

# WAVES

YOU  
CAN'T  
SURF  
WITHOUT  
WAVES

2011/12  
MEDIA  
KIT



# THE MAGAZINE

The surfing magazine of the future, today...

Forget the romance, it's nothing but psychotic action from the world's best surfers here at Waves.

Waves recently created history by being the world's first surfing magazine to feature 100% sequence imagery.

Why? It's core credibility. Only the best surfers in the world can make (or land) their crazy new manoeuvres and Waves will always showcase the complete picture.

Recognising surfer's media consumption habits are changing, Waves differentiates itself with a unique format, edgy design and has also added a highly effective multimedia platform. Waves encourages multi-touch points for its advertisers with daily blogs, videos and photos uploaded to its hip-looking website ([wavesmag.com.au](http://wavesmag.com.au)).

Waves has also branched into television, with its Waves World and Black Knight short-form programs airing monthly on Foxtel's action-sport's chanel, Fuel TV. Waves also presents "Channels" - recognition that the surfing community is not entirely based around the beach - we've other interests such as other boardsports, fashion, music, art, etc...

The aspiration to look cool is also a key factor of surfing, particularly with Waves' target audience, the all-new "Channels" section is devoted to fashion, design and cutting-edge product.

**Waves is the future. Waves is the voice for surfing's generation next.**

# THE READER

Waves speaks to surfing's attitude-driven youth influencers, a key sector of surfing's core community and the broader community at large. This audience is largely untapped by conventional media and other surf media outlets alike.

These guys lust for psychotic action and futuristic high-risk manoeuvres, they draw influence from other core board sports such as skating and snowboarding. It's all about innovation and who's hot.

With 78 per cent of Waves readers being aged between 14 and 25 the stars, hero's and trendsetters of their sport influence their lifestyle. Waves devotes a higher-percentage of its content to exclusive, behind-the-scene anecdotes (and personal imagery) from the planet's most freakishly-talented surfers than any other magazine on the newsstand.

The Waves reader wants accessible travel advice hence Waves' greater emphasis on accessible travel destinations in Australia, allowing for readers (who's annual earnings are less than \$50,000) to financially undergo such a trip with their mates.

The team on Waves is young, in-touch with the fashionable youth market and committed to its editorial statement, "you can't surf with out waves" - each month striving to set and deliver the latest trends to its readers; in and out of the water.

# WAVES

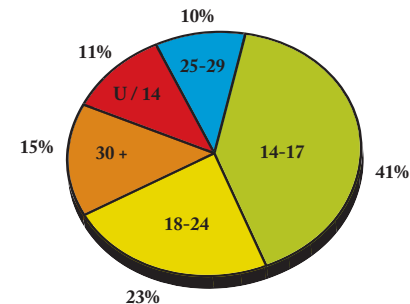
YOU CAN'T SURF WITHOUT WAVES

2011/12 MEDIA KIT

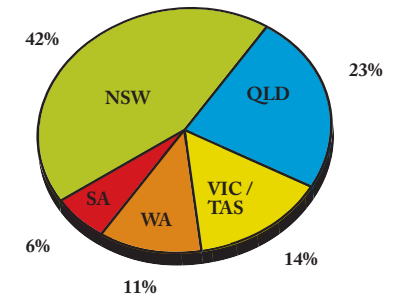
# THE NUMBERS

- Average Waves reader is 19
- With an average income of 30k
- Waves readers spend on average 80% of their annual income on their lifestyle choices
- Young, edgy and influential
- Fashion conscious and image driven
- Perfect target to convey your message
- Research shows that 40% of all surfers have read a Waves magazine in the last 4 months.\*
- \*2006 Surf Omnibus
- 80% of Waves' audience surf two-to-three times a week.
- 69% of surfers identify Waves as a form of escapism, not as a quick news-delivering medium like online.
- Over 30% of Waves readers stated they went into a surf shop once a month. (Over 11% said they went in 3-4 times a month)
- 80% of Waves readers say a high proportion of their income is disposable
- The average Waves reader spends \$167 on clothes/apparel a month
- Waves is the only magazine to have its own TV Show!

