

# INSIDE SPORT

MEDIA KIT 2018



*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 116,000\***

- 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

\*(Roy Morgan data, June 2017)



# 2018 INSIDE SPORT PLAN



#315 MAR-18	#316 APR-18	#317 MAY-18
<p>On sale <b>15-Feb-18</b> Material Deadline <b>24-Jan-18</b></p> <p><b>Winter Olympics NRL Preview</b></p>	<p>On sale <b>15-Mar-18</b> Material Deadline <b>21-Feb-18</b></p> <p><b>AFL Preview Commonwealth Games Aus F1 GP</b></p>	<p>On sale <b>19-Apr-18</b> Material Deadline <b>28-Mar-18</b></p> <p><b>AFL &amp; NRL Soccer A-League Finals</b></p>
#318 JUN-18	#319 JUL-18	#320 AUG-18
<p>On sale <b>17-May-18</b> Material Deadline <b>25-Apr-18</b></p> <p><b>AFL &amp; NRL Soccer World Cup State of Origin Rugby Internationals</b></p>	<p>On sale <b>14-Jun-18</b> Material Deadline <b>23-May-18</b></p> <p><b>AFL &amp; NRL Cycling - Tour De France Tennis - Wimbledon UFC</b></p>	<p>On sale <b>19-Jul-18</b> Material Deadline <b>27-Jun-18</b></p> <p><b>AFL &amp; NRL Swimming World Champs Soccer EPL Kick Off</b></p>
#321 SEP-18	#322 OCT-18	#323 NOV-18
<p>On sale <b>16-Aug-18</b> Material Deadline <b>25-Jul-18</b></p> <p><b>AFL &amp; NRL Bathurst V8 US College Football Father's Day Gift Guide</b></p>	<p>On sale <b>13-Sep-18</b> Material Deadline <b>22-Aug-18</b></p> <p><b>Rugby Bledisloe Cup Soccer A-League Kick Off</b></p>	<p>On sale <b>18-Oct-18</b> Material Deadline <b>26-Sep-18</b></p> <p><b>Golf - Australian Open A-League NBL</b></p>
#324 DEC-18	#325 JAN-19	#326 FEB-19
<p>On sale <b>15-Nov-18</b> Material Deadline <b>24-Oct-18</b></p> <p><b>Cricket NFL A-League Swimming World Champs</b></p>	<p>On sale <b>13-Dec-18</b> Material Deadline <b>21-Nov-18</b></p> <p><b>Big Bash League Tennis - Australian Open Sydney - Hobart</b></p>	<p>On sale <b>Mid Jan 19</b> Material Deadline <b>Mid Dec 18</b></p> <p><b>AFL Womens Tour Down Under Tennis</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

**Publisher** next media  
**Frequency** 12x Monthly Issues  
**Format** 100 Page full colour book  
**Cover Price** \$9.50  
**Circulation** Inside Sport circulates 24,000 copies nationally via agencies, retailers and all book stores.  
**Readership** 116,000\*

## SPECIFICS

### DPS

**Type** 267mm x 409mm  
**Trim** 297mm x 450mm  
**Bleed** 307mm x 460mm

### Full Page

**Type** 267mm x 195mm  
**Trim** 297mm x 225mm  
**Bleed** 307mm x 235mm

### Half Page Horizontal

**Type** 128mm x 195mm  
**Trim** 148mm x 225mm  
**Bleed** 158mm x 235mm

### Sponsorship Strip (DPS)

**Type** 24mm x 409mm  
**Trim** 30mm x 450mm  
**Bleed** 36mm x 460mm

\* 2017 June, Roy Morgan data



## CONTACTS

### ASSOCIATE PUBLISHER - SPORT

Hamish Bayliss  
**T** (02) 9901 6176  
**M** 0411 057 327  
**E** hbayliss@nextmedia.com.au

### HEAD OF SPORT - SALES

Adam Jackson  
**T** (02) 9901 6109  
**M** 0431 212 504  
**E** ajackson@nextmedia.com.au

### ADVERTISING MANAGER - SPORT

Ryan Coombs  
**T** (02) 9901 6379  
**M** 0449 671 738  
**E** rcoombs@nextmedia.com.au

### ADVERTISING MANAGER - QLD

Damian Martin  
**M** 0417 168 663  
**E** dmartin@nextmedia.com.au

## AD TRAFFIC CONTACT

### INSIDE SPORT ADVERTISING COORDINATOR

Tess Howard  
**T** (02) 9901 6160  
**E** thoward@nextmedia.com.au

### 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



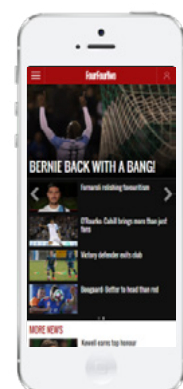
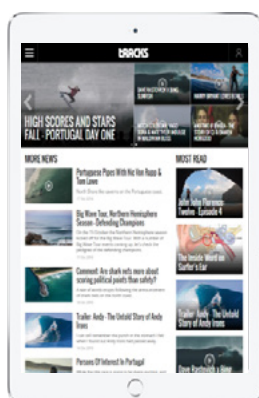
print readership  
1,069,000

digital unique users  
479,000

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**

**SPORT media kit 2018**