

Shopkins™

Once you shop... You can't stop!



MEDIA RATES & INFORMATION

ADVERTISING RATES

COLOUR

VOLUME	CASUAL	3X	6X
FULL PAGE	\$2900	\$2680	\$2470
OUTSIDE BACK COVER	\$3700	\$3420	\$3140
INSIDE BACK COVER	\$3400	\$3140	\$2890
INSIDE FRONT COVER	\$3600	\$3330	\$3060
HALF PAGE	\$1740	\$1600	\$1480

INSERTS: \$100 PER 1,000

(based on a single sheet insert cost may vary with larger inserts). Prior to confirmation of your booking, please submit at least 4 samples of your insert (or dummy of same) to our Traffic Manager for approval.



DIMENSIONS

(height x width)

DOUBLE PAGE SPREAD

TOTAL FILE SIZE (with bleed)

240 x 306mm

TRIM SIZE

230 x 296mm

SAFE TYPE AREA

220 x 286mm

FULL PAGE

TOTAL FILE SIZE (with bleed)

240 x 158mm

TRIM SIZE

230 x 148mm

SAFE TYPE AREA

220 x 138mm

HALF PAGE HORIZONTAL

TOTAL FILE SIZE (with bleed)

125 x 158mm

TRIM SIZE

115 x 148mm

SAFE TYPE AREA

105 x 138mm

HALF PAGE VERTICAL

TOTAL FILE SIZE (with bleed)

240 x 84mm

TRIM SIZE

230 x 74mm

SAFE TYPE AREA

220 x 64mm

DEADLINES

ISSUE	BOOKING & MATERIALS	ON SALE
#30	19 February 2018	26 March 2018
#31	27 March 2018	30 April 2018
#32	23 April 2018	4 June 2018
#33	22 May 2018	2 July 2018
#34	25 June 2018	30 July 2018
#35	23 July 2018	27 August 2018





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Cover Price – \$6.99
NZ Cover Price – \$7.99
Frequency – 12 issues
per year

THE PUBLICATION

Shopkins Magazine is the official Shopkins themed publication; based on the number one selling and multi award winning global toy. Aimed at 4-9 year olds this colourful magazine comes with a free Shopkin toy on every issue and special issues comes with extra Shopkins gifts! It captures the dynamic world of the Shopkins characters and offers a fun, visual and engaging experience for Shopkins fans. The magazine includes puzzles, quizzes, games, fun facts, huge pull-out collectable posters and lots of lovely things to make and do every single issue.



DIGITAL SPECIFICATIONS & GENERAL CONDITIONS

- 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, Quark Xpress, Illustrator or Photoshop files will be accepted. Please ensure all fonts and 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: adops@nextmedia.com.au
 2. Quick Cut
 3. youSENDit (www.yousendit.com)

NOTE: Advertising material that does not conform to the mechanical specifications will not be accepted by nextmedia under any circumstances. Please ensure that all material supplied is the final, correct version, ready for publishing. It is not the responsibility of nextmedia to make corrections to advertisements.

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 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.

GENERAL CONDITIONS: GENERAL CONDITIONS: Advertisers are subject to the terms and conditions set on this rate page. No responsibility accepted for any loss arising from any error or failure of an advertisement or part thereof. Shopkins Magazine is published under licence from Moose Enterprises Pty Ltd by nextmedia Pty Ltd ACN: 128 805 970.