



MEDIA KIT 2019

MEDIA RATES &
INFORMATION



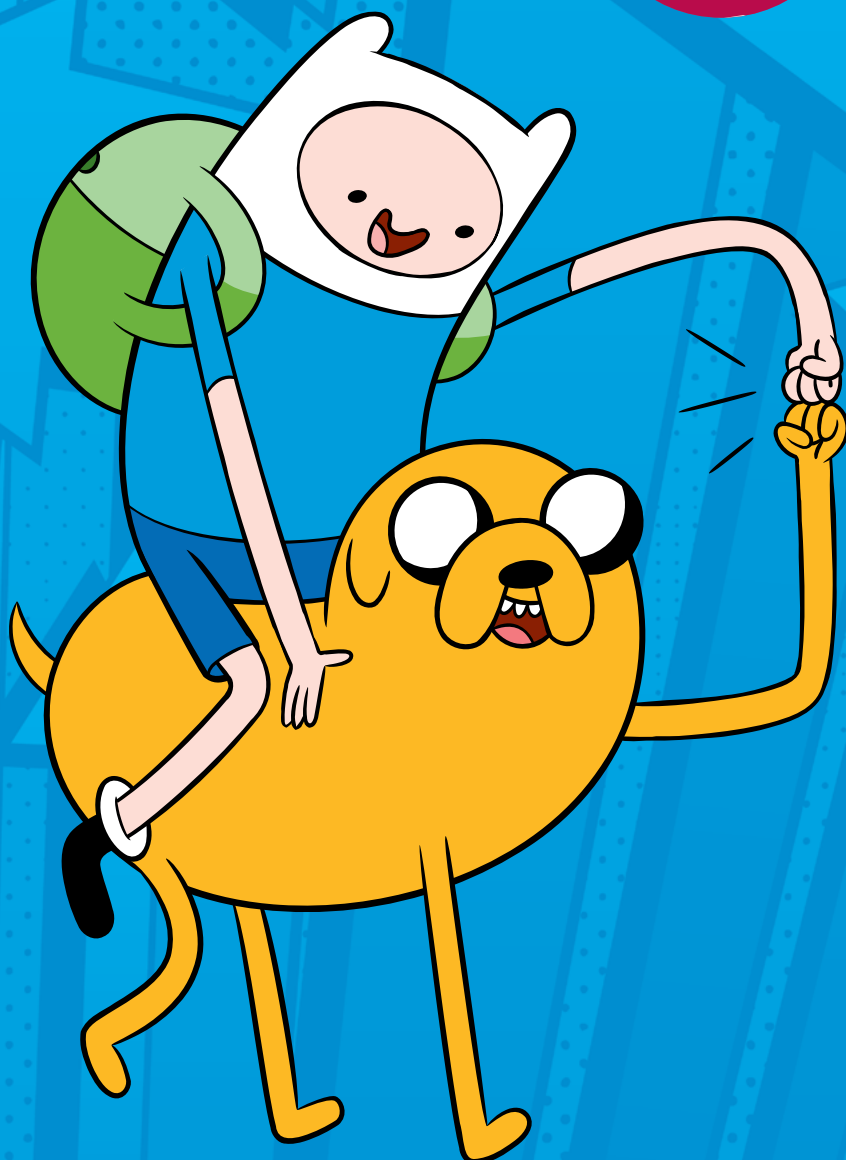
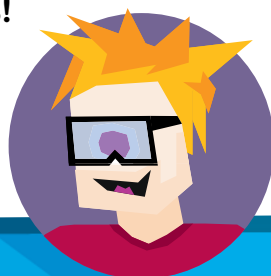
LETTER FROM THE EDITOR

MANIA is a high adrenaline, high-energy magazine with massive appeal in the marketplace. MANIA has the most detailed games and anime coverage in the children's market and is packed with features on sports, movies, music, online content (including our own blog) and octane fuelled activities! Our close knit team is committed to producing a funny, massively informative and inspirational publication that grows our readership and keeps our Community of Readers (The MANIACS) coming back issue after issue.

Our focus is making every issue of MANIA entertaining, challenging, age appropriate, fascinating, educational and the best it can be for our smartest critics – our readers!

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Dominic
EDITOR, MANIA



WHY ADVERTISE IN MANIA?

MANIA is the magazine that sets the trends. Ahead of our competitors in fads, toys, flicks and credibility, our readers are early adopters with huge buying power.

