

TRACKS

The Surfers' Bible

MEDIA KIT 2011

THE MAGAZINE

For 40 years **Tracks** has tapped into the minds of cheeky grommets and grizzled gurus alike, and remains the voice of hardcore surfing in Australia today. Our demographic isn't dictated by numbers, we're not measured by age, we're purely a magazine for surfers. That's why **Tracks** outsells the lot of 'em. Our stories come from the surfing heartland. They're topical, soul-searching, inspirational, and occasionally very left field. We've assembled Australia's best surf writers and photographers for the job, and while they're seldom home they do know surfing better than anyone.

Tracks continues to go about business the only way we know how – by putting together the magazine the surfing community wants. From the amazing to the mildly amusing, from the weird to the wild, **Tracks** has become more a state of mind than a surfing magazine.

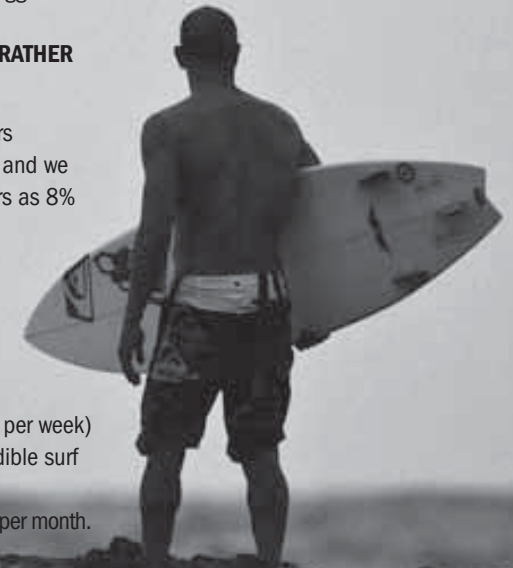


THE READER

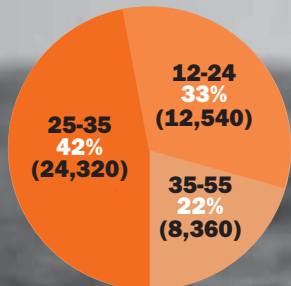
There's no fancy marketing demographic to define who reads **Tracks**. Put simply the magazine is directed at hardcore surfers – full stop. **Tracks** has the biggest and most diverse readership of any surf magazine in Australia.

FOR THE RECORD, THE AVERAGE AGE OF THE TRACKS READER IS 23, RATHER IRONIC FOR A 40 YEAR OLD MAGAZINE.

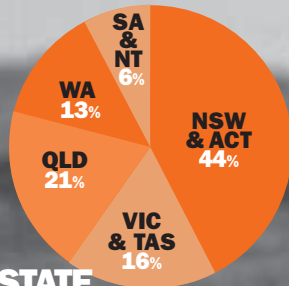
Half our readers are in full time work (poor buggers). We know our readers better than any surf magazine, as intimately as we know our local break, and we tap into what makes them tick and love them all like brothers (and sisters as 8% of our readership are female). *Source: The Surfer's Voice 2009 - The Seed



Circulation: 32,000 average distribution per month
Readership: 120,000 per month
Frequency: Monthly



READER AGE



STATE DISTRIBUTION

FAST FACTS

- 94% of **Tracks** readers collect their magazines
- 64% have been surfing 10 or more years
- **Tracks** readers are core surfers who surf regularly (more than 3 times per week)
- **Tracks** readers see **Tracks** as a "classic Australian" and the most credible surf media brand available.
- Read surf magazines from cover to cover, but dip in and out up to 10 times per month.
- **Tracks** readers are loyal, they buy **Tracks** regularly, in fact 25% of **Tracks** readers are subscribers.
- **Tracks** readers perceive brands that appear in **Tracks** to be authentic and credible.

TRACKS DIGITAL

TRACKS
mag.com.au

WAVES
mag.com.au



twitter

facebook

**SURFERS
VOICE**



SURFERS VOICE

If you are a brand looking for an edge and wish to test the market with a product or survey then we can help you! Surfers Voice is a bespoke, opt-in panel of around 1000 surfers across Australia. Designed to give ongoing feed back and surf market consumer insights. Commissioned by Tracks but independently conducted by renown third party research group The Seed, the panel was randomly recruited from events - Rip Curl Pro, Quiksilver Pro, Billabong Pro Jnr - and Swellnet. There was limited magazine influence in this recruitment process .

