

# INSIDE SPORT

MEDIA KIT 2017



*ahead of the game*



## INSIDE SPORT

For more than 25 years **Inside Sport** has informed and entertained Australian sports fans with its award-winning blend of hard-hitting investigative journalism, powerful insights into the burning issues in sport, in-depth profiles on our leading lights, spectacular photography and irreverent humour. Passionate sports fans know that **Inside Sport** gives them “the story behind the story”.

**Inside Sport** provides a unique environment for advertisers to interact with a consumer who is active, competitive and passionate about sport and sporting performance.

## why INSIDE SPORT

**Readership 119,000\***

- Targeting 18-55 year old males
- 91% of readership is male
- 48% of readers hold a season ticket for a sport team
- 61% attended a professional sporting event in the last three months
- 96% of readers exercise or play sport at least once a week
- 67% exercise or play sport three or more times a week

\*(Emma Print Audience Report – Nov 2016)

# 2017 INSIDE SPORT PLAN



#303 MAR-17	#304 APR-17	#305 MAY-17
<p>Material Deadline <b>25-Jan-17</b> On sale <b>16-Feb-17</b></p> <p><b>NRL Season Preview Special</b></p>	<p>Material Deadline <b>24-Feb-17</b> On sale <b>16-Mar-17</b></p> <p><b>AFL Season Preview Special Footy Gear Guide Aus GP</b></p>	<p>Material Deadline <b>30-Mar-17</b> On sale <b>21-Apr-17</b></p> <p><b>NRL &amp; AFL Soccer A-League Finals NBA Finals Performance Enhancers Guide</b></p>
#306 JUN-17	#307 JUL-17	#308 AUG-17
<p>Material Deadline <b>26-Apr-17</b> On sale <b>18-May-17</b></p> <p><b>NRL - State of Origin AFL Rugby International America's Cup</b></p>	<p>Material Deadline <b>24-May-17</b> On sale <b>15-Jun-17</b></p> <p><b>NRL / AFL Feature Cycling - Tour De France Tennis - Wimbledon UFC</b></p>	<p>Material Deadline <b>28-Jun-17</b> On sale <b>20-Jul-17</b></p> <p><b>AFL/NRL Feature Swimming World Champs Soccer EPL Kick Off Running Gear Guide</b></p>
#309 SEP-17	#310 OCT-17	#311 NOV-17
<p>Material Deadline <b>26-Jul-17</b> On sale <b>17-Aug-17</b></p> <p><b>Athletics World Championships AFL/NRL Feature US College Football Bathurst V8 Father's Day Gift Guide</b></p>	<p>Material Deadline <b>23-Aug-17</b> On sale <b>14-Sep-17</b></p> <p><b>Rugby Bledisloe Cup Soccer A-league Kick Off AFL Finals NRL Finals</b></p>	<p>Material Deadline <b>27-Sep-17</b> On sale <b>19-Oct-17</b></p> <p><b>Rugby League World Cup Australia Open A-League Men's Grooming Guide</b></p>
#312 DEC-17	#313 JAN-18	#314 FEB-18
<p>Material Deadline <b>25-Oct-17</b> On sale <b>16-Nov-17</b></p> <p><b>Cricket - Ashes Big Bash League NFL Christmas Gift Guide</b></p>	<p>Material Deadline <b>22-Nov-17</b> On sale <b>14-Dec-17</b></p> <p><b>Australia's 2017 Top 10 Tennis Australian Open Cricket Sydney to Hobart</b></p>	<p>Material Deadline <b>Mid Dec 17</b> On sale <b>Mid Jan 18</b></p> <p><b>Cricket Tennis Fearless Predictions</b></p>



**INSIDE SPORT is Australia's  
most highly awarded  
authoritative sporting publication**



## RATE CARD

	Casual	6 issues	12 issues
Double page spread	5,000	4,500	4,000
Full Page	2,800	2,500	2,200
Half page horiz	1,750	1,500	1,250
DPS Strip Ad	1,500	1,250	1,000

## LOADING

Inside Front Cover	- 30%
Outside Back Cover	- 25%
Inside Back Cover	- 20%
Specific Loading	- 15%

## THE FACTS

<b>Publisher</b>	next media
<b>Frequency</b>	12x Monthly Issues
<b>Format</b>	100 Page full colour book
<b>Cover Price</b>	\$9.50
<b>Circulation</b>	Inside Sport circulates 30,000 copies nationally via agencies, retailers and all book stores.
<b>Readership</b>	119,000*