## READER AGE



## STATE DISTRIBUTION



CIRCULATION: 22,000  
READERSHIP: 80,000  
FREQUENCY: MONTHLY

# ONLINE

wavesmag.com.au is the premier online hub for innovative surfing content from around the world. An extension of the hugely successful monthly, Waves magazine, it attracts the nation's next generation of surfers who converge on wavesmag.com.au to get the latest pic's, blogs, wallpapers, video, giveaways and interviews from their all their surfing heros. Basically, it's Waves all bundled up in an easy to navigate multiplatform site.

Although relatively new in its current form after a redesign and launch, Wavesmag.com is experiencing exponential growth with sixty percent YOY increase in targeted unique visitors.

wavesmag.com.au also offers *Waves World*. Originally started as a podcast, *Waves World* now airs regularly on fuelTV, gaining popularity and a cult following. The site also offers an interactive sequence component where users can scroll through sequences that have appeared in previous issues.

wavesmag.com receives regular cross promotion from *Waves Magazine* and has an EDM newsletter that goes out to over 5,000 subscribers weekly.

## MONTHLY STATS:

OVER 38,000 PAGE VIEWS

OVER 5,000 UNIQUE VISTORS

PRIMARY AGE(14-25)

GEO: AUSTRALIA WIDE

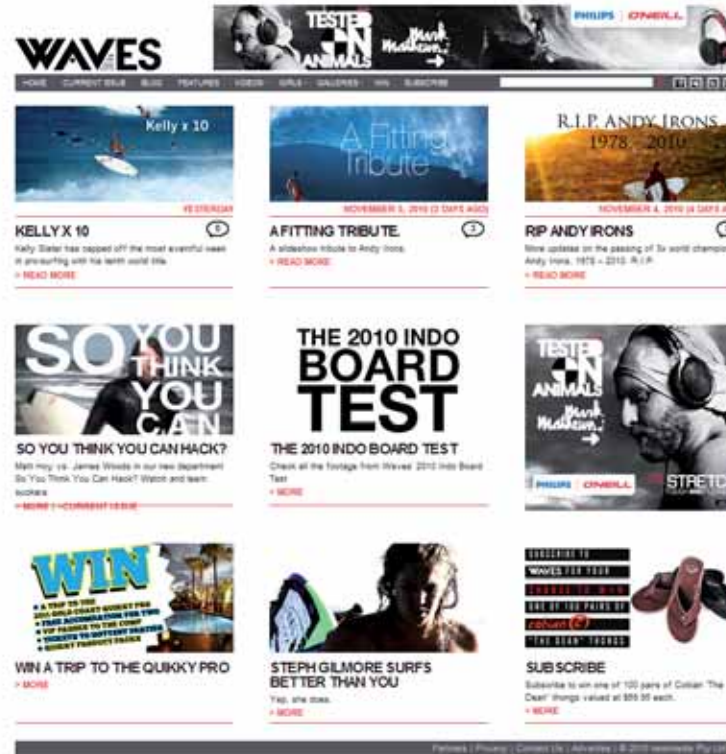
RATES: ONLINE: \$25 PER 1000 IMPRESSIONS - LEADER BOARD & MEDIUM RECTANGLE

# WAVES

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## HOME PAGE



## WAVES WORLD



# ONLINE AD SPECS

WAVESMAG.COM.AU



2011/12 MEDIA KIT

## 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

## 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](http://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/>

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>

# DEADLINES

Issue Name	On Sale Date	Booking/Cancellation Date	Material Date
Vol 31 No. 5	27 May 2011	18 Apr 2011	3 May 2011
#245	29 Jun 2011	21 May 2011	7 Jun 2011
#246	5 Aug 2011	30 Jun 2011	14 Jul 2011
#247	16 Sept 2011	5 Aug 2011	19 Aug 2011
#248	21 Oct 2011	9 Sept 2011	23 Sept 2011
#249	25 Nov 2011	14 Oct 2011	28 Oct 2011
Poster Book	16 Dec 2011	8 Nov 2011	15 Nov 2011
#250	23 Dec 2011	11 Nov 2011	25 Nov 2011
#251	27 Jan 2012	16 Dec 2011	30 Dec 2011
#252	24 Feb 2012	13 Jan 2012	27 Jan 2012
#253	23 Mar 2012	10 Feb 2012	24 Feb 2012
#254	20 Apr 2012	9 Mar 2012	23 Mar 2012
#255	25 May 2012	13 Apr 2012	27 Apr 2012
#256	29 Jun 2012	18 May 2012	1 Jun 2012