OUR DIGITAL PLATFORMS WILL CONNECT YOU WITH SURFERS

TRACKSMAG.COM
VISITS PER MONTH

40,000

WAVESMAG.COM
VISITS PER MONTH

10,000

ROUGE BUGLE
SUBSCRIBERS WEEKLY

36,000

PLUS **FACEBOOK
& TWITTER**
FRIENDS & FOLLOWERS

5,167

TOTAL REACH

91,167
PER MONTH



40
YEARS
OF STOKE

TRACKS

DEADLINES RATES & SPECIFICATIONS



FOR ADVERTISING CONTACT:

NATIONAL ADVERTISING MANAGER

Marcus Hucker

Direct (02) 9901 6140

Mobile 0410 338 119

Email mhucker@next.com.au

NSW ADVERTISING

Derek Recio

Direct (02) 9901 6141

Mobile 0416 176 512

Email drecio@next.com.au

QLD SALES & MARKETING

Damien Martin

Mobile 0417 168 663

Email dmartin@next.com.au

VIC ACCOUNT MANAGER

Peter Cameron

Direct (03) 5261 2982

Mobile 0403 091 503

Email pcameron@next.com.au

DEADLINES

ISSUE	ON SALE	CANCELLATION	MATERIAL
Aug-11	29 Jul 2011	31 May 2011	6 Jun 2011
Sep-11	3 Aug 2011	7 Jul 2011	11 Jul 2011
Oct-11	7 Sep 2011	29 Sep 2011	15 Aug 2011
Nov-11	5 Oct 2011	31 Aug 2011	12 Sep 2011
Calendar Special	28 Oct 2011	20 Sept 2011	27 Sept 2011
Dec-11	2 Nov 2011	1 Oct 2011	10 Oct 2011
Jan -12	2 Dec 2012	31 Oct 2011	7 Nov 2011
Feb -12	4 Jan 2012	5 Dec 2011	12 Dec 2012
Mar-12	8 Feb 2012	9 Jan 2012	16 Jan 2012
Mar ASP Guide	8 Feb 2012	3 Jan 2012	10 Jan 2012
Apr-12	7 Mar 2012	3 Jan 2012	13 Feb 2012
May -12	4 Apr 2012	5 Mar 2012	12 Mar 2012
Jun-12	2 May 2012	2 Apr 2012	9 Apr 2012
Jul-12	30 May 2012	30 Jun 2012	7 May 2012

ADVERTISING RATES

PAGE SIZE	CASUAL RATE 3X(\$A)	6X(\$A)	12X(\$A)
DOUBLE PAGE	6,883	6,536	6,195
FULL PAGE	3,640	3,460	3,275
HALF DP SPREAD	4,140	3,935	3,725
1/2 PAGE	1,985	1,885	1,785
1/3 PAGE	1,655	1,570	1,490
1/4 PAGE	1,325	1,260	1,190
1/8 PAGE	450	please enquire	

PREFERRED POSITIONS – PLEASE ENQUIRE

MECHANICAL DETAILS

INSERTIONS	BLEED	TYPE	TRIM
A DOUBLE PAGE SPREAD	310 x 460	270 x 420	300 x 450
B FULL PAGE	310 x 235	270 x 195	300 x 225
C HALF PAGE VERTICAL	310 x 115	270 x 92	300 x 107
D HALF PAGE HORIZONTAL	155 x 235	130 x 195	145 x 225
E THIRD PAGE VERTICAL	305 x 80	270 x 65	300 x 75
F QUARTER PAGE VERTICAL	160 X 122	140 X 102	150 X 112
G EIGHTH PAGE HORIZONTAL	NA	90 x 60	NA
H QUARTER PAGE HORIZONTAL	NA	195 x 60	NA



Pages shown with bleed except G & H which are Marketplace.