\* 2016 Nov Emma Audit period

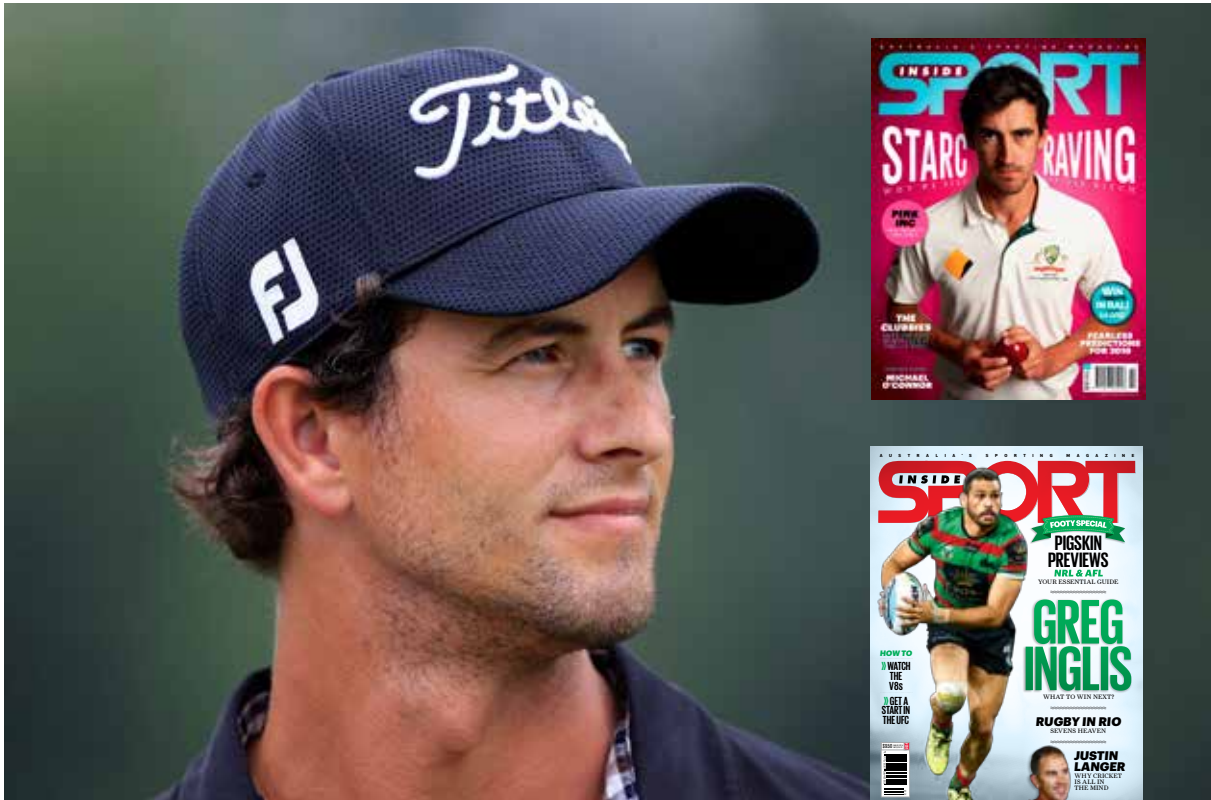
## SPECIFICS

<b>DPS</b>	
<b>Type</b>	267mm x 409mm
<b>Trim</b>	297mm x 450mm
<b>Bleed</b>	307mm x 460mm

<b>Full Page</b>	
<b>Type</b>	267mm x 195mm
<b>Trim</b>	297mm x 225mm
<b>Bleed</b>	307mm x 235mm

<b>Half Page Horizontal</b>	
<b>Type</b>	128mm x 195mm
<b>Trim</b>	148mm x 225mm
<b>Bleed</b>	158mm x 235mm

<b>Sponsorship Strip (DPS)</b>	
<b>Type</b>	24mm x 409mm
<b>Trim</b>	30mm x 450mm
<b>Bleed</b>	36mm x 460mm



## CONTACTS

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### 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 Inside Sport Advertising Coordinator – Tess Howard on (02) 9901 6160 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 Account 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.

# nextmedia

## sportportfolio



print readership  
**1,022,000**

digital unique users  
**336,000**

social reach  
**475,000**

newsletter database  
**105,000**

The new nextmedia sport network is now live!  
[www.insidesport.com.au](http://www.insidesport.com.au)



**Bespoke digital packages available upon request**