

MEDIA **KIT**



# ***Soap World***

YOUR  
FAVOURITE  
MONTHLY  
TV MAGAZINE

**coverstory**

With the wedding off and his baby mama suffering a health scare, is Liam about to pull off another dramatic U-turn?

**Three become one**

Knowing when to step back is a skill that's often overlooked in the world of soap operas. It's a skill that's often overlooked in the world of soap operas. It's a skill that's often overlooked in the world of soap operas.

## LATEST PREVIEWS

Keeps its readers up-to-date with the latest previews on the **DAYTIME** and **PRIMETIME** soaps and dramas both **LOCAL** and **INTERNATIONAL**.

**STAR STYLE TRAVEL**

### BERLIN TAKES TO THE STAGE

THE CITY HAS STAMPED ITS PLACE AS WHERE THE STARS WALK THE RED CARPET, WHILE HISTORY REVEALS THE MANY TALES IT HAS TO TELL.

**GERMAN STARS ON THE SCREEN**

A number of the top German stars of the soap opera world have been born in the City of Love, including:

- Michael Fassbender
- Halle Berry
- Dieme Kruger
- Brooks West
- Kirsten Dunst
- Daniel Brühl
- Sandra Bullock

**STAR STYLE TRAVEL**

Germany's capital, Berlin, is a city of contrasts. It's a city of history and modernity, of art and culture. It's a city that has inspired many of the world's most famous stars.

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## HOLLYWOOD CORRESPONDENTS

are on the spot at all the TV studios, and their **DIRECT ACCESS** to the stars makes for the most reliable and current information.

## SPECIAL FEATURES

Runs special features each issue, including **BEHIND-THE-SCENES** and **ON-SET VISITS** with the stars.

**INTERVIEW**

### MAN ON THE MOVE

LUKE JACOBI ON THE MOVE

And TV host Luke Jacobs would give us the chance to go to the beach with him. Although Jacobs has a 10-year-old daughter, he's still got that young man's energy. He's got that young man's energy. He's got that young man's energy.

**MAN ON THE MOVE**

Do you have any favorite stars? Luke Jacobs: I love watching actors like... I love watching actors like... I love watching actors like...

## CELEBRITY LIFESTYLE

Offers readers a lifestyle section, featuring segments on **CELEBRITY TRAVEL**, **STAR BEAUTY & FASHION** and special **CELEBRITY RECIPES**.

**PAMELA ANDERSON**

**PARIS HILTON**

**ROB LOWE**

**GENE SIMMONS**

**TONYNA HARRING**

**VINCE NEIL**

**JENNIFER LOPEZ**

**VERNE TROYER**

**KIM KARDASHIAN**

**COLIN FARRELL**

**CAUGHT ON FILM**

**GENE SIMMONS**

**TONYNA HARRING**

**VINCE NEIL**

**JENNIFER LOPEZ**

**VERNE TROYER**

**KIM KARDASHIAN**

## SEX, LAWSUITS & VIDEOTAPE!

ALL ADVERTISING ENQUIRES: **JILL TROCHEI**  
 DIRECT: (02) 9901 6115 EMAIL: [jtrochei@nextmedia.com.au](mailto:jtrochei@nextmedia.com.au)

# SoapWorld MEDIAKIT

Has a loyal consistent **readership** of over

# 120,000

National **distribution**

# 40,000

Monthly **sales** of over

# 25,000

# 90%

**female readers**

primary demographic  
29-54.

## ADVERTISING RATES

4 COLOUR	CASUAL	3X	6X	12X
Full page	\$2160	\$1835	\$1620	\$1495
Half page	\$1295	\$1224	\$1080	\$865
Third page	\$765	\$650	\$600	\$550
Covers OBC	\$2500	\$2440	\$2100	\$1700
Covers (IFC,IBC)	\$2300	\$2100	\$1900	\$1600

## MECHANICAL SPECIFICATIONS

	TYPE/ART	TRIM	BLEED
Double Page Spread	287 x 410	297 x 420	307 x 430
Full Page	287 x 200	297 x 210	307 x 220
Half Page (horizontal)	138 x 200	148 x 210	158 x 220
Qtr Page (horizontal)	138 x 95	148 x 105	158 x 115
Third Page (vertical)	287 x 60	297 x 70	307 x 80

All measurements in millimeters (H x W)

## DEADLINES 2018

ISSUE	ON SALE DATE	BOOKING DEADLINE	ARTWORK DEADLINE
SPECIAL	18 JUNE	21 MAY	21 MAY
AUGUST	16 JULY	18 JUNE	18 JUNE
SEPTEMBER	13 AUGUST	16 JULY	16 JULY
OCTOBER	10 SEPTEMBER	13 AUGUST	13 AUGUST
NOVEMBER	8 OCTOBER	10 SEPTEMBER	10 SEPTEMBER
DECEMBER	5 NOVEMBER	8 OCTOBER	8 OCTOBER

## DEADLINES 2019

JANUARY	3 DECEMBER	5 NOVEMBER	5 NOVEMBER
MARCH	28 JANUARY	31 DECEMBER	31 DECEMBER

Cancellation two weeks prior to booking deadline

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DIRECT: (02) 9901 6115 EMAIL: [jtrochei@nextmedia.com.au](mailto:jtrochei@nextmedia.com.au)

# Soap World MEDIAKIT

Monthly format enables us to offer **more in-depth** coverage of all the best stories.

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Has **HIGH EXPOSURE** and an excellent pass-on rate so every issue of the magazine gets into a hand of a reader at some stage as it is passed onto friends, family and colleagues.

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Is a **major force** in the soap and drama television magazine category and has been published every month for the past 12 years.

## DIGITAL MATERIAL

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

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)

## ADVERTISING GUIDELINES

### SUPPLIED MATERIAL

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

### FONTS

nextmedia supports Open type fonts and PC Postscript fonts

### APPLICATIONS SUPPORTED

Indesign CS5.5 or earlier

Photoshop CS5 or earlier

Illustrator CS 5 or earlier

Word documents

Text documents

PDF documents

(above Vs 1.3 and below Vs 1.5)

## DELIVERY OPTIONS

**CD/DVD** Please send your advertising material to:

Soap World , Jill Trochei Building A, Level 6,

207 Pacific Highway, St Leonards NSW 2065.

**POST** Soap World, PO Box 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 [jtrochei@nextmedia.com.au](mailto:jtrochei@nextmedia.com.au)

The CANCELLATION DEADLINE for advertising is two weeks 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.

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