

# tracks

continuous line, series of marks, left by person, animal or thing in passing along

## 2019-20 MEDIA KIT







## What is Tracks?

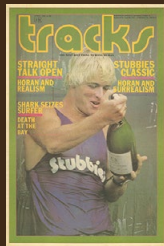
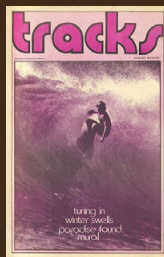
More than just a magazine, Tracks is a state of mind, which gives its audience the freedom to be immersed in the diverse array of ideas people and products that surfing encompasses. Think of it as a tow-in to the ultimate surfing existence. While we strive to be entertaining and informative we can't always give readers all the answers. Instead we help put them on the path that enables them to discover surfing's higher truths for themselves. When you read Tracks you develop a stronger instinct for exactly what it is you crave from your surfing experience – what you want to ride, where you want to go, who you like to follow, what you want to wear and how to enjoy the whole experience along the way. Open the pages and start making Tracks towards a more enriched, dynamic and fun surfing future.



## The Journey.

In the 70s it was the controversial, broadsheet newspaper, which gave life and meaning to a surfing counterculture. In the 80s it was Tracks who eloquently chartered the salad days of pro surfing and the rise of the heroes who dominated the sport. Throughout the 90s Tracks rode the progressive evolution and led the way into new surfing frontiers. By the time Tracks celebrated its 40th year in 2010, the magazine had established itself as a national icon. In Australia's short history no other publication or media entity has made such a significant contribution to a subculture.

Now, as the world hurtles through the second decade of the new millennium, and coming up to it's 50th year, Tracks continues to entertain and inform loyal readers while simultaneously introducing new followers to the brand that sets the agenda for Australian surfers.



## Time for a redesign.

When you pick up the next addition of Tracks you will notice some well-considered evolutions. Firstly we've introduced new paper stock and a slightly larger format. Both of these changes reflect the modern desire for more tactile, meaningful objects. Disposable is out and timeless is in.

Guided by new art director, Ben Bugden, the aesthetic variables have also been tweaked. New fonts, original layouts and curated photo selections deliver a more authentic and engaging product. Ben has 15 years of experience in magazine craft, is an established photographer in his own right and has been surfing for over three decades. All of this knowledge has been drawn upon to ensure the new incarnation of Tracks captures the zeitgeist of a surfing culture that is simultaneously looking forward and back for inspiration.





## Surfing's Biggest Names

Every issue features an in-depth profile or interview with an elite surfer who has captured the imagination of the surfing public. It's always our aim to reveal a side to the world's best surfers you won't see elsewhere. People identify with surfing heroes but to really invest in someone they need more than superficial insights. Readers also want stories about their favourite surfers complemented by blue ribbon images, which help crystalize what it is they love about their favourite surfers.



## Travel

Wild adventures to surfing's new frontiers, sun-burnt road trips across Oz and tropical odysseys to Indo and the Pacific. Travel and adventure have, and always will be, an integral part of Tracks. Our annual travel guide zones in on the most sought after surf trips and accommodation options in the world.



## The Best Photos

The best images in surfing are found printed on the pages of Tracks. We have extensive experience in sifting through submissions to find the premium pics. We have a long-standing relationship with the world's best photographers and they send their work our way because of the prestige associated with the publication and also because we pay them a meaningful rate for their shots.



## Cultural Observations

Surf culture is constantly evolving in and out of the water. It's our agenda to both reflect, document and influence the shifts that take place in all aspects of surfing. Whether it be surfboards, fashion, design, performance, attitudes, new discoveries and micro cultures we are always conscious of charting the idiosyncrasies of change.



## Modern Influencers

It's not just the competitors on the WCT who are shaping surf culture. We feature surfers who are drawing different lines and encouraging readers to explore alternative craft and perspectives. Meanwhile others influence surfing through photography, music or art. Those making a creative impact on the subculture will always find their way on to the pages of Tracks.

