

AUSTRALIA'S No.1

TV SOAP

MEDIA KIT

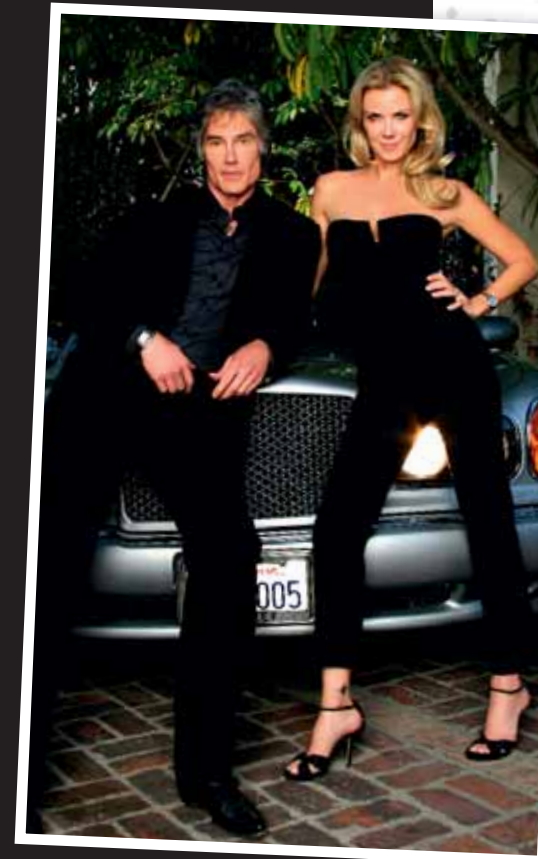


**TV SOAP IS
Australia's
NUMBER
ONE
soap and
primetime
drama
magazine.**

All Advertising Enquiries:

Jill Trochei
National Advertising Manager
Direct
(02) 9901 6115
E-mail:
jtrochei@next.com.au

- TV Soap published fortnightly
- Features top American and Australian Daytime and prime time shows such as Desperate Housewives, Lost, Prison Break etc watched by over 6 million Australians every day
- Has a proven track record, thriving for over 25 years in a highly competitive Australian magazine market
- A clear focus on its editorial does not have the duplication that is prevalent in other popular women's titles
- TV SOAP is first with Gossip, Storylines, inside scoops & exclusive interviews with the stars direct from the sets.
- Reach over 260,000 loyal readers, over 200,000 females who are: 72,000 aged 14-24, 50,000 aged 25-34, 98,000 aged 34-59, 62,000 aged 62+, over 147,000 children in household aged 0-16 years.
- Turn on to TV Soap to be part of the most successful and longest running soap magazine in the country
- Build brand awareness and familiarity of your products with our readers.
- TV Soap is sold nationally throughout all Newsagencies, Newslink, Nextra's, Coles/Bi-Lo, Coles Express, Woolworths/Safeway, Big W, Target, Kmart, BP, Franklins, IAG, Superbarn and Independent supermarkets in WA, SA and QLD.



AUSTRALIA'S No.1

TV SOAP

MEDIA KIT

MATERIAL 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
Cover IBC	3600	3420	3240	2880
Double page spread	6500	6175	5850	5200

Mechanical Specifications

	Type/Art (HxW)	Trim (HxW)	Bleed (HxW)
Double Page Spread	273mm x 398mm	297mm x 420mm	307mm x 430mm
Full Page	273mm x 189mm	297mm x 210mm	307mm x 220mm
Half Page (horizontal)	134mm x 189mm	146mm x 210mm	151mm x 220mm
Quarter Page	135mm x 93mm	147mm x 104mm	152mm x 109mm
Third Page (vertical)	273mm x 61mm	297mm x 72mm	307mm x 77mm

Deadlines

Issue	Booking Deadline	Advertising Material deadline	On Sale
7-Jul	28-May	4-Jun	23-Jun
21-Jul	11-Jun	18-Jun	7-Jul
4-Aug	25-Jun	2-Jul	21-Jul
18-Aug	9-Jul	16-Jul	4-Aug
1-Sep	23-Jul	30-Jul	18-Aug
15-Sep	6-Aug	13-Aug	1-Sep
29-Sep	20-Aug	27-Aug	15-Sep
13-Oct	3-Sep	10-Sep	29-Sep
27-Oct	17-Sep	24-Sep	13-Oct
10-Nov	1-Oct	8-Oct	27-Oct
24-Nov	15-Oct	22-Oct	10-Nov
8-Dec	29-Oct	5-Nov	24-Nov
22-Dec	12-Nov	19-Nov	8-Dec

All Advertising Enquiries:

Jill Trochei

National Advertising Manager

Direct

(02) 9901 6115

E-mail:

jtrochei@next.com.au



MEDIA KIT

MATERIAL SPECIFICATIONS



All Advertising Enquiries:

Jill Trochei
National Advertising Manager
Direct
(02) 9901 6115
E-mail:
jtrochei@next.com.au

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? 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 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, these guidelines highlight that:

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:

TV Soap, Advertising Traffic Manager
Level 5, 55 Chandos St
St Leonards NSW 2065

Or post to:

TV Soap, Advertising Traffic Manager
Locked Bag 5555
St Leonards NSW 1590

EMAIL

We accept email files under 30mb.
jtrochei@next.com.au

FTP

Please FTP files over 30mb to
Site address: ftp.next.com.au
Username: TV SOAP
Password: 9rlaJi
(Please note, details are case sensitive)

CONTACT US

Advertising Traffic Manager
Phone: (02) 9901 6115
Fax: (02) 9901 6116
jtrochei@next.com.au