



# manila

## MEDIA KIT

# 2018

MEDIA RATES &  
INFORMATION



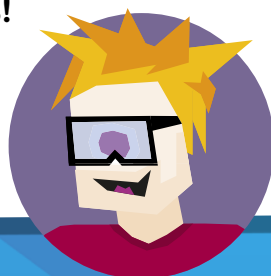
## **LETTER FROM THE EDITOR**

MANIA is a high adrenaline, high-energy magazine with massive appeal in the marketplace. MANIA has the most detailed games and anime coverage in the children's market and is packed with features on sports, movies, music, online content (including our own blog) and octane fuelled activities! Our close knit team is committed to producing a funny, massively informative and inspirational publication that grows our readership and keeps our Community of Readers (The MANIACS) coming back issue after issue.

Our focus is making every issue of MANIA entertaining, challenging, age appropriate, fascinating, educational and the best it can be for our smartest critics – our readers!

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**Dominic**  
**EDITOR, MANIA**



## **WHY ADVERTISE IN MANIA?**

MANIA is the magazine that sets the trends. Ahead of our competitors in fads, toys, flicks and credibility, our readers are early adopters with huge buying power.

MANIA is the ideal place to break and consolidate your brand in the tough tween market. Our close-knit editorial and promotions team are experts in giving your product maximum exposure and providing you with fantastic value.

MANIA offers traditional advertising space, integrated editorial and original advertorial concepts. We will consult with you to get the best for your brand and the best for our readers!

Your advertising dollar goes further with us.



# ADVERTISING RATES

## ***SPEND LEVEL***

Volume	Casual	3x	6x	12x
FULL PAGE	\$3,500	\$3,325	\$3,150	\$2,975
DPS	\$7,000	\$6,650	\$6,300	\$5,950
1/2 PAGE	\$2,100	\$1,995	\$1,890	\$1,785
1/3 PAGE	\$1,400	\$1,330	\$1,260	\$1,190
1/4 PAGE	\$1,050	\$997	\$945	\$892

## ***SIGNATURE POSITIONS***

IFC	\$4,375
IBC	\$4,200
IFC SPREAD	\$8,750
OBC	\$4,550
EARLY RHP	\$4,200
RHP	\$3,850

## ***INSERTS***

1-2 pages	\$110
3-4 pages	\$135
5-6 pages	\$160
7-8 pages	\$185
9-10 pages	\$210
11-12 pages	\$235

### Insert Guidelines:

- All costs are based on a national run & mechanically inserted material only
- All costs are GST exclusive
- A minimum spend is required of \$1,100
- All inserts are subject to approval
- Mechanical specifications are available upon request