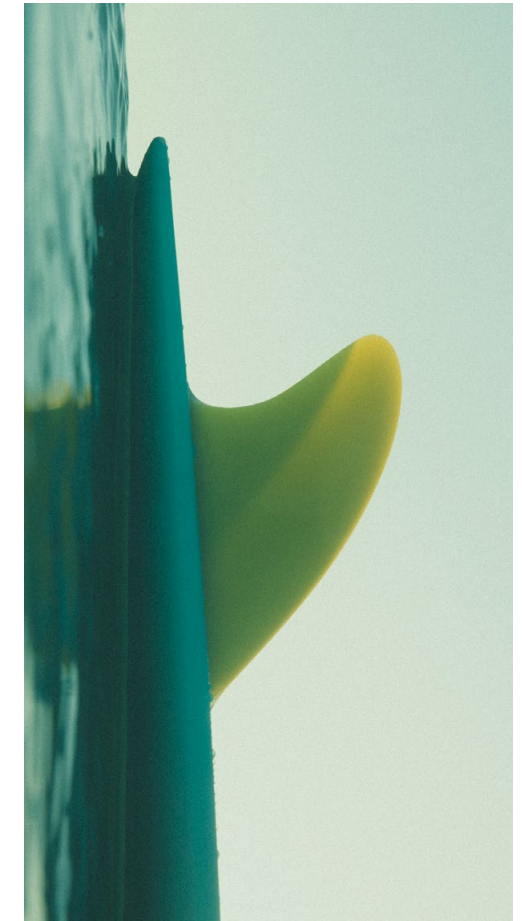


## An Australian Perspective.

While Tracks has universal appeal our voice and focus will always reflect the values, ambitions and hopes of Australian surfers. We think waves are the most valuable natural resource we have in Oz. Historically, we have been the pacesetters in the global surf industry. Expect at least one feature a month to have a distinctly Australian feel.

## Surfboards

Surfboards will always be at the centre of the surfing universe and right now we are at the dawn of a golden age in surfboard design. The open-minded enthusiast now has license to cultivate a quiver that includes a classic long board and a pro-inspired thruster, and everything else in between. Our role is to encourage readers to enjoy the diverse array of craft available to them. Our regular section, Arrows, features conversations around surfboards and design while the annual Tracks Ride Guide devotes an entire issue to testing boards and discussing design innovation.



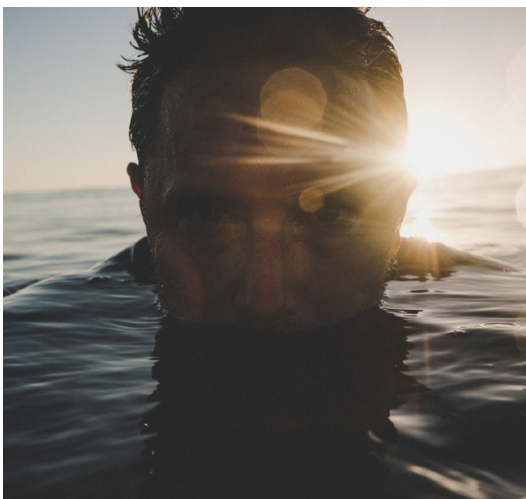


## The Editorial Team.

The Tracks core team of editors and contributors features some of the most experienced and celebrated voices in surfing. **Luke Kennedy (L) (Editor) and Ben Bugden (Dep Ed, Photographer and Artistic Director)** are life-long surfers who have been behind the wheel at Tracks for over a decade. Together they have woven together more than a hundred issues of the mag and immersed themselves in every facet of surfing along the way. The salty duo, still surf daily and have an insatiable passion for being at the cutting edge of surf culture.

They are supported by an esteemed collection of writers including Ben Mondy, Kirk Owers, Phil Jarratt, Emily Brugman, Nicholas Brooks and Craig Jarvis. As one of the world's most respected titles, Tracks also fields contributions from an array of gifted scribes from around the globe.

Tracksmag.com also boasts a cast of committed contributors who deliver fresh and engaging content to the website on a daily basis. The ideal place to go for news and surfing snippets that won't make you come away with a negative perspective. Our focus is on celebrating surfing culture, while making sure we have fun along the way. The website is also a hub for showcasing the best surfing action from surfers around the globe.



