

INSIDE SPORT

MEDIA KIT



IT'S ALL ABOUT THE SPORT

For 18 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”.

Our recent decision to remove the bikini-clad sportsmodel from the magazine backs up our commitment to be “all about the sport” - the magazine of choice for discerning readers.

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

INSIDE SPORT READER

Targeting 18-55 year old males

90% of readership is male

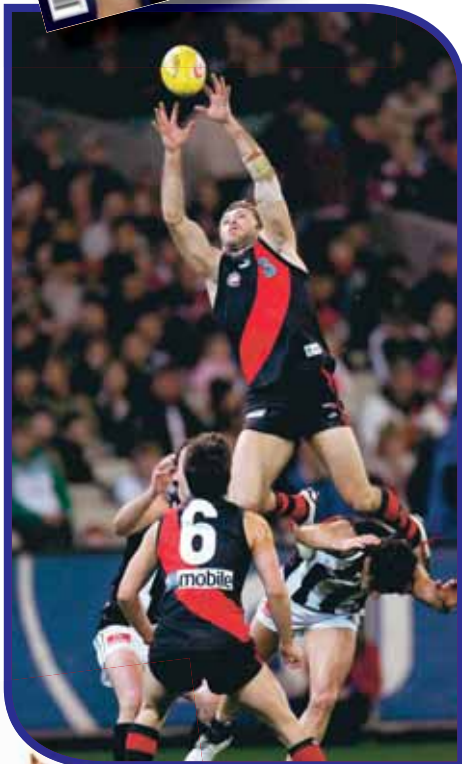
73% of readers aged 16-59 actively participate in a sport or form of exercise

31% of readers went to a professional sporting event in the last 3 months.

Readership
109,000
(Dec 08)

**2009 ASC
MEDIA AWARD
WINNER**

BEST CONTRIBUTION
TO THE COVERAGE
OF SPORT BY AN
ORGANISATION



INSIDE SPORT

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For Advertising Contact:

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Advertising Rates

4 Colour	Casual	6 issues	12 issues
Inside Front Spread	8,620	7,730	6,600
Double Page Spread	7,840	7,030	6,000
Outside Back Cover	4,400	3,960	3,440
Full Page	4,000	3,600	3,130
1/2 Page	2,300	2,070	1,780
1/3 Vertical/horizontal	1,465	1,320	1,150

Inside Sport is a perfect bound magazine. It has a final trim depth of 297 mm and a final trim width of 225 mm, please keep all live matter within the type area.

Mechanical Details

	TYPE AREA	TRIM	BLEED
Double Page Spread	267mm x 409mm	297mm x 450mm	307mm x 460mm
Half Double Page Spread	128mm x 409mm	148mm x 450mm	158mm x 460mm
Full Page	267mm x 188mm	297mm x 225mm	307mm x 235mm
Half Page Horizontal	128mm x 195mm	148mm x 225mm	158mm x 235mm
Half Page Vertical	267mm x 93mm	297mm x 112mm	307mm x 122mm
1/3 Page Horizontal	76mm x 195mm	99mm x 75mm	307mm x 85mm
1/3 Page Vertical	267mm x 57mm	297mm x 75 mm	307mm x 85mm
1/4 Page Horizontal	54mm x 195mm	74mm x 225mm	84mm x 235mm
1/4 Page Square	118mm x 93mm	148mm x 112mm	158mm x 122mm

Deadlines

Issue	Booking Deadline	Advertising Material Deadline	On Sale
March 10	21 Jan 10	26 Jan 10	17 Feb 10 - 16 Mar 10
April 10	18 Feb 10	23 Feb 10	17 Mar 10 - 20 Apr 10
May 10	25 Mar 10	30 Mar 10	21 Apr 10 - 18 May 10
June 10	22 Apr 10	27 Apr 10	19 May 10 - 15 June 09
July 10	20 May 10	25 May 10	16 June 10 - 13 July 10
August 10	27 June 10	29 June 10	21 Jul 10 - 17 Aug 10
September 10	22 Jul 10	27 Jul 10	18 Aug 10 - 14 Sept 10
October 10	19 Aug 10	24 Aug 10	15 Sep 10 - 12 Oct 10
November 10	23 Sep 10	28 Sep 10	20 Oct 10 - 16 Nov 10
December 10	21 Oct 10	26 Oct 10	17 Nov 10 - 7 Dec 10