MANIA is the ideal place to break and consolidate your brand in the tough tween market. Our close-knit editorial and promotions team are experts in giving your product maximum exposure and providing you with fantastic value.

MANIA offers traditional advertising space, integrated editorial and original advertorial concepts. We will consult with you to get the best for your brand and the best for our readers!

Your advertising dollar goes further with us.

ADVERTISING RATES

SPEND LEVEL

Volume	Casual	3x	6x	12x
FULL PAGE	\$3,500	\$3,325	\$3,150	\$2,975
DPS	\$7,000	\$6,650	\$6,300	\$5,950
½ PAGE	\$2,100	\$1,995	\$1,890	\$1,785
1/3 PAGE	\$1,400	\$1,330	\$1,260	\$1,190
¼ PAGE	\$1,050	\$997	\$945	\$892

SIGNATURE POSITIONS

IFC	\$4,375
IBC	\$4,200
IFC SPREAD	\$8,750
OBC	\$4,550
EARLY RHP	\$4,200
RHP	\$3,850

INSERTS

1-2 pages	\$110
3-4 pages	\$135
5-6 pages	\$160
7-8 pages	\$185
9-10 pages	\$210
11-12 pages	\$235

Insert Guidelines:

- All costs are based on a national run & mechanically inserted material only
- All costs are GST exclusive
- A minimum spend is required of \$1,100
- All inserts are subject to approval
- Mechanical specifications are available upon request

ISSUE DEADLINES

ISSUE	BOOKING	MATERIAL	ON SALE
#225	30 Mar 19	6 Apr 19	06 May 19
#226	29 Apr 19	6 May 19	03 Jun 19
#227	3 Jun 19	10 Jun 19	08 Jul 19
#228	1 Jul 19	8 Jul 19	05 Aug 19
#229	29 Jul 19	5 Aug 19	02 Sep 19
#230	2 Sep 19	9 Sep 19	07 Oct 19
#231	30 Sep 19	7 Oct 19	04 Nov 19
#232	4 Nov 19	11 Nov 19	09 Dec 19
#233	28 Nov 19	5 Dec 19	06 Jan 20
#234	30 Dec 19	6 Jan 20	03 Feb 20
#235	27 Jan 20	3 Feb 20	02 Mar 20
#236	2 Mar 20	9 Mar 20	06 Apr 20
#237	30 Mar 20	6 Apr 20	04 May 20

CANCELLATION DEADLINES

The Cancellation Deadline for advertising is 1 month prior to Booking Deadline Cancellation of any booked advertising MUST be in writing and received by the account manager and/or Sales Director of Next Media prior to the cancellation deadline. No cancellations will be accepted after the cancellation deadline and 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 rate will be surcharged.



ADVERTISING ENQUIRIES

NATIONAL ADVERTISING MANAGER

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Next Media

Level 6, A/207 Pacific Hwy

St Leonards NSW 2065

MATERIALS

Please send advertising and production materials to:

adops@nextmedia.com.au

EDITORIAL ENQUIRIES

DOMINIC BAYLEY

Editor

Next Media

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207 Pacific Highway

St Leonards NSW 2065

Phone: +61 2 9901 6321

Email: dbayley@nextmedia.com.au



PRINT SPECIFICATIONS

SIZE	TRIM SIZE (height x width)	TOTAL FILE SIZE	SAFE TYPE AREA
FULL PAGE	230 x 148mm	240 x 158mm	220 x 138mm
DPS	230 x 296mm	240 x 306mm	220 x 286mm
½ PAGE VERTICAL	230 x 74mm	240 x 84mm	220 x 64mm
½ PAGE HORIZONTAL	115 x 148mm	120 x 158mm	105 x 138mm
COVER SECTION	230 x 148mm	240 x 158mm	220 x 138mm



SPECIFICATION GUIDELINES

- All files must be supplied in a MAC format.
- Preferred method of submission is a hi-res PDF or JPEG file.
- If supplying live artwork on disk, only In-Design, Illustrator or Photoshop files will be accepted. Please ensure all fonts and high resolution images are included on the disk with type outlined. A full colour laser proof is required for all disk submissions.
- All images must have a minimum resolution of 300dpi with CMYK separation.
- A 5mm bleed is required on all finished artwork.

Artwork can be submitted via the following:

1. Email: CBalyck@nextmedia.com.au
2. Quick Cut
3. youSENDit (www.yousendit.com)
4. FTP (Please contact Charles Balyck on (02) 9901 6396 for FTP details)
5. Disk (CDROM, DVD only)