# ADVERTISING RATES

CMYK	Casual Rate	3X(\$A)	6x(\$A)	12x(\$A)
Double Page Spread	5335	5070	4805	4270
Half Double Page Spread	3705	3520	3330	2960
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

Online: \$25 per 1000m impressions - Leader board & median Rectangle

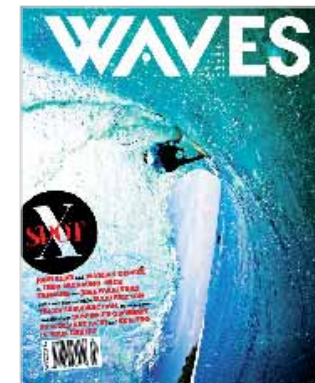
# MECHANICAL DETAILS

Insertions	Bleed	Type	Trim
FULL PAGE	285 x 235	265 x 215	275 x 225
DOUBLE PAGE SPREAD	285 x 460	265 x 440	275 x 450
HALF PAGE VERTICAL	285 x 122.5	265 x 102.5	275 x 112.5
HALF PAGE HORIZONTAL	147.5 x 235	127.5 x 215	137.5 x 225
THIRD PAGE VERTICAL	285 x 85	265 x 65	275 x 75

# WAVES

## 2011/12 MEDIA KIT

**WINNER:**  
**AUSTRALIAN**  
**MAGGIE AWARDS**



# MATERIAL REQUIREMENTS

## **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](http://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](http://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](http://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 information please contact the Advertising Traffic Coordinator on (02) 9901 6346

## **SUPPLIED MATERIAL**

Must include all high resolution images, logos and text copy to be used in the advertisement.

## **FONTS**

Next Media 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:  
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 [mpaull@next.com.au](mailto:mpaull@next.com.au)

### FTP

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

## **CONTACT US**

Advertising Traffic - Alison Begg  
Phone: (02) 9901 6346  
[abegg@next.com.au](mailto:abegg@next.com.au)

# CONTACT

## **NATIONAL ADVERTISING MANAGER**

Marcus Huckler  
Direct (02) 9901 6140  
Mobile 0410 338 119  
Email [mhucker@next.com.au](mailto:mhucker@next.com.au)

## **NSW ADVERTISING**

Derek Recio  
Direct (02) 9901 6141  
Mobile 0416 176 512  
Email [drecio@next.com.au](mailto:drecio@next.com.au)

## **QLD SALES & MARKETING**

Damien Martin  
Mobile 0417 168 663  
Email [dmartin@next.com.au](mailto:dmartin@next.com.au)

## **VIC ACCOUNT MANAGER**

Peter Cameron  
Direct (03) 5261 2982  
Mobile 0403 091 503  
Email [pcameron@next.com.au](mailto:pcameron@next.com.au)

## TERMS & CONDITIONS

GO TO OUR WEBSITE  
[nextmedia.com.au](http://nextmedia.com.au)

## SEND YOUR MATERIAL TO:

ALISON BEGG - WAVES  
(02) 9901 6346  
LEVEL 6, Building A,  
207 Pacific Highway,  
ST LEONARDS NSW 2065

# WAVES

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**PARTNERS:**



Invest with Waves and you gain the benefit of our partnership