

# australian MAD



Media Kit

MATERIAL SPECIFICATIONS

All Advertising and Artwork Enquiries

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National Advertising Manager

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MAD's primary readership demographics are 10-14 year old and secondary group 15-18 year old with 70% predominately male.

With so much popular culture in their face they are a difficult group to reach and even more difficult to influence because of their curious/cynical approach to consumer products and entertainment.

One magazine that stands out in this market segment and has been influencing generations of teenagers since 1978 in Australia is MAD MAGAZINE. In fact the original import goes back to the 60s and MAD's influence is just as fresh today as it ever was.

This zany publication takes a satirical sword to everything.

**MAD magazine achieves an outstanding 60-70% sale of its total distribution.**



## ADVERTISING

Size	Casual Rate	3x
Outside Back Cover	\$3000	\$2500
Inside Front Cover	\$2800	\$2000

Loose insertions \$80 per 1000. All invoices will include 10% gst.

## SPECIFICATIONS

Type Area	Trim Size	Bleed Size
260mm x 195mm wide	270mm x 205mm wide	275mm x 210mm wide

## DEADLINES

Issue	Final Digital Deadline	On Sale Date
Classics #35	9 May '13	5 June '13
Super Size #18	24 May '13	21 June '13
Regular #480	6 June '13	3 Jul '13
Classic #36	11 Jul '13	7 August '13
Regular #481	8 August '13	4 September '13
Classic #37	5 September '13	2 October '13
Regular #482	10 October '13	6 November '13
SuperSize #19	25 October '13	22 November '13
Classic #38	7 November '13	4 December '13



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MATERIAL REQUIREMENTS



EMAIL YOUR ADVERTISING TO  
MADTRAFFIC@NEXTMEDIA.COM.AU



### 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? 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.

### Ad Creation

Where advertising is to be created by nextmedia, all supplied material must meet specific guidelines. Please contact the National Advertising Manager for more information on 02 9901 6327

### 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.

*In particular, these guidelines highlight that:*

### Supplied Material

Must include all high res images, logos and text copy to be used in the advertisement.

### Fonts

nextmedia supports Opentype fonts and PC Postscript fonts only.

### Applications Supported

Indesign CS5 or earlier  
Photoshop CS5 or earlier  
Illustrator CS5 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:  
*Australian Mad Magazine,*  
Advertising Traffic Manager  
Building a, Level 6, 207 Pacific Highway  
St Leonards NSW 2065

Or post to:

*Australian Mad Magazine,*  
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 [madtraffic@nextmedia.com.au](mailto:madtraffic@nextmedia.com.au)

#### FTP

Please FTP files over 30mb to [ftp.next.com.au](http://ftp.next.com.au) and email the traffic coordinator immediately the file has been uploaded at [madtraffic@nextmedia.com.au](mailto:madtraffic@nextmedia.com.au)

### Contact Us

National Advertising Manager  
Phone: (02) 9901 6164  
Fax: (02) 9901 6116  
[jdavidson@nextmedia.com.au](mailto:jdavidson@nextmedia.com.au)

