2013- 2014
MEDIA
KIT

WAVES

Waves, a leading surf media brand for over 30 years, renowned for decades as being the voice for the new generation.

Targeting primarily 18 – 24 year olds, Waves celebrates contemporary surfing and the personalities and creative culture that surrounds it. We produce authentic, provocative, hero driven content that inspires and influences readers both in and out of the water.

Waves' multi-platform media achieves an average of 100,000* monthly connections with Australia's surfing community.

* Average of magazine readership, website unique users, iPad users, newsletter suibscribers and social media followers.

Waves combines years of experience in magazine publishing with cutting edge digital publishing to give un-matched reach in this target market.
Waves is a complete solution for marketers wishing to recruit not only customers but long lasting brand advocates.

WHY
WAVES?

The Reader - Waves readers are unique in that they are not only a community of highly passionate surfers, but seek points of view that represent the forefront of surf culture today.
Aside from amazing surf journalism & photography, their priorities include the personalities, music, art and style.

The place to be seen - targeting your audience is more than just reaching a base demographic, its about authenticity, credibility, relevance, intensity of interaction and longevity. These things are Waves' strengths and define the environment in which Waves provides.

Synergistic approach to media platforms and effective integration of campaigns - At Waves we see print and digital as one complete solution, they are not mutually exclusive and current research backs this up.   Our media representatives can help you design an advertising campaign that uses the unique strengths of each to deliver your message and to ensure the next step to purchasing your product is taken.

National reach/no wastage - Waves media holds a significant, yet targeted national audience. Your brand or product will benefit from the credibility associated with a national publication along with reach in all markets around Australia, this will help you establish retail and have your potential customers asking for your product.

Emerging audience /digitally savvy - Waves is the only surfing magazine in Australia to dedicate resources to producing scheduled regular I-pad issues. This comes off the back of third party research conducted by "The Seed" and the forecasted emergence of tablet technology within in Waves' demographic , most notably indicated by the schools trials currently being conducted around Australia. Waves stands to be the leader in digital surf publishing.

Expanded Portfolio - Waves is stable-mate to another prestigious surf masthead, Tracks -The Surfers Bible. If you want to connect with a broader demographic of core surfers then Waves and Tracks together offer the ultimate, multi media platform providing unrivalled reach. Next media also produces over 30 other lifestyle titles including Inside Sport and independent Women's mag YEN

Promotions ,circulation and marketing - Waves knows its readers and they love the promotions that adorn the cover of the magazine. The DVD's and gifts with purchase that Waves produces offer an outstanding package on the newsstand. Waves is committed to promoting every issue with a gift with purchase to ensure our circulation delivers the audience you want. Regular point of sale marketing with posters and newsstand displays also differentiate Waves from it competitors.
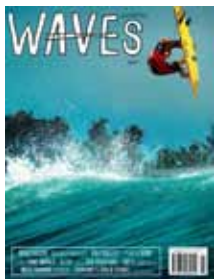
Print

❚ 30 year brand history

❚ Targets contemporary surfing

❚ Leader in innovation

❚ Hero Driven

❚ Exclusive world class photography

❚ Exclusive Story's

❚ Progressive design

❚ Credible environment

❚ All issues with a newsstand promotion DVD or gift with purchase

❚ 6 issues per year: Distribute 22,000 copies monthly with a readership of 88,000 per month

iPad

❚ Rich interactive content

❚ 4000 strong subscriber base rapidly building

❚ Large uptake predicted through Aust. schools iPad trial

❚ Interactive advertising

❚ Direct e commerce links

❚ Brand association with innovation and progressive new media

Web

❚ Premier hub for substance surfing content from around the world.

