



golf Australia

Media Kit 2009 - Deadlines & Material Specifications

ADVERTISING DEADLINES 2009/2010

COVER MONTH	FINAL AD BOOKING DEADLINE	FINAL AD MATERIAL DEADLINE#	ON SALE DATE
August 2009	2 July	2 July	29 July
September 2009	30 July	30 July	26 August
October 2009	27 August	27 August	23 September
November 2009	28 September	28 September	21 October
December 2009	22 October	22 October	18 November
January 2010	19 November	19 November	16 December
February 2010	16 December	16 December	27 January
March 2010	28 January	28 January	24 February
April 2010	25 February	25 February	24 March
May 2010	18 March	18 March	21 April
June 2010	29 April	29 April	26 May
July 2010	3 June	3 June	30 June
August 2010	1 July	1 July	28 July
September 2010	29 July	29 July	25 August
October 2010	26 August	26 August	22 September
November 2010	23 September	23 September	20 October
December 2010	21 October	21 October	17 November

If ads need to be created in-house by Golf Australia artists, then please ensure we have all required material (photos, logos and copy) ONE WEEK BEFORE Final Ad Material Deadline to ensure we meet relevant proof and print deadlines.

NOTE: In order to ensure that your ad appears correctly, these deadlines are FINAL and no extensions are available.

AD MATERIAL SPECIFICATIONS

AD SIZE (depth x width)	TYPE AREA	TRIMMED PAGE SIZE	BLEED SIZE
Double Page Spread	265mm x 390mm	297mm x 420mm	307mm x 430mm
1/2 DPS	130mm x 390mm	145mm x 420mm	150mm x 430mm
Full Page	265mm x 185mm	297mm x 210mm	307mm x 220mm
1/2 Horizontal	130mm x 185mm	145mm x 210mm	150mm x 220mm
1/2 Vertical	265mm x 90mm	297mm x 105mm	307mm x 110mm
1/3 Horizontal	86mm x 185mm	99mm x 210mm	104mm x 220mm
1/3 Vertical	265mm x 60mm	297mm x 70mm	307mm x 75mm
1/4 Horizontal	64mm x 185mm	70mm x 210mm	75mm x 220mm
1/4 Square	130mm x 90mm	N/A	N/A
1/8 Page Horizontal	64mm x 90mm	N/A	N/A

KEEP ALL LIVE MATTER WITHIN THE TYPE AREA.

Golf Australia is saddle stitched with a nominal trim size of 297mm deep x 210mm wide.

***NB: Pages towards the centre of the magazine will trim shorter** therefore keep all live matter within type area.

Broken space ads appearing in Golfers Marketplace section may be scaled down to fit it necessary.

AD 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

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.next.com.au

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

PDF documents

Delivery Options

CD/DVD

Please courier your advertising material to:

Golf Australia

Advertising Traffic Manager

Level 5, 55 Chandos St

St Leonards NSW 2065

Or post to:

Golf Australia

Advertising Traffic Manager

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 gattraffic@next.com.au

FTP

Please FTP files over 30mb to our ftp server. [ftp.next.com.au](ftp://ftp.next.com.au)

Email the traffic manager to obtain login details at

gattraffic@next.com.au

Further Enquiries

Matt Paull

Advertising Traffic Manager

Golf Australia Magazine

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Fax: (02) 9901 6116

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