

TRACKS



LETTER FROM THE EDITOR



Tracks is the brand which blazes a trail into surfing's future without forgetting to occasionally look in the rear vision mirror.

Relentlessly creative and restlessly innovative, Tracks will always strive to make you see surfing and surf culture in new and engaging ways.

Our design style is progressive with a strong focus on emphasizing the unique elements of every story and subject matter. Meanwhile, Tracks editorial strives to be entertaining in a rip your head off kind of way. It is Tracks who ordains surfing's heroes, brings colourful characters to life and captures the essence of what it is to be a surfer in the modern world. We boast the

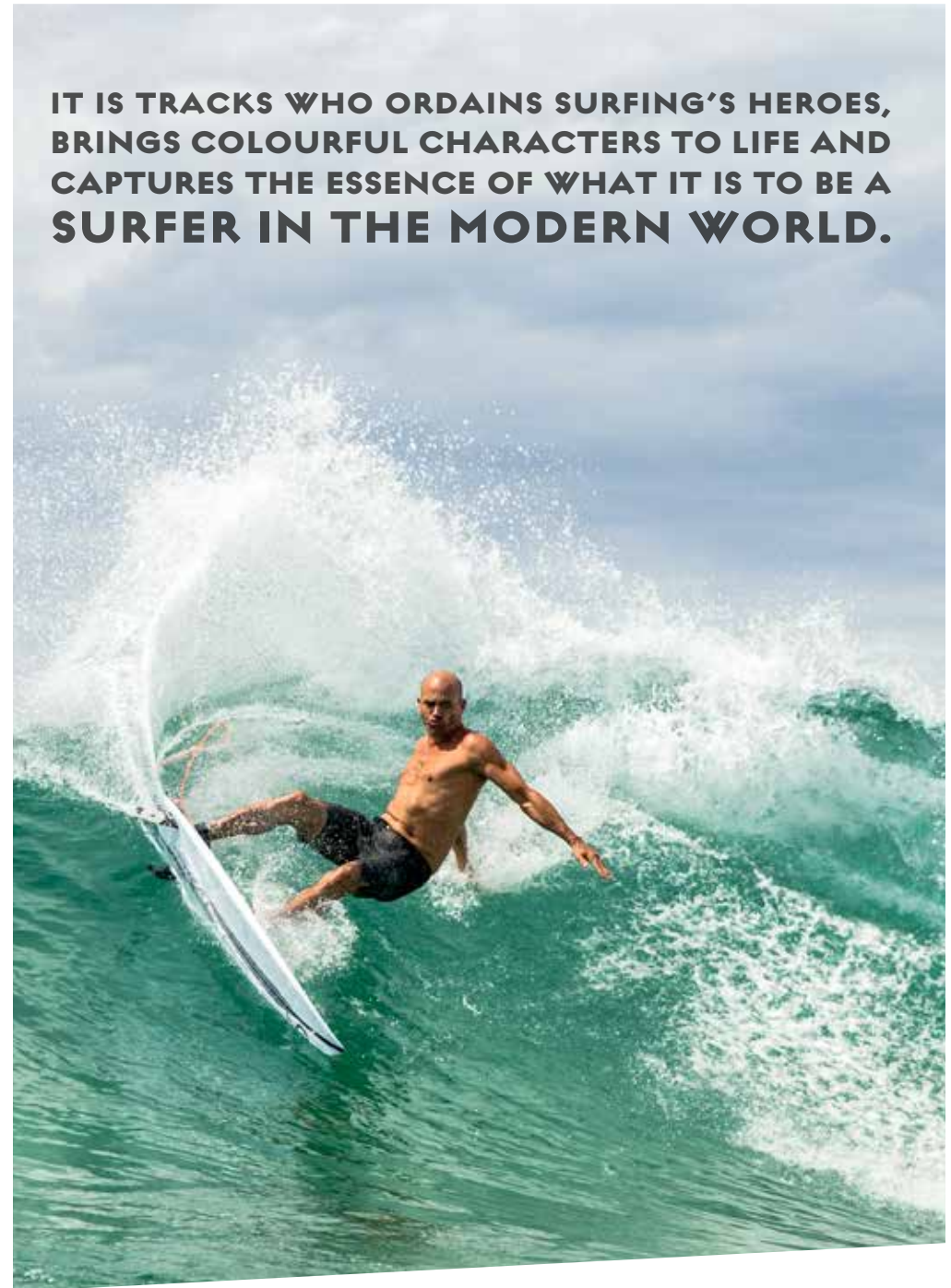
most dynamic contributor list of any Australian surfing magazine and our motto is "Boredom is The Enemy."

In an era of photo saturation Tracks licks the cream off the lenses of the world's best and displays their images in a style, which elevates surf photography to an art form and always makes you fall more deeply in love with the act of riding waves.

Ultimately, Tracks is not so much a brand as it is a state of mind that embraces pure surfing passion, cultural sophistication and the infinite possibilities that are presented to the modern surfer.

