



TRACKS

MEDIA KIT 2017

LETTER FROM THE EDITOR



Tracks is the brand which blazes a trail into surfing's future without forgetting to occasionally look in the rear vision mirror.

Relentlessly creative and restlessly innovative, Tracks will always strive to make you see surfing and surf culture in new and engaging ways.

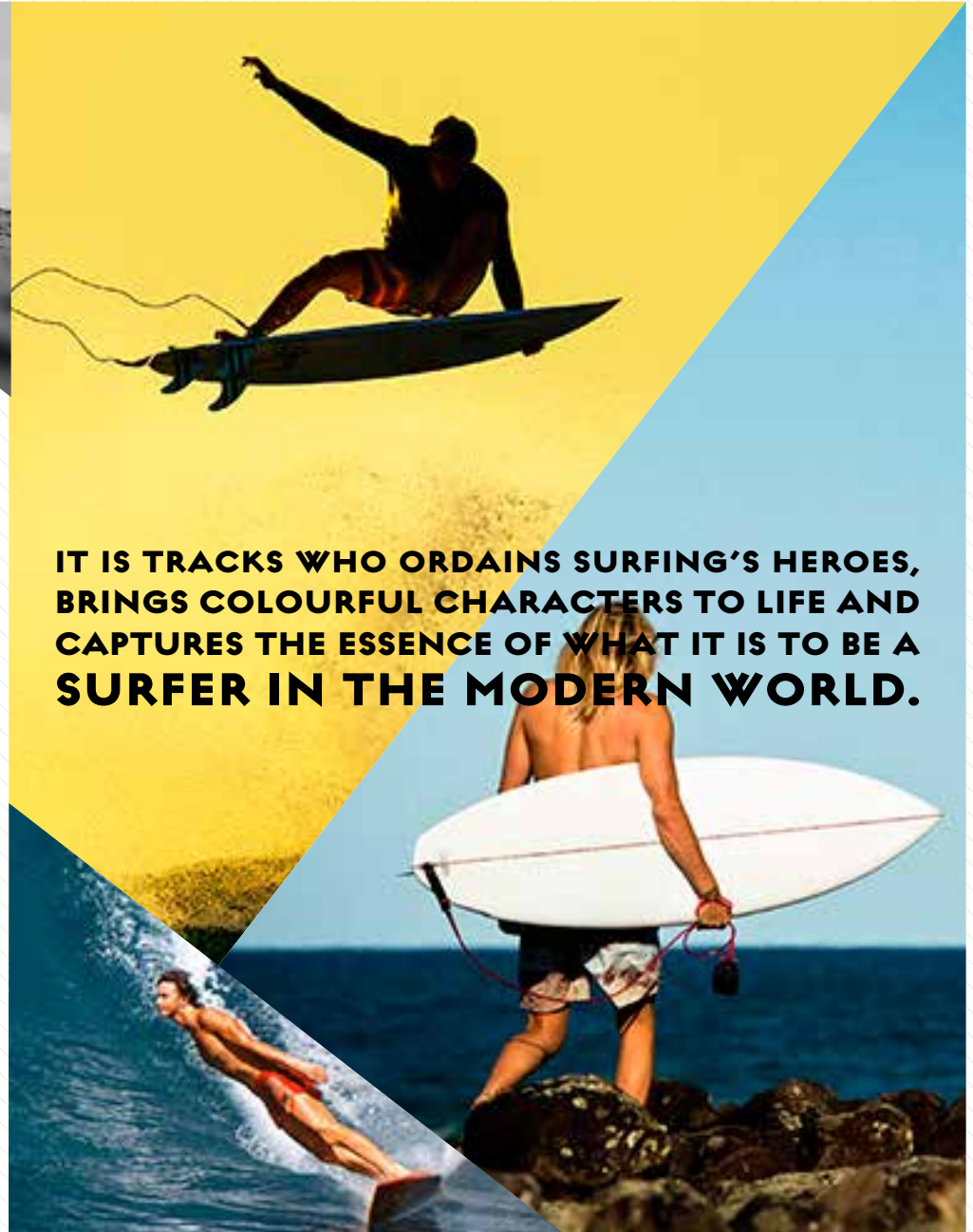
Our design style is progressive with a strong focus on emphasizing the unique elements of every story and subject matter. Meanwhile, Tracks editorial strives to be entertaining in a rip your head off kind of way. It is Tracks who ordains surfing's heroes, brings colourful characters to life and captures the essence of what it is to be a surfer in the modern world. We boast the

most dynamic contributor list of any Australian surfing magazine and our motto is "Boredom is The Enemy."

