



PROFILE

Australian INCAR Entertainment

Australian INCAR Entertainment is Australia's longest running specialist car audio magazine. It holds car audio enthusiasts at its heart – whether they're AV buffs, SQ fanatics or even SPL devotees – while covering the latest news, products and trends in developing fields such as in-car AV, mobile computing, automotive security and burgeoning accessories including flash memory for music, reversing cameras, MP3 player docks and other multimedia devices.

This combination of classic values and quality pictorials together with news and in-depth reviews of the latest high-tech kit reinforces Australian INCAR Entertainment's position as Australia's ultimate mobile audio and entertainment magazine.

Professionally-shot incar pictorials display Australia's best aftermarket in-car installs across a huge range of ages, tastes and budgets, including top-notch audio, AV and even gaming installs, as well as masterfully executed real-world installations.

The team of specialist technical writers review key products and present DIY installation techniques, always providing the readers with clear and simple explanations of often complex in-car AV products and technologies.

The regular departments in each issue maintain a close watch on new and improving technologies, while special features zero in on everything from new models to installation advice to events across Australia for INCAR Entertainment readers.

Digital Edition

As well as being available in print from newsagencies around Australia and by subscription, Australian INCAR Entertainment is now also available in electronic format for multiple platforms including iPad, Android, PC and Mac, plus additional exclusive content, including news, reviews and feature articles, is continually posted on Australian INCAR Entertainment's dynamic website at www.avhub.com.au/incar and on its Facebook page.

RATES & SPECS

ADVERTISING RATES*

	Casual	3	6
Full Page Colour	\$2850	\$2650	\$2050
Half Page Colour	\$1800	\$1650	\$1400
Third Page Colour	\$1600	\$1450	\$1250
Back Cover	\$3750	\$2350	\$2700
Inside Front/Inside Back Cover	\$3000	\$2800	\$2100

*All rates plus 10% GST

MECHANICAL DETAILS (H X W)

	Type area	Trim	Bleed
DPS (supply as single pages)	267 x 400mm	297 x 420mm	307 x 430mm
Full Page	267 x 190mm	297 x 210mm	307 x 220mm
1/2 Page Vertical	267 x 85mm	297 x 105mm	307 x 115mm
1/2 Page Horizontal	119 x 190mm	149 x 210mm	159 x 220mm
1/3 Page Vertical	267 x 50mm	297 x 70mm	307 x 80mm
1/4 Page	119 x 85mm	149 x 105mm	159 x 115mm

Supplying direct to nextmedia

If supplying materials direct to nextmedia, all supplied material must meet the guidelines contained in the document 'Recommendations for preparing digital content'. Please request a copy of this if it has not already been supplied.

In particular:

- **Supplied material:** must include all images, logos and text copy to be used in the advertisement.
- **DPS spreads:** please save as two single pages with bleed, marking left and right.
- **Fonts:** nextmedia supports opentype fonts and pc postscript fonts only.
- **Applications supported:** InDesign CS6 or earlier (packaged files); Photoshop CS6 or earlier; Illustrator CS6 or earlier (outline/supply fonts); Word docs; text documents; pdfs.

Production contacts:

Australian Incar advertising traffic enquiries:

Di Preece, nextmedia Pty Ltd,
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Phone: (02) 9901 6151 email: dpreece@nextmedia.com.au

Email: we accept email files under 20mb. Please note the booking number and magazine title in the subject field and email to av_traffic@nextmedia.com.au

Supplying via Adsend

NextMedia's preferred delivery system for advertising is as PDF digital files via the AdSend system.

This will automatically ensure the quality and integrity of files meets our material specifications.

For details please contact AdStream on **1300 798 949** or visit their website www.adstream.com.au

Australian INCAR Entertainment is published six times yearly and distributed nationally.

For advertising that works, call

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