LUKE KENNEDY

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TRACKS

MEDIA KIT 2017-18

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 lead 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 so significant a contribution to a subculture.

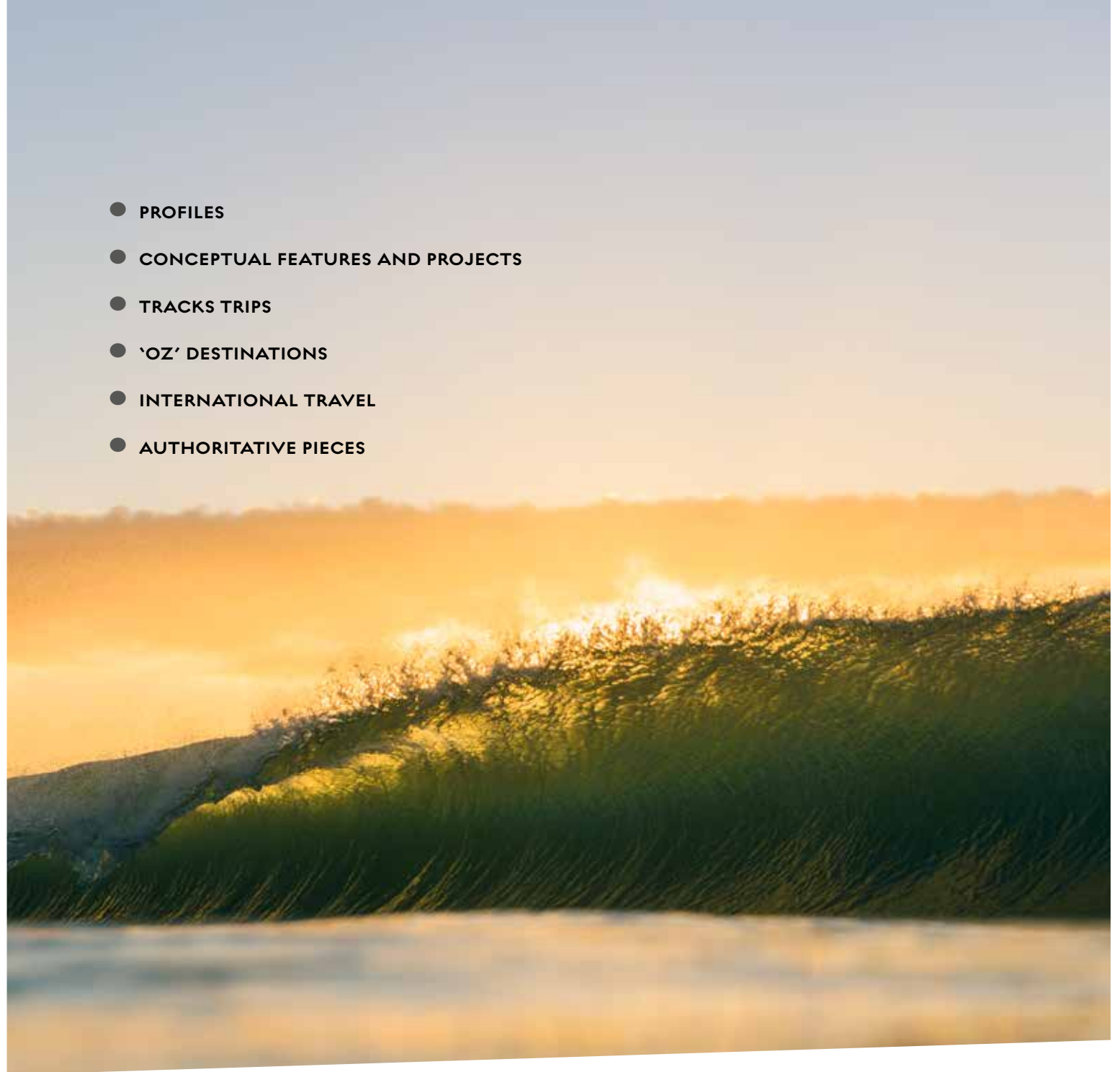
Now, as the world hurtles through the second decade of the new millennium Tracks continues to entertain and inform loyal readers while simultaneously introducing new followers to the brand that sets the agenda for Australian surfers.



TRACKS PILLARS

Tracks is underpinned by key, thematic pillars. These editorial cornerstones create a framework that enables us to both influence and respond to a surf culture that is in a constant state of flux.

- **PROFILES**
- **CONCEPTUAL FEATURES AND PROJECTS**
- **TRACKS TRIPS**
- **'OZ' DESTINATIONS**
- **INTERNATIONAL TRAVEL**
- **AUTHORITATIVE PIECES**



TRACKS REGULARS



MARKED FILE:

Performance and perfection

The two up-front spreads are dedicated to capturing both ground-breaking performance and those dreamy moments that resonate with all surfers.



FIX:

A fun park for the surfing brain

Surfing doesn't always have to take itself too seriously. 'Fix' is brimming with bitsy elements that deliver an instant chuckle, smirk or emotive response. Also an opportunity to utilise our fabulous, almost 50-year-old archive.



