



# INCAR

## MEDIA KIT AUSTRALIAN INCAR ENTERTAINMENT

AUSTRALIAN INCAR ENTERTAINMENT is Australia's longest running specialist car audio magazine. It holds car audio enthusiasts at its heart – whether they're AV fanatics, SPL specialists or members of the SQ squad - while covering the latest news, products and trends in developing fields such as in-car AV, mobile computing, atav, automotive security and burgeoning accessories including flash memory for music, reversing cameras, MP3 player docks and other multimedia devices.

This combination of classic values, quality pictorials and the latest high-tech kit reinforces Australian INCAR Entertainment's position as Australia's ultimate mobile audio and entertainment magazine.

The magazine's professionally-shot vehicle pictorials display Australia's best aftermarket in-car installs across a huge range of ages, tastes and budgets,

including top-notch audio, AV and even gaming installs, as well as masterfully executed real-world installations.

The team of specialist technical writers review key products and present DIY installation techniques, always providing the readers with clear and simple explanations of often complex in-car AV products and technologies.

The regular departments in each issue maintain a close watch on new and improving technologies, while special features zero in on everything from new models to buyers guides to events across Australia for INCAR Entertainment readers.

**Australian INCAR Entertainment is published six times per 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	3	6
Full Page Colour	\$2850	\$2650	\$2050
Half Page Colour	\$1800	\$1650	\$1400
Third Page Colour	\$1600	\$1450	\$1250
Back Cover	\$3750	\$2350	\$2700
Inside Front/Inside Back Cover	\$3000	\$2800	\$2100

\*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:

**INCAR Advertising Traffic: Di Preece**

nextmedia Pty Limited, Level 5, 55 Chandos St, St Leonards NSW 2065

**Or post to:** INCAR, 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 the file has been uploaded.