❚ Daily updates blogs and video's

❚ Targeted reach

❚ Giveaways and interviews

❚ Creative interaction and links with in magazine promotions

❚ 27,000 Visits per month

Newsletter

❚ Weekly EDM

❚ Targeted captive audience

❚ Exclusive sponsorship opportunities

❚ Valuable timing and frequency for marketers

❚ 9,000 subscribers to Waves Data base

Social Media

❚ 9568 Waves Face book friends and growing daily

❚ 6,700 Waves Twitter followers

❚ Unique content

❚ Daily alerts to website content

❚ "Right Now" Referral to partner brand promotions

5 PILLARS MAKE UP THE WAVES PRINT & DIGITAL SOLUTION MODEL

Advertising Rates - Print

	Casual Rate	3x($A)	6x($A)	12x($A)
Double Page Spread	5335	5070	4805	4270
Full Page, Run of mag	2965	2815	2670	2370
Half Page	1630	1550	1470	1305
1/3 Page	1485	1410	1335	1185
PREFERRED POSITIONS	Please enquire			

Advertising Rates - Online

Ipad Issues DPS $1200
Online $20/1000 impressions - Leader board & medium rectangle
EDM $500 full banner sponsorship

ADVERTISING RATES

Deadlines

Issue #	On Sale	Booking/Cancellation	Material Due
261	15 Aug 2013	12 Jul 2013	19 Jul 2013
262	17 Oct 2013	13 Sep 2013	20 Sep 2013
263	19 Dec 2013	15 Nov 2013	22 Nov 2013
264	20 Feb 2014	17 Jan 2014	24 Jan 2014
265	17 Apr 2014	14 Mar 2014	21 Mar 2014
266	19 Jun 2014	16 May 2014	23 May 2014
267	21 Aug 2014	18 Jul 2014	25 Jul 2014
268	23 Oct 2014	19 Sept 2014	26 Sept 2014
269	18 Dec 2014	14 Nov 2014	21 Nov 2014

Mechanical Details - Print (Width x Height)

Insertions	Bleed	Type	Trim
FULL PAGE	220 x 285	200 x 265	210 x 275
DOUBLE PAGE SPREAD	430 x 285	410 x 265	420 x 275
HALF PAGE VERTICAL	115 x 285	95 x 265	105 x 275
HALF PAGE HORIZONTAL	220 147	200 x 127	210 x 137
QUARTER SQUARE	220 X 147	200 X 127	210 X 137
THIRD PAGE VERTICAL	80 x 285	60 x 265	70 x 275
DPS HALF HORIZONTAL STRIP	430 X 137	410 X 127	420 X 137

Waves product feature schedule

Issue #	Feature	On Sale
263	Summer Gear	18 December 2013
264	Shoes & Fins	19 February 2014

MECHANICAL SPECS AND DEADLINES

1024 pixels

998 pixels

637 pixels

768 pixels

horizontal
live area specifications (998 x 637 pixels)
full size specifications (1024 x 768 pixels)
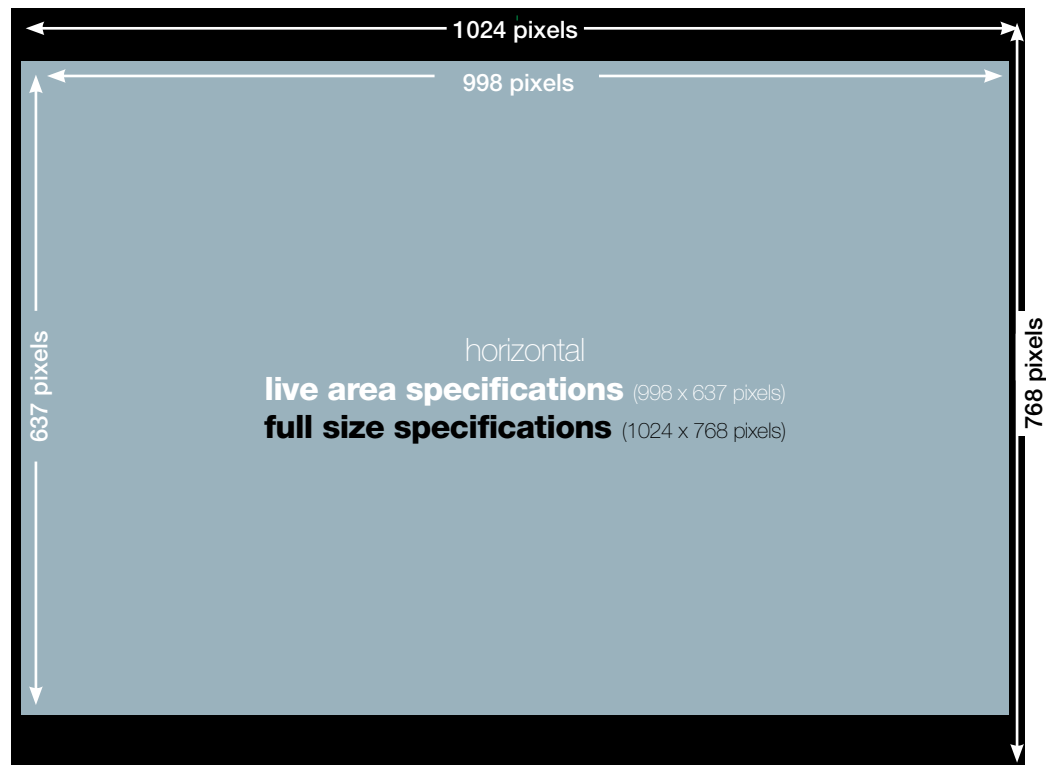
Art Specs
Landscape only to be supplied by client
Resolution 150 dpi   **Colour Space** RGB   **Text** Minimum size of 14 pixels
Video Specs To be supplied as HDTV, 1280 x 720p as Quicktime .MOV format

