2020 Directory & Classifieds Media Kit



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o truly get into the lives of consumers, you have to attach your brand to the things they really care about, the things they involve themselves in, the things they wish they could spend more time pursuing – their passions.

Gardening is their passion

Passion is powerful

Fast Facts

Circulation 75.785

Readership 556,000

Source: EMMA - August 2019

Subscribers

37,147

of our circulation are subscribers

Australia's No. 1 Gardening Magazine

Why Magazines?

- Don't believe the hype that print magazines are dead in the water. We all
 know the pleasure of curling up on the couch, sipping a coffee and turning
 the first page of a glossy new magazine. Reading a high quality print
 magazine is a cherished way of spending our leisure time and is viewed as
 "my time". As a result, readers are much more receptive to advertising.
- We digest the content of a print magazine more slowly than we do content on a screen. Online content is distracted by a frenzy of clicks and adverts.
- It's getting harder to meaningfully reach consumers without being ignored or deleted at the press of a button, magazines demand 100% attention. Readers do not switch to another magazine when they come across an ad!





Exclusive audience

ABC Gardening Australia Magazine has a niche audience, readers are qualified before they even open the first page.

Facebook 86,527

as at July 20

eNewsletter Database 44,984

Our Reader

Demo PPL 45+

60 is the average age

62% female

76% own or paying off their own home

e deliver an engaged audience that sees ads

as inspiration, not an interruption.

57% like to do DIY around the home

82% like to entertain friends and relatives

75% read books

58% enjoy wine with their meal

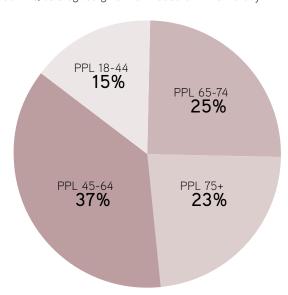
85% believe it is important to recycle

79% Intend to travel in the next 12 months

81% own a pet

77% read a brochure/catalogue in the last 7 days

61% say brochure/catalogues give them ideas on what to buy





Bringing the brand to A. A.

ABC TV gardening team

• The program is hosted by Costa Georgiadis with a number of leading gardening experts.



Costa Georgiadis



Jerry Colbey-Williams



Jane Edmanson



Sophie Thomson



Josh Byrne



Tino Carnevale

ABC Gardening-Australia's most trusted gardening brand

Why ABC Gardening Australia Magazine

- Produced by our expert team of writers, designers and editors, readers are confident that they're going to indulge in a wealth of knowledge that has been well researched.
- Connected to Australia's most popular and longest running TV gardening program which has featured and continues to feature many of the countries much loved and respected presenters, some of who have become living legends in Australian gardening (Peter Cundall) as well as movers and shakers in the environmental and sustainability movement (Costa Georgiadis).
- Our readers tend to hold on to the magazine for much longer periods of time, and readers can pick up the magazine several times before getting through all of the content. ABC Gardening Australia is something that people keep in their homes for months, or even years, after they've read them. Sharing with friends and family and left on the coffee table to browse at their leisure. Printed magazines stick around far longer than the internet ads, TV and radio, which are gone in the blink of an eye.

TV

- ABC Gardening Australia is a national TV show with 800,000+ viewers every episode.
- ABC Gardening Australia magazine is regularly promoted in the show, there
 is content cross-over and the TV presenters also write for the magazine.





Directory rate card



Advertising rates (Excl GST)

	CASUAL	3X	6X	12X
Half	\$2,800	\$2,520	\$2.240	\$1,850
Quarter	\$1,750	\$1,665	\$1,585	\$1,430
Sixth	\$1,315	\$1,250	\$1,190	\$1,075
Eighth	\$985	\$935	\$890	\$805
Twelfth	\$740	\$705	\$670	\$605
Sixteenth	\$555	\$555	\$505	\$450

- Right-hand page 20% positional loading
- Any cancellations must be in writing 3 weeks prior to booking deadline
- Prepayment must be received by material deadline for advertisements booked on pre-paid terms

Classifieds

Lineage \$30 + GST /Per line 4 lines minimum. Approx 42mm wide. Refer example, at right.

Roses

Choose from over 600 unique varieties. Free catalog available now. Mail order only.
e: rosey@roses.com.au
ph: 01 6677 9988

To advertise contact

Iris McPherson

Directories Advertising Executive on (02) 9901 6160 imcpherson@nextmedia.com.au

nextmedia



Advertising Sizes and Deadlines



To advertise contact

Iris McPherson

Directories Advertising Executive on (02) 9901 6160 imcpherson@nextmedia.com.au



Directory

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SIZE	HEIGHT	WIDTH
1/2 Page Horizontal	120mm	185mm
1/4 Page Square	120mm	91mm
1/6th Page Square	79mm	91mm
1/8th Page	59mm	91mm
1/12th Page Vertical	79mm	44mm
1/12th Page Horizontal	39mm	91mm
1/16th Page	59mm	44mm

Deadlines

ISSUE	BOOKING	MATERIAL	ON SALE
October 20	10-Aug	17-Aug	14-Sep-20
November 20	7-Sep	14-Sep	12-Oct-20
December 20	12-Oct	19-Oct	16-Nov-20
January 21	9-Nov	16-Nov	14-Dec-20
February 21	30-Nov	7-Dec	18-Jan-21
March 21	11-Jan	18-Jan	15-Feb-21
April 21	8-Feb	15-Feb	15-Mar-21
May 21	8-Mar	15-Mar	12-Apr-21
June 21	12-Apr	19-Apr	17-May-21
July 21	10-May	17-May	14-Jun-21
August 21	7-Jun	14-Jun	12-Jul-21
September 21	12-Jul	19-Jul	16-Aug-21

Cancellations must be received in writing three weeks prior to booking deadline.



Material requirements

SPECIFICATIONS

Gardening Australia magazine 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.

Fonts

• nextmedia supports Open type fonts and PC Postscript fonts only.

Applications supported

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

DELIVERY OPTIONS

- Quickcut to nextmedia (preferable)
- Adsend or Dropbox

EMAIL

We accept email files under 30mb.

Please note the booking number and magazine title in the subject field and email to Advertising Traffic - adops@nextmedia.com.au

LARGE FILES

Files over 30mb please send to www.wetransfer.com Email to the Advertising Coordinator at adops@nextmedia.com.au

Contact Us

Gardening Australia magazine Advertising Coordinator - on (02) 9901 6396 or adops@nextmedia.com.au

nextmedia AD CREATION

Need help creating your advertisement?

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

Contact the *Gardening Australia* magazine Advertising Coordinator – adops@nextmedia.com.au or on (02) 9901 6396 for more information.

You may contact your advertising representative to discuss ad creation in-house at nextmedia.

CANCELLATION

The cancellation deadline for advertising is three weeks prior to booking deadline. Cancellation of any booked advertising must be in writing and received by the National Advertising 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.

TO ADVERTISE CONTACT

Iris McPherson – Directories Advertising Executive – (02) 9901 6160 imcpherson@nextmedia.com.au

INSERT DELIVERY SPECIFICATIONS

Please call or email your account manager to recieve these details.

Iris McPherson on (02) 9901 6160 or imcpherson@nextmedia.com.au