In an era of photo saturation Tracks licks the cream off the lenses of the world's best and displays their images in a style, which elevates surf photography to an art form and always makes you fall more deeply in love with the act of riding waves.

Ultimately, Tracks is not so much a brand as it is a state of mind that embraces pure surfing passion, cultural sophistication and the infinite possibilities that are presented to the modern surfer.

LUKE KENNEDY



**IT IS TRACKS WHO ORDAINS SURFING'S HEROES,
BRINGS COLOURFUL CHARACTERS TO LIFE AND
CAPTURES THE ESSENCE OF WHAT IT IS TO BE A
SURFER IN THE MODERN WORLD.**

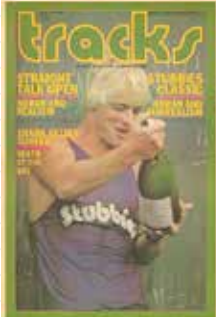
**THE
JOURNEY**

In the 70s it was the controversial, broadsheet Newspaper, which gave life and meaning to a surfing counterculture. In the 80s it was Tracks who eloquently chartered the salad days of pro surfing and the rise of the heroes who dominated the sport. Throughout the 90s Tracks rode the progressive evolution and lead the way into new surfing frontiers. By the time Tracks celebrated its 40th year in 2010, the magazine had established itself as a national icon. In Australia's short history no other publication or media entity has made so significant a contribution to a subculture. Now, as the world hurtles through the second decade of the new millennium Tracks continues to entertain and inform loyal readers while simultaneously introducing new followers to the brand that sets the agenda for Australian surfers.

70's



80's



90's



00's



TRACKS THE SURFERS' BIBLE

ISSUE 555
NEXT BEST THING TO A DOUBLE BARREL NAME

WHEN THE RIGHT GUY WINS

A PROMISE KEPT
TYLER WRIGHT'S
WORLD TITLE
PLEDGE

TRACKS ACROSS
AFRICA

EL SALVADOR,
SMALL COUNTRY
BIG
REPUTATION
& MUCHOS
EXCELENTE
WAVES

SEARCHING
FOR
CARIBBEAN
KIRRA

John John Florence
is the World Champion

AD \$10.99 INC GST
NZ \$11.99 INC GST

ISSN 0014-0139

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JOHN JOHN FLORENCE
BY RYAN MILLER

**MORE THAN
JUST A MAG**



THE MAG

Tracks MAG communicates its message via a dynamic media platform. The magazine is a tangible record of surfing's evolution. It leaps off Newsagent stands with the most iconic masthead in surfing, fills the mailbox of thousands of subscribers and resonates for years as it is flicked through in cafes, corner shops and collectible piles. We print 32,000 copies per month which equates to 120,000 readers per issue.

THE WEB

The Tracks website was relaunched in 2016 putting Tracksmag.com at the cutting edge of on-line media. We currently serve 500,000 page impressions to over 100,000 unique users in busy months. Skins and online integration packages are also available plus weekly EDMs going out to 11,000 subscribers to extend the reach.



IPAD

Each issue of Tracks magazine is available for download through Zinio and Apple Newsstands

SOCIAL MEDIA

Our Facebook page currently boasts 260,000 followers and in addition to our core team, several of the world's best photographers are active on our Instagram account reaching 93,000.



32K 
PRINTED COPIES PER ISSUE

120K 
MONTHLY READERSHIP

93K 
FOLLOWERS ON INSTAGRAM

260K 
FOLLOWERS ON FACEBOOK

TRACKS PRODUCT FEATURES

Each issue of Tracks includes a themed product feature specifically relating to the season or time of year that the magazine is on sale.