MECHANICAL SPECS - IPAD

Leaderboard

728 pixels wide by 90 pixels high   **Placement** Run Of Site   **Weight** 40K   **Recommended length** – 15 seconds or less

Medium Rectangle

300 pixels wide by 250 pixels high

Position Run Of Site – Right hand side of page.

Weight 40K

Recommended length – 15 seconds or less

**Test Your Ad Using this Free click tag tester
before you send it to us**
http://www.bannerflow.com/clicktest/

For More Information on Rich Media Specifications please see
www.google.com/support/admanager/publisher/bin/topic.py?topic=13161
www.google.com/support/admanager/publisher/bin/topic.py?topic=13158

Format
We accept .jpg, .gif, flash (swf files) and rich media code.
Ad Serving
We use Google Ad Manager to serve ads on the Waves Website:
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.

ONLINE AD SPECS - WAVESMAG.COM.AU

WAVES 2013-2014 MEDIA KIT

Digital Material
All advertising material for Next Media 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 Next Media.

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
170 Harris St, PYRMONT NSW 2009
www.digitalads.com.au
Alternatively, you may contact your advertising representative to discuss ad creation in-house at next media. This will incur a production charge.

Next Media Ad Creation
Where advertising is to be created by next media, all supplied material must meet specific guidelines. For more informa-tion   please contact the Advertising Traffic Coordinator on (02) 9901 6346

Supplied Material
Must include all high resolution images, (300 dpi), logos and text copy to be used in the advertisement.

Fonts
next media supports Truetype, Opentype and Postscript fonts

Applications Supported
Indesign CS5 or earlier
Photoshop CS5 or earlier
Illustrator CS5 or earlier
PDF documents

Delivery Options
CD/DVD
Please send your advertising material to:
WAVES, Advertising Traffic Coordinator
Building A, Level 6, 207 Pacific Highway,
St Leonards NSW 2065

Or post to: WAVES,
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@nextmedia.com.au

FTP
Please FTP files over 30mb to
ftp.next.com.au
and email the traffic co-ordinator immediately
abegg@nextmedia.com.au

Contact Us
Advertising Traffic - Alison Begg
Phone: (02) 9901 6346
abegg@nextmedia.com.au

Contact

General Manager
Marcus Hucker
Direct (02) 9901 6140
Mobile 0410 338 119
Email mhucker@nextmedia.com.au

National Advertising Manager
Derek Recio
Direct (02) 9901 6141
Mobile 0416 176 512
Email drecio@nextmedia.com.au

QLD/WA Sales & Marketing
Damien Martin
Mobile 0417 168 663
Email dmartin@nextmedia.com.au

Terms & conditions
Go to nextmedia.com.au

MATERIAL REQUIREMENTS

PARTNERS FUEL TV   Invest with Waves and you gain the benefit of our partnership