ARROWS:

Board concepts and their creators

Interest in design and surfboards is at an all-time high. Surfers are riding everything from vintage logs to thrusters with space age materials. An authoritative look at the craft and craftsmen that are snatching the attention of surfers.



RAPTURE:

Everyone loves a good story

These tales are the lifeblood of beachside car parks, school playgrounds and surf trips. Always told in a compelling fashion, they are designed to enlighten, entertain and add to the mythology of the surfing experience.



RIPE:

Capturing the spirit of the moment

A person or idea that has captured the essence of the times in surfing. It may be a film, a technology, a surfer or a surfing CEO...



THAT WAS THEN, THIS IS NOW

The past and its relationship to the future

Phil Jarratt remains one of the most revered scribes in surfing. Phil is well-qualified to reflect on surfing's icons, critical events and important locations. It's not just the past. It's the evolution of an individual or place from then till now.



BINARY CODES:

Friends and foes

Most of us have a buddy who is an integral part of our surfing lives. This is about those close bonds and rivalries, which exist in surfing between well-known surfing figures. You couldn't have one without the other.



CURIOUS SPECIES:

Diversity

There are sub-cultures within the surfing subculture. We don't dress the same, talk the same, ride the same boards or travel to the same places. Surfing is interesting because it is interpreted in so many different ways.

**MORE THAN
JUST A MAG**



THE MAG - 7 issues PA

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 32,000 copies per month which equates to 120,000 readers per issue.



THE WEB

The Tracks website was relaunched in 2017 putting Tracksmag.com at the cutting edge of on-line media. 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.



IPAD

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

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 100,000.



TRACKS PRODUCTIONS

Tracks is also the only Australian surf media company that remains committed to the production of high quality videos. Each year we produce a quality film production, which are both entertaining and reflective of the values of a constantly evolving world of surfing in 2018.

32K 
PRINTED COPIES PER ISSUE

120K 
MONTHLY READERSHIP

100K 
FOLLOWERS ON INSTAGRAM

260K 
FOLLOWERS ON FACEBOOK

TRACKS

MEDIA KIT 2017-18

DEADLINES RATES & SPECS

DEADLINES

ISSUE	MATERIAL DEADLINE	ON SALE
ANNUAL	17 OCT 18	16 NOV 18
563	31 OCT 17	27 NOV 17
564	15 DEC 17	29 JAN 18
565	27 FEB 18	26 MAR 18
566	1 MAY 18	28 MAY 18
567	3 JUN 18	30 JUL 18
568	28 AUG 18	24 SEP 18
ANNUAL	16 OCT 18	15 NOV 18
569	30 OCT 18	26 NOV 18

ADVERTISING RATES

PAGE SIZE	CASUAL RATE	3 x [\$A]	6 x [\$A]	12 x [\$A]
DOUBLE PAGE	6,880	6,530	6,190	5,500
FULL PAGE	3,640	3,460	3,270	2,910
HALF DP SPREAD	4,140	3,930	3,720	3,310
1/2 PAGE	1,980	1,880	1,780	1,590
1/3 PAGE	1,650	1,570	1,490	1,320
1/4 PAGE	1,325	1,260	1,190	1,060
1/8 PAGE	450	PLEASE ENQUIRE		

FOR ADVERTISING CONTACT:

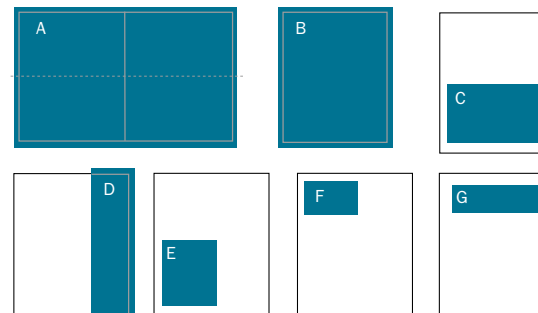
NATIONAL
ADVERTISING MANAGER

DAMIAN MARTIN
MOBILE 0417 168 663
EMAIL dmartin@nextmedia.com.au

MECHANICAL DETAILS (width x height)

	INSERTIONS	BLEED	TYPE	TRIM
A	DOUBLE PAGE SPREAD	470 X 285	450 X 265	460 X 275
A	HALF DPS	470 X 145	440 X 115	460 X 135
B	FULL PAGE	240 X 285	220 X 265	230 X 275
C	1/2 PAGE HORIZONTAL	NA	210 X 120	220 X 130
D	1/3 PAGE VERTICAL	80 X 285	65 X 290	75 X 300
E	1/4 PAGE VERTICAL	122 X 160	108 X 140	NA
F	1/8 PAGE HORIZONTAL	NA	108 X 66	NA
G	1/4 PAGE HORIZONTAL	NA	220 X 63	NA

Please enquire for yearbook format and specifications



Pages shown with bleed - A, B, D

No bleed required - C, E, F, G