

Australian

Incorporating MOTOR RACING AUSTRALIA

# motorsport

NEWS



nextmedia

Media Kit

## ADVERTISING CONTACTS

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Motorsport News has, over 16 years, cemented itself as Australia's leading motorsport publication. It's that simple. Consistent sales and readership, allied with the industry's most credible and sought after editorial team, makes Motorsport News the choice for companies, large and small, looking to promote themselves, their product and their image.

Motorsport News led the way in evolving from a tabloid newspaper to a news-magazine, in 2000. Now under Chevron Publishing, Motorsport News leads the way again, offering a two-pronged complementary product, under the Motorsport News brand, to service the needs of an increasingly digital world and the Under 30 generation for whom it is the primary information source.

In May 2007, Motorsport News effectively split into two:

## MOTORSPORT NEWS

Australia's leading motorsport monthly magazine – brim full of the in-depth motorsport coverage, analysis, comment, features, interviews and information that has made the Motorsport News brand what it is. Its appeal remains unchanged; its readership is solid. Motorsport News remains a strong vehicle for traditional print advertising/

marketing, retaining the full colour and excitement of motorsport – of all kinds; from top to bottom. Inserts/posters remain an option.

## MOTORSPORT ENEWS

The 21st century addition to the Motorsport News brand is a weekly (available from 9pm every Monday evening) digital, news-based motorsport magazine. NOT a website, but a leading-edge full-on, 'virtual' news magazine – containing the latest in news, opinion and comment on Australian motorsport of the previous seven days, presented by the well respected Motorsport News team. It's current, it's digital, available via modest subscription (FREE to Motorsport News print magazine subscribers). Access is simply via our home page ([www.mnews.com.au](http://www.mnews.com.au)) and a simple login (call us for sample access). Motorsport eNews offers advertisers the numbers an expanded demographic, and the opportunity to utilise digital 'click-through' technology to your company's own web address of choice to supplement the 'visual' advertising impact. As well as conveying a visual message, Motorsport eNews drives customers to your site. That's what it's about. Motorsport eNews is an Australian first, answering the call for regular, informed motorsport news – in an attractive, digitally-deliverable form.



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**NEWS****MOTORSPORT NEWS (MONTHLY)**

<b>FORMAT</b>	<b>Casual</b>	<b>6 times</b>	<b>12 times</b>	<b>24 times</b>
DPS	\$3400	\$3200	\$2950	\$2750
Full page	\$1980	\$1850	\$1700	\$1500
Half page	\$1050	\$950	\$875	\$775
Third page	\$720	\$660	\$575	\$525
Quarter page	\$600	\$575	\$525	\$400
Sixth page	\$390	\$360	\$340	\$300
<b>Covers</b>	<b>Casual</b>	<b>6 times</b>	<b>12 times</b>	<b>24 times</b>
Outside back cover	\$2350	\$2200	\$2050	\$1900
Inside front cover	\$2250	\$2100	\$1950	\$1800
Inside back cover	\$2200	\$2050	\$1900	\$1750
IFC DPS	\$3500	\$3300	\$3050	\$2850
IBC DPS	\$3300	\$3100	\$2850	\$2650

All rates are exclusive of GST.

Posters, run-on packages &amp; inserts. Four colour centrespread "lift-out" posters are available for motor sport teams and competitors at \$3500 or \$3200 artwork (disc) supplied. Run-on packages available. POA. We also cater for inserts and are willing to accommodate other innovative advertising plans (POA). Booking deadlines: 14 days prior to on-sale Material: 12 days prior

**MOTORSPORT ENEWS (WEEKLY, DIGITAL)**

	<b>Casual</b>	<b>4 times</b>	<b>8 times</b>	<b>12 times</b>	<b>25 times</b>
DPS	\$2750	\$2600	\$2470	\$2350	\$2100
Full page	\$1584	\$1500	\$1450	\$1400	\$1200
Half page	\$880	\$830	\$795	\$750	\$690
Third page	\$590	\$560	\$520	\$490	\$420
Quarter page	\$480	\$455	\$430	\$405	\$350
Sixth page	\$320	\$300	\$280	\$260	\$220

Positioning – First 12 pages: +5% All rates are exclusive of GST, which will be added on invoice

NB: EVERY MOTORSPORT eNEWS ADVERTISEMENT IS ABLE TO UTILISE A 'CLICK-THROUGH' TO THE WEB ADDRESS OF THE CLIENT'S CHOICE



## DEADLINES (PRINT)

Cover Date	Booking	Material	On-sale
March 2012	8th February	10th February	22nd February
April 2012	7th March	9th March	21st March
May 2012	11th April	13th April	25th April
June 2012	9th May	11th May	23rd May
July 2012	6th June	8th June	20th June
August 2012	11th July	13th July	25th July
September 2012	8th August	10th August	22nd August
October 2012	5th September	7th September	19th September
November 2012	10th October	12th October	24th October
December 2012	7th November	9th November	21st November
January 2013	5th December	7th December	19th December

## TECHNICAL SPECIFICATIONS

Ad Type	Trim Size (Height x Width)	Bleed Size (Height x Width)	Live Type Area
Double Page Spread	297mm x 450mm	307mm x 460mm	265mm x 420mm
Full Page	297mm x 225mm	307mm x 235mm	265mm x 198mm
Half Page Vertical	265mm x 97mm		
Half Page Horizontal	132mm x 198mm		
Quarter Page Strip	65mm x 198mm		
Quarter Page Square	132mm x 97mm		
Third Page Vertical	265mm x 63mm		
Third Page Horizontal	90mm x 198mm		
Sixth Page	90mm x 97mm		
Race Shop (print)	40mm x 65mm		
Race Shop (eNews)	60mm x 90mm		

All adverts must be supplied as hires PDF with crop marks and fonts embedded