## Advertising & Marketing.

It's an easily repeated cliché. 'Print is dead'. However, the line is frequently used as a throw away statement by either ill-informed or self-interested individuals. For surf fans there is still nothing more exciting than seeing the latest cover of Tracks arrive on the newsagent shelves or in the mailbox. Meanwhile, for surfers there is no greater accolade than gracing the cover of an issue of Tracks.

As a company, putting together a print campaign is a major step. Print has an irrefutable sense of permanence and resonance, so coming up with the creative ingredients of an ad forces you to take your own brand seriously and really assess your values. It's a commitment that helps define who you are. Running an ad with Tracks also lends integrity to your brand because you are associating yourself with an iconic title that has been around for 50 years.

## Damian Martin

### Head of Advertising & Marketing.

Damian Martin has a wealth of experience and knowledge. A central figure at Tracks for more than a decade Damian has been at the coalface of the surf industry's journey through the new millennium. Damian's focus is on building solid relationships with companies that are seeking optimal exposure across multiple platforms.



## The Magazine | 7 Issues Per Year

Tracks communicates its message via a dynamic media platform. The magazine is a tangible record of surfing's evolution. It leaps off Newsagent stands with the most iconic masthead in surfing, fills the mailbox of thousands of subscribers and resonates for years as it is flicked through in cafes, corner shops and collectible piles. We print 26,000 copies per month which equates to 90,000 readers per issue.

**26,000**

Printed copies Per Issue

**90,000**

Monthly Readership

**260,000**

Facebook followers

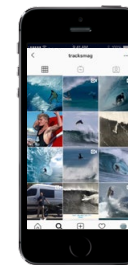
**118,000**

Instagram followers



## The Web

We currently serve 500,000 page impressions to over 100,000 unique users in busy months. Skins and online integration packages are also available plus weekly EDMs going out to 11,000 subscribers to extend the reach.



## Social Media

Our Facebook page currently boasts 260,000 followers and in addition to our core team, several of the world's best photographers are active on our Instagram account reaching 118,000.



## iPad

Each issue of Tracks magazine is available for download through Zinio and Apple Newsstands.



## Deadlines, Rates & Specs.

### Magazine Advertising Rates

Page Size	Casual Rate	3 x [\$A]	6 x [\$A]
Double Page	6,880	6,530	5,500
Full Page	3,640	3,460	2,900
Half DP Spread	4,140	3,930	3,300
1/2 Page	1,980	1,880	1,500
1/3 Page	1,650	1,570	1,300

### Deadlines

Issue	Material Deadline	On Sale
574	03.09.19	30.09.19
575	29.10.19	25.12.19
576	18.12.19	27.01.20
577	03.03.20	30.03.20
578	28.04.20	25.05.20
579	30.06.20	27.07.20
580	01.09.20	28.09.20
581	03.11.20	30.11.20
2019 Annual	08.10.19	07.11.19
2020 Annual	13.10.20	12.11.20

### Digital Advertising Rates

Display	Size	CPM
MREC	300 x 250	\$25
Leaderboard	728 x 90	\$25
Superleaderboard	970 x 90	\$30
Half Page	300 x 600	\$25
Billboard	970 x 250	\$40
Half Page Mobile	300 x 600	\$25
Leader Mobile	320 x 50	\$25
Interstitial	640 x 480	\$950 p/wk

#### High Impact Skins:

Site Skins + Superleaderboard \$4,000 p/wk

#### Newsletter Sponsorship:

MREC + 2 x Banners on Tracks e-newsletter \$1,800

#### Social Media:

Bespoke campaigns upon request, tailored to fit audience

For specs please visit: [nextmedia.com.au/ad-specs/skin/tracks-skin](https://nextmedia.com.au/ad-specs/skin/tracks-skin)

#### For advertising contact:

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**For mechanical details please refer to our website:**

[nextmedia.com.au/ad-spec/print](https://nextmedia.com.au/ad-spec/print)