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AWARDS

2007 Australian Sports Commission Awards

WINNER

Best Reporting of an Issue in Australian Sport

WINNER

Best Journalism on Community Sport

FINALIST

Best Contribution to the Coverage of Sport by an Organisation

2009 ASC MEDIA AWARD WINNER

BEST CONTRIBUTION TO THE COVERAGE OF SPORT BY AN ORGANISATION



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

ONLINE ADVERTISING SPECS

Wide SkyScraper

Placement: Run Of Site
160 pixels wide by 600 pixels high
Weight: 40K
Recommended length – 15 seconds or less

Custom Sized Ads

Please contact us directly if you would like to sponsor a particular area of the site and we will provide dimensions.

Deadline:

Where advertising is to be created by All creative must be supplied a week prior to deployment

Format:

We accept .jpg, .gif, flash (swf files) and rich media code.

Ad Serving:

We use Google Ad Manager to serve ads on the Inside Sport Website:

Proper clickTag implementation:

The clickTag variable is an industry-standard method of tracking Flash creative clicks. Problems with Flash creatives may result from an incorrect clickTag implementation.

To troubleshoot this implementation, make sure that:

- Insert the clickTag in the .fla file before converting it to the .swf file.
- The ActionScript with clickTag must be associated with the button that the user clicks, and not with any other button.
- The button associated with the ActionScript that contains the clickTag is on the top-most layer through the timeline.
- The button associated with the ActionScript that contains the clickTag is extended throughout the entire frame and is applied to all existing frames.
- The clickTag variable is properly implemented in the action of the button. In the getURL() function of the action, make sure to specify the clickthrough URL as 'clickTag' and the target window as "_blank".

For example:

```
getURL(clickTag,"_blank")
on (press) {
getURL(clickTag,"_blank");
}
```

- NB: The URL is specified within Google Ad Manager – not the fla or .swf file.
- Then, export your **flash movie as version 4 to 6**
- The Flash creative is using **ActionScript 2.0**. ActionScript 3.0 isn't currently compatible with Google Ad Manager.
- Please convert **all fonts to outlines**
- Please supply a backup .gif with all flash ads.

You may wish to review more detailed documentation for clickTag implementations at www.adobe.com/resources/richmedia/tracking/designers_guide.

YOU MUST Test Your Ad Using this Free click tag tester before you send it to us

<http://www.bannerflow.com/clicktest/>

For More Information on Rich Media Specifications please see:

<http://www.google.com/support/admanager/publisher/bin/topic.py?topic=13161>

<http://www.google.com/support/admanager/publisher/bin/topic.py?topic=13158>



INSIDE SPORT

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SEND YOUR MATERIAL TO:

ADVERTISING
TRAFFIC MANAGER,
INSIDE SPORT,
LEVEL 5, 55 CHANDOS STREET,
ST LEONARDS NSW 2065

AWARDS

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Commission Awards

WINNER

Best Reporting of an Issue
in Australian Sport

WINNER

Best Journalism on
Community Sport

FINALIST

Best Contribution to the
Coverage of Sport by an
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is Australia's most highly
awarded authoritative
sporting publication

MATERIAL REQUIREMENTS

Digital Material

All advertising material for nextmedia magazines must be supplied as PDF digital files via the Quickcut or the Websend systems 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

Please contact Websend on:
Melbourne (03) 8689 9000
Toll Free 1300 798 949
Or visit their website
www.websend.com.au

Construct An Ad

Need help creating your advertisement? Then consider contact 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.next.com.au

In particular, these guidelines highlight that:

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:

Inside Sport
Advertising Traffic Manager
Level 5, 55 Chandos St,
St Leonards NSW 2065

Or post to:

Inside Sport
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 istraffic@next.com.au

FTP

Please FTP files over 30mb to our ftp server.
<ftp.next.com.au>

Email the traffic manager to obtain login details at istraffic@next.com.au

Contact Us

Inside Sport Traffic Manager
Phone: (02) 9901 6346
Fax: (02) 9901 6116
istraffic@next.com.au

Cancellation

The cancellation deadline for advertising is one month 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.