

CRICKET SEASON 2018-19



INSIDE
SPORT

Inside
CRICKET

ABC
Cricket

the
women's
game

An unrivalled voice of Australian cricket! In 2018, nextmedia will publish the ABC Cricket Guide, the essential companion to our favourite summer game for the past 80 years. The voice of cricket, Jim Maxwell, and the rest of the commentary team share their insight into the season ahead in the guide, which will be promoted across the various ABC platforms or radio, online and TV.

Inside Sport magazine will also publish three bumper Inside Cricket editions this summer. Connect with players and fans through our audience of 214,000 magazine readers and a digital/social reach of 155,000 Australians.

CRICKET SEASON 2018-19



KEY DATES

	ON SALE	MATERIAL
ABC Cricket	25 Oct	5 Oct
	<i>Cricket Season Launch</i>	
Inside Sport December	15 Nov	24 Oct
	<i>BBL Season Preview</i>	
Inside Sport January	13 Dec	21 Nov

CRICKET AUDIENCE

ABC: 104,500
Inside Sport: 110,000 (Emma Audited*)
Website: 67,000
Social: 27,000
Database: 23,000

DEMOGRAPHICS

- **92%** Male
- **31%** under 34 / **38%** 35-44 / **31%** 45+

**Emma readership data from April 2018*

THE WOMEN'S GAME

The Women's Game is Australia's #1 authority on all women's sport.

The Women's Game is a digital platform to tell powerful, inspiring, authentic and entertaining stories - an online community to celebrate the journeys and achievements of women in sport.

The Cricket section of TWG will be the home of Australia Women's and WBBL coverage this summer!

The Women's Game is the new destination for athletes, administrators and passionate sport fans – all with a keen interest in women's sport.

TWG AUDIENCE

Website: 51,300

Facebook: 14,100

Instagram: 9,600

Twitter: 18,300

DEMOGRAPHICS

- **72%** Female
- **49%** Under 34 / **28%** 34-44 / **23%** Over 44
- **43%** NSW / **22%** VIC / **16%** QLD / **7%** SA / WA **6%**



RATE CARD

	Casual	3 issues
DPS	\$4,500	\$3,500
Full Page	\$2,800	\$2,250
Half Page	\$1,800	\$1,500

LOADING

Inside Front Cover	- 30%
Outside Back Cover	- 25%
Inside Back Cover	- 20%
Specific Loading	- 15%

Digital and Social pricing available on request.

SPECIFICS

INSIDE SPORT

DOUBLE PAGE SPREAD

Bleed 307mm x 460mm
Type 267mm x 409mm
Trim 297mm x 450mm

FULL PAGE

Bleed 307mm x 235mm
Type 267mm x 195mm
Trim 297mm x 225mm

HALF PAGE HORIZONTAL

Bleed 158mm x 235mm
Type 128mm x 195mm
Trim 148mm x 225mm

SPONSOR STRIP (DPS)

Bleed 36mm x 460mm
Type 24mm x 409mm
Trim 30mm x 450mm

ABC Cricket

DOUBLE PAGE SPREAD

Bleed 220mm x 307mm
Type 190mm x 277mm
Trim 210mm x 297mm

FULL PAGE

Bleed 220mm x 158mm
Type 190mm x 128mm
Trim 210mm x 148mm

CONTACTS

NATIONAL ADVERTISING MANAGER

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ADVERTISING MANAGER

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E jbenbow@nextmedia.com.au



MATERIAL REQUIREMENTS

DIGITAL MATERIAL

All advertising material for nextmedia magazines must be supplied as PDF digital files via the Quickcut or the Adsend systems to ensure the quality and integrity of files meets the material specifications of nextmedia.

www.quickcut.com.au
www.adsend.com.au

MATERIAL REQUIREMENTS

- Please supply as Press-Optimised / Print-Ready PDF with trims and bleed, with fonts outlined and all images as CMYK at 300dpi
- Image files (jpeg, tiff, psd, eps, ai, etc) will be accepted, provided trims and bleeds are included and image resolution is at least 300dpi at final size
- Native files (Indesign, Quark, MS Word, CorelDraw, Publisher, etc.) will NOT be accepted
- Please supply as 100% of actual size (include bleed on all ads)
- CMYK (RGB or PMS specs are unacceptable)
- Graphics must be at least 300dpi. All graphics to be colourcorrected to suit web offset

Alcohol advertising:

Must comply with the alcohol beverages advertising code. Please include a responsible drinking message such as "Drink responsibly" or its equivalent.

AD CREATION nextmedia

Where advertising is to be created by nextmedia, all supplied material must meet specific guidelines. Please contact your sales representative or the Advertising Traffic Manager (02 9901 6396) for more information.

In particular, these guidelines highlight that supplied material must include all high resolution images, logos and text copy to be used in the advertisement. Any supplied fonts must be Open Type fonts and PC Postscript fonts only.

Applications Supported

Indesign, Photoshop, Illustrator, Word documents, Text documents, PDF documents.

DELIVERY OPTIONS

EMAIL: We accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to thoward@nextmedia.com.au

Digital: For files over 30mb we recommend **Wetransfer.com** or **dropbox.com**

USB: Post to 207 Pacific Highway, Building A, St Leonards 2065.

Contact Us

Advertising Traffic Manager -
 Charles Balyck Phone: (02) 9901 6396
 Fax: (02) 9901 6344
adops@nextmedia.com.au

Cancellation

The cancellation deadline for advertising is one month prior to booking deadline. Cancellation of any booked advertising must be in writing and received by the Account Manager and/or Sales Director prior to the cancellation deadline. The Publisher reserves the right to repeat the most recent material or material of the Publishers choice. If a cancellation occurs mid contract, the difference between the contract appearance rate and the actual appearance rate card will be surcharged.