



# Gear

## MEDIA KIT GEARE

**A FEAST FOR THE INNER GADGETEER** in everybody, Gear fulfills the need for entertaining information in the booming consumer technology market. Whether it's audio, video, Wi-Fi, hit-fi, HD or IP, Gear presents the technologies and products driving today's digital lifestyles, and explains how they can be used to enrich the experience of enthusiastic buyers.

We have been providing intelligent, detailed coverage of the best tech toys and trends since 1999 and, as the take-up of digital products increases, the demand for informed advice for this valuable consumer group will be greater than ever. Our reviews, comparisons and features encompass the latest in quality entertainment, communication and convergence products; top gear that's fun to own, use, work and play with. Our content is all-Australian too, with products sourced from local companies

and tested by a corps of highly credentialled on-the-ground writers, each one an established expert with years of technical and market experience in their respective area.

Our team of experts thoroughly examines each product, explaining important technical and operational merits in order to best communicate its quality and why it makes good buying. Amid news-stands crowded with lifestyle "lite" magazines and foreign imports, Gear stands out for providing strong and credible content; content that makes it the most relevant title for discerning local buyers of digital products, and the best editorial environment for promoters trying to reach them.

**Gear is published 6 times a year and distributed nationally. For advertising that works, call Rick De Rosa on (02) 9901 6348 or 0418 203 768, or Jim Preece on (02) 9901 6150 or 0400 808 900.**

### ADVERTISING RATES

	Casual	6	12
Full Page Colour	\$3500	\$3000	\$2500
Half Page Colour	\$2100	\$1800	\$1500
Third Page Colour	\$1400	\$1250	\$1040
Back Cover	\$5250	\$4500	\$3700
Inside Front/Inside Back Cover	\$4650	\$4000	\$3000

\*All rates plus 10% GST

### MECHANICAL DETAILS (DEPTH X WIDTH)

	Type area	Trim	Bleed
DPS	267x400mm	297x420mm	307x430mm
Full Page	267x190mm	297x210mm	307x220mm
1/2 Page Vertical	267x85mm	297x105mm	307x115mm
1/2 Page Horizontal	119x190mm	149x210mm	159x220mm
1/3 Page Vertical	267x50mm	297x70mm	307x80mm
1/4 Page	119x85mm	149x105mm	159x115mm



## 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  
**Brisbane** (07) 3013 6279

Or visit their website [www.quickcut.com.au](http://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](http://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](http://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:

**GEARE Advertising Traffic:** Di Preece  
 nextmedia Pty Limited, Level 5, 55 Chandos St, St Leonards NSW 2065

**Or post to:** GEARE 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](mailto:avtraffic@next.com.au)

**FTP:** Please FTP files over 30MB to [ftp.nextmedia.com.au](http://ftp.nextmedia.com.au)  
 Email the traffic coordinator at [avtraffic@next.com.au](mailto:avtraffic@next.com.au) for passwords and again immediately after the file has been uploaded.