



Home Cinema & Hi-Fi Living

MEDIA KIT HOME CINEMA & HIFI LIVING

HOME CINEMA & HI-FI LIVING is Australia's leading publication for home entertainment equipment buyers. It provides informative, well researched, easy-to-read articles and advice to assist customers in selecting the appropriate products for their needs. The Yearbook is unique in that it is the only publication in Australia that provides information and advice not only about home theatre products, but also about hi-fi and custom installation products and services, as well as home automation and security.

Home Cinema & Hi-Fi Living presents extra value with its popular 'Who Sells What' and 'Distributor Listing'. These lists itemise the brands available in Australia along with names and contact details of the companies that carry them. This excellent resource guide can be referred to all year round and is as much in demand by the trade as it is by consumers. Home Cinema & Hi-Fi Living is published annually. **For advertising that works, call Lewis Preece on (02) 9901 6175 or 0434 439 032, or Jim Preece on (02) 9901 6150 or 0400 808 900.**

ADVERTISING RATES

	Casual	3	6	12
Full Page Colour	\$3000	\$2700	\$2200	\$1900
Half Page Colour	\$2000	\$1700	\$1600	\$1400
Third Page Colour	\$1800	\$1500	\$1400	\$1200
Back Cover	\$2850	\$2650	\$2750	\$2550
Inside Front/Inside Back Cover	\$3200	\$2900	\$2400	\$2050

*All rates plus 10% GST

MECHANICAL DETAILS (DEPTH X WIDTH)

	Type area	Trim	Bleed
DPS	267x400mm	297x420mm	307x430mm
1/2 DPS	119x400mm	149x420mm	159x430mm
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 Square	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

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

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. 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:

Home Cinema & Hifi Living Advertising Traffic: Di Preece
nextmedia Pty Limited, Level 6, Building A, 207 Pacific Highway, St Leonards NSW 2065

Or post to: Home Cinema & Hifi Living, 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

FTP: Please FTP files over 30MB to ftp.nextmedia.com.au
Email the traffic coordinator at avtraffic@next.com.au for passwords and again immediately after the file has been uploaded.