



SOUND+IMAGE

MEDIA KIT **SOUND+IMAGE**

SOUND+IMAGE is Australia's premier lifestyle home electronics entertainment publication, providing easy-to-read information about audio and video equipment, and how ordinary consumers can assemble extraordinary systems that sound and look great.

With regular product reviews and comparisons, technology features and buyers guides, Sound+Image caters to both first-time buyers and consumers who have already begun building home entertainment systems and now have their sights set on the next upgrade. Products and services for this set of consumers are honoured at the annual Sound+Image Awards, which highlight outstanding equipment and the efforts of custom installation businesses, adding value to both point-of-sale and advertising promotions for clients.

The custom installation pictorials are a joy to read and view, demonstrating the

benefits and attractiveness of integrating audio and video control throughout the home. They also discuss lifestyle advantages, such as automated lighting, security and temperature systems.

The need for informed advice about the best entertainment products and services continues to grow, as convergence, the internet and wired/unwired networking turns homes into high-tech broadband digital living spaces. Sound+Image delves into this emerging new world and delivers with accuracy, punch and understanding the needs of the home entertainment aficionado.

Sound+Image is published 8 times yearly and distributed nationally. For advertising that works, call Lewis Preece on (02) 9901 6175 or 0434 439 032, or Jim Preece on (02) 9901 6150 or 0400 808 900.

ADVERTISING RATES

	Casual	3	6	8	12
Full Page Colour	\$3250	\$3000	\$2700	\$2200	\$2050
Half Page Colour	\$2200	\$2000	\$1800	\$1600	\$1500
Third Page Colour	\$1950	\$1800	\$1600	\$1450	\$1400
Back Cover	\$4000	na	na	\$2850	na
Inside Front/Inside Back Cover	\$3500	na	na	\$2450	na

*All rates plus 10% GST

MECHANICAL DETAILS (DEPTH X WIDTH)

	Type area	Trim	Bleed
DPS	267x400mm	297x420mm	307x430mm
1/2 DPS	119x400mm	149x420mm	159x430mm
Full Page	267x190mm	297x210mm	307x220mm
1/2 Page Vertical	267x85mm	297x105mm	307x115mm
1/2 Page Horizontal	119x190mm	149x210mm	159x220mm
1/3 Page Vertical	267x50mm	297x70mm	307x80mm
1/4 Page Square	119x85mm	149x105mm	159x115mm



MATERIAL REQUIREMENTS

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

CONSTRUCT AN AD

NEED HELP CREATING your advertisement? Consider contacting 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

Alternatively, you may contact your advertising representative to discuss ad creation in-house at nextmedia. This will incur a production charge.

NEXTMEDIA AD CREATION

WHERE ADVERTISING IS to be created by nextmedia, all supplied material must meet the guidelines contained in the document nextmedia Recommendations For Preparing Digital Material.pdf on our website www.nextmedia.com.au. In particular:

- **SUPPLIED MATERIAL:** must include all images, logos and text copy to be used in the advertisement.
- **FONTS:** nextmedia supports Opentype fonts and PC Postscript fonts only.
- **APPLICATIONS SUPPORTED:** Indesign CS2 (Vs 4 or earlier); Photoshop CS2 (Vs 9 or earlier); Illustrator (Vs 10 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:

Sound+Image Advertising Traffic: Di Preece
nextmedia Pty Limited, Level 6, Building A, 207 Pacific Highway, St Leonards NSW 2065

Or post to: Sound+Image, Advertising Traffic: Di Preece,
nextmedia Pty Limited, 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 avtraffic@next.com.au

FTP: Please FTP files over 30MB to ftp.nextmedia.com.au
Email the traffic coordinator at avtraffic@next.com.au for passwords and again immediately the file has been uploaded.