

AUSTRALIA'S No.1

TV
SOAP

MEDIA KIT

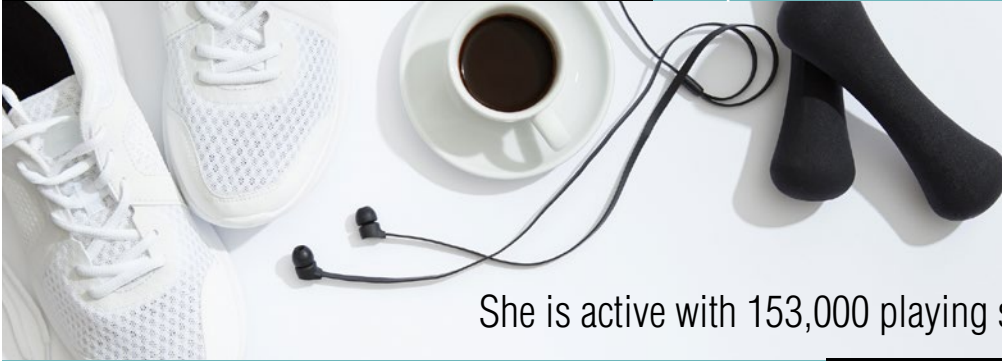
WHO IS OUR **READER**

170,000

Over 170,000 female readers,
over 50,000 male readers.

AGE BREAKDOWN

14-17 over 34,000,
18-30 over 50,000,
31-49 over 50,000
50+ over 65,000



153,000

She is active with 153,000 playing sport and going to the gym.

200,000

She is the main grocery buyer in
the household over 200,000

She is single, married, defacto/divorce
with over 115,000 children in the
household aged 0-16.

115,000

She uses computers, reads,
loves the movies, exhibitions,
gardening, concerts and of course a
high television viewer 5 hours per day.



55,000

National Print run
- 55,000 fortnightly and
net retail paid sales of
over 32,000 per fortnight.

DEADLINES 2020-21

ISSUE	ON SALE	BOOKING DEADLINE	ARTWORK DEADLINE
6 JANUARY 2020	23 DECEMBER	22 NOVEMBER	6 DECEMBER
20 JANUARY	6 JANUARY	25 NOVEMBER	9 DECEMBER
3 FEBRUARY	20 JANUARY	13 DECEMBER	6 JANUARY
17 FEBRUARY	3 FEBRUARY	3 JANUARY	17 JANUARY
2 MARCH	17 FEBRUARY	17 JANUARY	31 JANUARY
16 MARCH	2 MARCH	31 JANUARY	14 FEBRUARY
30 MARCH	16 MARCH	14 FEBRUARY	28 FEBRUARY
13 APRIL	30 MARCH	28 FEBRUARY	13 MARCH
27 APRIL	13 APRIL	13 MARCH	27 MARCH
11 MAY	27 APRIL	25 MARCH	8 APRIL
25 MAY	11 MAY	10 APRIL	24 APRIL
8 JUNE	25 MAY	24 APRIL	8 MAY
22 JUNE	8 JUNE	8 MAY	22 MAY
6 JULY	22 JUNE	22 MAY	5 JUNE
20 JULY	6 JULY	5 JUN	19 JUNE
3 AUGUST	20 JULY	19 JUN	3 JULY
17 AUGUST	3 AUGUST	3 JULY	17 JULY
31 AUGUST	17 AUGUST	17 JULY	31 JULY
14 SEPTEMBER	31 AUGUST	31 JULY	14 AUGUST
28 SEPTEMBER	14 SEPTEMBER	14 AUGUST	28 AUGUST
12 OCTOBER	28 SEPTEMBER	28 AUGUST	11 SEPTEMBER
26 OCTOBER	12 OCTOBER	11 SEPTEMBER	25 SEPTEMBER
9 NOVEMBER	26 OCTOBER	25 SEPTEMBER	9 OCTOBER
23 NOVEMBER	9 NOVEMBER	9 OCTOBER	23 OCTOBER
7 DECEMBER	23 NOVEMBER	23 OCTOBER	6 NOVEMBER
21 DECEMBER	7 DECEMBER	6 NOVEMBER	20 NOVEMBER
4 JANUARY 2021	21 DECEMBER	20 NOVEMBER	4 DECEMBER



JILL TROCHEI National Advertising Manager

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RATES & MECHANICAL SPECIFICATIONS

ADVERTISING RATES

4 COLOUR	CASUAL	6X	12X	24X
FULL PAGE	3300	3135	2970	2640
HALF PAGE (HORIZONTAL)	2100	1995	1890	1680
1/3 PAGE (VERTICAL)	1500	1425	1350	1200
COVER IFC & OBC	3800	3600	3415	3040

SPECIFICATIONS

DIMENSIONS:	TYPE AREA	TRIM SIZE	BLEED SIZE
FULL PAGE	247 x 173mm*	275 X 205 mm	285 X 215mm
HALF PAGE (H)	122 X 173 mm	135 X 205 mm	140 X 215 mm
HALF PAGE (V)**	247 X 84.5 mm		
1/3 VERTICAL	247 X 55 mm	275 X 73mm	285 X 78 mm
1/3 HORIZONTAL	78 X 173 mm	93 X 205 mm	97 X 215 mm
DPS	247 X 378 mm*	275 X 410 mm	285 X 420 mm

TV Soap is a Saddle Stitched publication.

PDFS

- Please supply PDF files to the PDF/X-3 standard.

- Resolution is 300 dpi.

- All fonts must be embedded in the PDF. These fonts must be active on your system at the time of creating the PDF.

IMAGE SPECIFICATIONS

- Image resolution is 300dpi. All colours must be set to CMYK.

- Do not enlarge images more than 25%

- Check all linked images are updated.

DOCUMENT SPECIFICATIONS

- Digital files must be prepared to the correct final size - check that type, trim and bleed areas are correct.

- Ensure all live elements you wish to print are kept within the type area.

- Bleed - provide 5mm of bleed where bleed is required.

- Check that crop marks are visible.

COLOUR SPECIFICATIONS

- All colours to be set to CMYK - no RGB.

- For a rich solid black use 100% Black plus 70% Cyan. Never use 100% of all four colours.

- Total sum density (total ink weight) should fall between 280% and 300%.

- Convert all spot colours to CMYK.

- Black text level type should be 100% black only.

FORMATS

- Nextmedia supports OpenType fonts & PC PostScript fonts only.

APPLICATIONS SUPPORTED

- InDesign, Photoshop, Illustrator, Word docs, Text docs, PDF.

DELIVERY OPTIONS

- Adstream to nextmedia (preferable) - contact Adstream on (02) 9467 7500 or visit their website www.adstream.com.au

EMAIL

We accept email files under 30mb.

Please note the booking number and the booked issue in the subject field and email to jtrochei@nextmedia.com.au

FTP

FTP files over 30mb to our ftp server - [ftp.nextmedia.com.au](ftp://nextmedia.com.au)

Username: TV SOAP

Password: 9rlaJi

NEXTMEDIA AD CREATION

Need help creating your advertisement?

Please supply high resolution images, logos and text copy to be used in the advertisement.

JILL TROCHEI National Advertising Manager

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