Jan	15 Jan	12 Feb
April	5 Feb	12 Feb	12 Mar
May	2 Mar	9 Mar	9 Apr
June	9 Apr	16 Apr	14 May
July	7 May	14 May	11 Jun
August	4 Jun	11 Jun	9 Jul
September	9 Jul	16 Jul	13 Aug
October	6Aug	13 Aug	10-Sept
November	3 Sep	10 Sep	8 Oct
December	8 Oct	15 Oct	12-Nov

To advertise contact

Alora Edwards
Account Executive
on (02) 9901 6101 or
aedwards@nextmedia.com.au

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2018 Media Kit

Advertising Sizes

Directory

SIZE	HEIGHT	WIDTH
1/4 Page Square	120mm	91mm
1/4 Page horizontal	59mm	186mm
1/6th Page Square	79mm	91mm
1/6th Page Vertical	160mm	44mm
1/8th Page	59mm	91mm
1/12th Page vertical	79mm	44mm
1/12th Page horizontal	39mm	91mm
1/16th Page	59mm	44mm

Classifieds

Lineage $30 + GST /Per line
4 lines minimum.
Approx 42mm wide.
Refer example, at right.

Roses
Choose from over 600 unique varieties. Free catalog available now. Mail order only.
e: rosey@roses.com.au
ph: 01 6677 9988

Key facts

CIRCULATION **53,000** Source: *ABC - June 2016*

READERSHIP **542,000** Source: *EMMA - Oct 2017*

SUBSCRIBERS **31,000** of our circulation are subscribers

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Material requirements

SPECIFICATIONS

***Gardening Australia magazine* is a saddle stitched publication.**

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 prepared 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.

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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 Advertising Traffic - adops@nextmedia.com.au

FTP

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

CONTACT US

Gardening Australia magazine Advertising Coordinator - on (02) 9901 6396 or adops@nextmedia.com.au

nextmedia AD CREATION

Need help creating your advertisement?

Please supply high resolution images, logos and text copy to be used in the advertisement.
Contact the *Gardening Australia* magazine Advertising Coordinator – adops@nextmedia.com.au or on (02) 9901 6396 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 National Advertising 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.

TO ADVERTISE CONTACT

Alora Edwards – Account executive on (02) 9901 6101 or aedwards@nextmedia.com.au

INSERT DELIVERY SPECIFICATIONS

Please call or email your account manager to receive these details.
Alora Edwards on (02) 9901 6101 or aedwards@nextmedia.com.au