Our readers view these pages as their true guide as to what's new, hot and available from their favourite brands. Having your product included in these pages is a huge opportunity to gain credibility in the surf market with the Tracks reader.

Key product guides such as the Wet Suit Test, Surf Board Test, Sunglass and Boardies features are also showcased on tracksmag.com providing additional interaction and exposure with the Tracks community and engaging them with your latest product.

ISSUE	FEATURE	ON SALE
558	TRACKS PICK	27 FEB 2017
559	RESORT GUIDE	27 MAR 2017
560	RANDOM	24 APR 2017
561	WETSUIT TEST	29 MAY 2017
562	SHOES	3 JULY 2017
563	FINS	7 AUG 2017
564	SUNNIES	18 SEPT 2017
565	BOARDIES	23 OCT 2017
TRACKS ANNUAL	BOARD TEST	16 NOV 2017
566	XMAS GIFT GUIDE	27 NOV 2017
567	BOARDIES & VESTS	28 DEC 2017
568	RANDOM	6 FEB 2018

LEFT TO RIGHT:
XMAS GIFT GUIDE, BOARD GUIDE, SUNNIES



ISSUE 567 / TRACKSMAG.COM / 686

DEADLINES RATES & SPECS

DEADLINES

ISSUE	MATERIAL DEADLINE	ON SALE
556	29 NOV 2016	29 DEC 2016
557	9 JAN 2017	30 JAN 2017
558	31 JAN	27 FEB 2017
559	28 FEB	27 MAR 2017
560	28 MAR	24 APR 2017
561	2 MAY	29 MAY 2017
562	6 JUN	3 JUL 2017
563	11 JUL	7 AUG 2017
564	22 AUG	18 SEP 2017
565	26 SEP	23 OCT 2017
ANNUAL	17 OCT	16 NOV 2017
566	31 OCT	27 NOV 2017
567	1 DEC	28 DEC 2017

MECHANICAL DETAILS (width x height)

	INSERTIONS	BLEED	TYPE	TRIM
A	DOUBLE PAGE SPREAD	460 X 310	440 X 290	450 X 300
B	FULL PAGE	235 X 310	215 X 290	225 X 300
C	1/2 PAGE HORIZONTAL	235 X 155	215 X 140	225 X 145
D	1/3 PAGE VERTICAL	80 X 305	65 X 290	75 X 300
E	1/4 PAGE VERTICAL	122 X 160	100 X 140	112 X 150
F	1/8 PAGE HORIZONTAL	NA	90 X 60	NA
G	1/4 PAGE HORIZONTAL	NA	195 X 60	NA

Please enquire for yearbook format and specifications

ADVERTISING RATES

PAGE SIZE	CASUAL RATE	3 x [\$A]	6 x [\$A]	12 x [\$A]
DOUBLE PAGE	6,880	6,530	6,190	5,500
FULL PAGE	3,640	3,460	3,270	2,910
HALF DP SPREAD	4,140	3,930	3,720	3,310
1/2 PAGE	1,980	1,880	1,780	1,590
1/3 PAGE	1,650	1,570	1,490	1,320
1/4 PAGE	1,325	1,260	1,190	1,060
1/8 PAGE	450	PLEASE ENQUIRE		

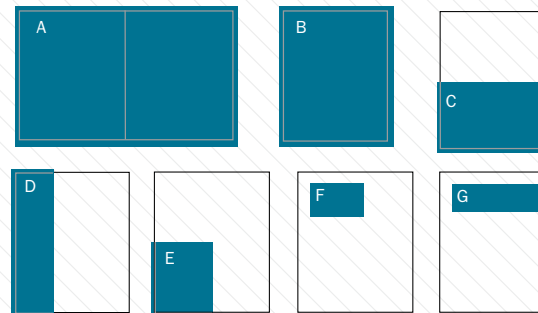
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Pages shown with bleed except g & h which are marketplace.