TRACKS

ONLINE ADS SPECS

www.tracksmag.com & Rouge Bugle

WEBSITE LEADERBOARD – top of page only 728 pixels wide x 90 pixels high
Placement Run Of Site Weight 40K Recommended length – 15 seconds or less
.swf (flash) .jpg or .gif

WEBSITE ISLAND – right hand column of website
300 pixels wide x 250 pixels high
Position Run Of Site – Right hand side of the page.
Weight 40K
Recommended length – 15 seconds or less
.swf (flash) .jpg or .gif

ROUGE BUGLE MEDIUM RECTANGLE
300 pixels wide X 250 pixels high
.jpg or non-animated gif

ROUGE BUGLE LEADERBOARD
728 pixels wide by 90 pixels high
Weight 40K .jpg or non-animated gif

SECTION SPONSORSHIP CUSTOM SIZE 665 pixels wide x 90 pixels high
Position – Top of article within a given section (eg: Travel/ASP Guide)
Weight 40K Recommended length – 15 seconds or less
.swf (flash) .jpg or .gif

NB: ALL CREATIVE FOR WEBSITE TO BE SUPPLIED BY ONE WEEK PRIOR TO THE LIVE DATE OF THE CAMPAIGN.
NB: ALL CREATIVE FOR ROUGE BUGLE TO BE SUPPLIED BY TUESDAY PRIOR TO THE THURSDAY MORNING DEPLOYMENT

FOR MORE INFORMATION ON RICH MEDIA SPECIFICATIONS PLEASE SEE:

<http://www.google.com/support/admanager/publisher/bin/topic.py?topic=13161>

<http://www.google.com/support/admanager/publisher/bin/topic.py?topic=13158>

AD SERVING

We use Google Ad Manager to serve ads on the Tracks Website

FORMAT

WEBSITE

We accept .jpg, .gif, flash (swf files) & rich media code for the Tracks website

ROUGE BUGLE Only .jpgs and non-animated gifs are used in the Rouge Bugle newsletter.

RICH MEDIA FORMATS

If a manual insertion of a click tag or escaped click tag is required please include instructions as to where this should be placed.

FLASH ADS PROPER CLICKTAG IMPLEMENTATION

The clickTag variable is an industry-standard method of tracking Flash creative clicks. Problems with Flash creatives may result from an incorrect clickTag implementation. To troubleshoot this implementation, make sure that:

- Insert the clickTag in the .fla file before converting it to the .swf file.
- The ActionScript with clickTag must be associated with the button that the user clicks, and not with any other button.
- The button associated with the ActionScript that contains the clickTag is on the top-most layer through the timeline.
- The button associated with the ActionScript that contains the clickTag is extended throughout the entire frame and is applied to all existing frames.
- The clickTag variable is properly implemented in the action of the button. In the getURL() function of the action, make sure to specify the clickthrough URL as 'clickTag' and the target window as "_blank". For example: `getURL(clickTag,"_blank")`

```
on (press) {  
    getURL(clickTag,"_blank");  
}
```

- NB: The URL is specified within Google Ad Manager – not the fla or .swf file.
- Then, export your flash movie as version 4 to 6
- The Flash creative is using ActionScript 2.0. ActionScript 3.0 isn't currently compatible with Google Ad Manager.
- Please convert all fonts to outlines
- Please supply a backup .gif with all flash ads.

You may wish to review more detailed documentation for clickTag implementations at www.adobe.com/resources/richmedia/tracking/designers_guide.

TEST YOUR AD USING THIS FREE CLICK TAG TESTER BEFORE YOU SEND IT TO US

<http://www.bannerflow.com/clicktest/>

TRACKS

MATERIAL REQUIREMENTS

DIGITAL MATERIAL

All advertising material for nextmedia magazines must be supplied as PDF digital files via the Quickcut or the Websend systems 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

Please contact Websend on:

Melbourne (03) 8689 9000

Toll Free 1300 798 949

Or visit their website www.websend.com.au

CONSTRUCT AN AD

Need help creating your advertisement?

Then consider contact 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 MEDIA AD CREATION

Where advertising is to be created by nextmedia, all supplied material must meet specific guidelines. For more information please contact the Advertising Traffic Coordinator on (02) 9901 6344

SUPPLIED MATERIAL

Must include all high res 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:

TRACKS Advertising Traffic Coordinator

Building A, Level 6, 207 Pacific Highway,

St Leonards NSW 2065

OR

POST

TRACKS Advertising Traffic Coordinator

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 abegg@next.com.au

FTP

Please FTP files over 30mb to [ftp.next.com.au](ftp://ftp.next.com.au) and email the traffic manager immediately the file has been uploaded at abegg@next.com.au

CONTACT US

Advertising Traffic Coordinator - Alison Begg

Building A, Level 6, 207 Pacific Highway,

St Leonards NSW 2065

Phone: (02) 9901 6346 Fax: (02) 9901 6116

abegg@next.com.au



FOR TERMS AND CONDITIONS GO TO
OUR WEBSITE next.com.au

TRACKS