



### IT'S ALL ABOUT THE SPORT

For 20 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**  
108,000  
(Mar 11)



**2009 ASC MEDIA AWARD WINNER**

BEST CONTRIBUTION TO THE COVERAGE OF SPORT BY AN ORGANISATION



### For Advertising Contact:

#### Head of Sport - Sales

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Direct (02) 9901 6176

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#### Advertising Manager

Jarad Mangioni

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Mobile 0420 303 232

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#### Advertising Account Manager - QLD

Damian Martin

Mobile 0417 168 663

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#### Victorian Sales Manager

Peter Curtin

Mobile 0409 337 736

Email pcurtin@next.com.au



### 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
December 11	19 Oct 11	24 Oct 11	16 Nov 11 - 20 Dec 11
January 12	23 Nov 11	28 Nov 11	21 Dec 11 - 17 Jan 12
February 12	14 Dec 11	19 Dec 11	18 Jan 12 - 14 Feb 12
March 12	19 Jan 12	24 Jan 12	15 Feb 12 - 20 Mar 12
April 12	23 Feb 12	28 Feb 12	21 Mar 12 - 17 Apr 12
May 12	22 Mar 12	27 Mar 12	18 Apr 12 - 15 May 12
June 12	19 Apr 12	24 Apr 12	16 May 12 - 19 Jun 12
July 12	24 May 12	29 May 12	20 Jun 12 - 17 July 12



### 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

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**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](http://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>





**SEND YOUR MATERIAL TO:**

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

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### 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](http://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](http://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](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 specific guidelines. Please contact the Advertising Traffic Manager (02 9901 6346) for more information.

**In particular, these guidelines highlight that:**

**Supplied Material**

Must include all high resolution 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  
Building A, Level 6, 207 Pacific Highway,  
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 [abegg@next.com.au](mailto:abegg@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 [abegg@next.com.au](mailto:abegg@next.com.au)

**Contact Us**

Inside Sport Traffic Manager - Alison Begg  
Phone: (02) 9901 6346  
Fax: (02) 9901 6116  
[abegg@next.com.au](mailto:abegg@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.