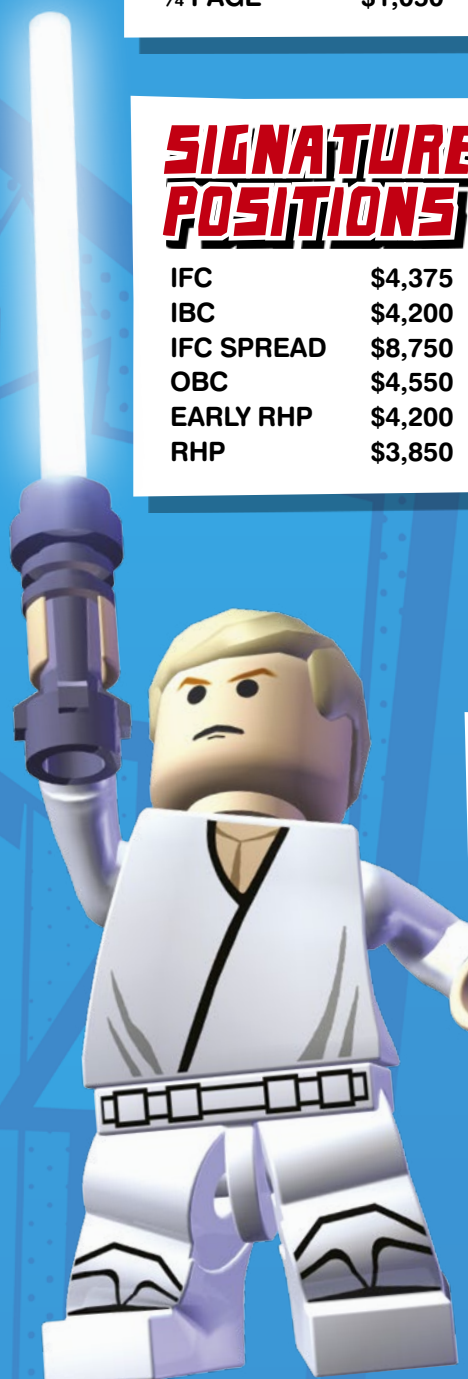
## ***ISSUE DEADLINES***

ISSUE	BOOKING	MATERIAL	ON SALE
#210	15 Dec	8th Jan	5th Feb 2018
#211	29 Jan	5th Feb	5h Mar 2018
#212	5 Mar	12th Mar	9th Apr 2018
#213	4th Apr	9th Apr	7th May 2018
#214	30th Apr	7th May	4th Jun 2018
#215	5th Jun	12th Jun	9th Jul 2018
#216	2nd Jul	9th Jul	6th Aug 2018

### CANCELLATION DEADLINES

The Cancellation Deadline for advertising is 1 month prior to Booking Deadline

Cancellation of any booked advertising MUST be in writing and received by the account manager and/or Sales Director of Next Media prior to the cancellation deadline. No cancellations will be accepted after the cancellation deadline and 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 rate will be surcharged.



## ADVERTISING ENQUIRIES

### NATIONAL ADVERTISING MANAGER

Donna McIlwaine

Phone: +61 2 9901 6384

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Email: DMcilwaine@nextmedia.com.au

### NATIONAL ADVERTISING MANAGER

Jill Trochei

Phone: +61 2 9901 6384

Fax: +61 2 9901 6116

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Next Media

Level 6, A/207 Pacific Hwy

St Leonards NSW 2065

## MATERIALS

Please send advertising and production materials to:

adops@nextmedia.com.au

## EDITORIAL ENQUIRIES

DOMINIC BAYLEY

Editor

Next Media

Level 6, Building A

207 Pacific Highway

St Leonards NSW 2065

Phone: +61 2 9901 6321

Email: dbayley@nextmedia.com.au



## PRINT SPECIFICATIONS

SIZE	TRIM SIZE (height x width)	TOTAL FILE SIZE	SAFE TYPE AREA
FULL PAGE	230 x 148mm	240 x 158mm	220 x 138mm
DPS	230 x 296mm	240 x 306mm	220 x 286mm
½ PAGE VERTICAL	230 x 74mm	240 x 84mm	220 x 64mm
½ PAGE HORIZONTAL	115 x 148mm	120 x 158mm	105 x 138mm
COVER SECTION	230 x 148mm	240 x 158mm	220 x 138mm



## SPECIFICATION GUIDELINES

- All files must be supplied in a MAC format.
- Preferred method of submission is a hi-res PDF or JPEG file.
- If supplying live artwork on disk, only In-Design, Illustrator or Photoshop files will be accepted. Please ensure all fonts and high resolution images are included on the disk with type outlined. A full colour laser proof is required for all disk submissions.
- All images must have a minimum resolution of 300dpi with CMYK separation.
- A 5mm bleed is required on all finished artwork.

Artwork can be submitted via the following:

1. Email: CBalyck@nextmedia.com.au
2. Quick Cut
3. youSENDit (www.yousendit.com)
4. FTP (Please contact Charles Balyck on (02) 9901 6396 for FTP details)
5. Disk (CDROM, DVD only)

