

diane Media Kit



NUANCE
MULTIMEDIA AUSTRALIA

THE *Curves*® MAGAZINE

diane®



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diane is the Curves women's fitness club members' magazine.

Curves is by far the largest women's health club in Australia and New Zealand. In Australia, there are about 400 clubs and more than 150,000 active members, many of whom have been following the Curves program for several years. There are 70 clubs in New Zealand with more than 15,000 members.

diane celebrates the spirit of millions of Curves members around the world who seek optimum health, fitness, beauty, confidence, and strong relationships. We provide empowering and positive information to help each woman reach her ultimate goals. We build emotional connections, so that individual successes inspire and motivate all our readers. *diane's* meaningful content touches our readers where they are today and helps them become the women they want to be tomorrow.

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CIRCULATION

39,610 CAB audited
April 10 – March 11
4 issues per year



LOADINGS

Specified Positions – 10%

TERMS AND CONDITIONS

General Conditions

No cancellations of space can be accepted after the published booking deadline. If copy is not received by deadline date, the Publisher reserves the right to insert copy previously published. The positioning or placing of an advertisement is at the Publisher's discretion, except where specifically agreed to by the Publisher and a loading is paid by the client. Space cancelled within a contract period, thereby affecting a discounted rate, will result in the advertising under that contract reverting to the appropriate rate for the number of insertions. The advertiser cannot make alterations to dates marked on the booking form unless authorised by the National Account Manager. The client warrants that the advertisements to be placed pursuant to this order will: Contain no defamatory, obscene or otherwise unlawful matter; Not infringe any rights, including copyright, or any third parties; Comply with the Standards of The Media Council of Australia, The Advertising Standards Council, all other relevant regulatory bodies and; Not in any way be false, misleading or deceptive or otherwise breach any provision of the Trade Practices Act. The Publisher reserves the right to reject any advertisement considered to be unsuitable for publication.

ADVERTISING RATES

| | Colour | Black & White |
|---------------------------|---------|---------------|
| Double page spread | | |
| Casual | \$8,500 | – |
| 2x | \$8,005 | – |
| 3x | \$7,510 | – |
| 4x | \$7,015 | – |

| | Colour | Black & White |
|------------------|---------|---------------|
| Full page | | |
| Casual | \$4,500 | \$4,125 |
| 2x | \$4,225 | \$3,919 |
| 3x | \$3,950 | \$3,713 |
| 4x | \$3,675 | \$3,506 |

| | Colour | Black & White |
|------------------|---------|---------------|
| Half page | | |
| Casual | \$3,500 | \$2,888 |
| 2x | \$3,158 | \$2,743 |
| 3x | \$2,965 | \$2,599 |
| 4x | \$2,773 | \$2,454 |

| | Colour | Black & White |
|-------------------|---------|---------------|
| Third page | | |
| Casual | \$2,000 | – |
| 2x | \$1,874 | – |
| 3x | \$1,723 | – |
| 4x | \$1,571 | – |

| Inside front DPS (colour only) | |
|---------------------------------------|----------|
| Casual | \$10,880 |
| 2x | \$10,286 |
| 3x | \$9,692 |
| 4x | \$9,098 |

| Inside back cover (colour only) | |
|----------------------------------------|---------|
| Casual | \$5,050 |
| 2x | \$4,748 |
| 3x | \$4,445 |
| 4x | \$4,143 |

| Outside back cover (colour only) | |
|-----------------------------------------|---------|
| Casual | \$5,325 |
| 2x | \$5,009 |
| 3x | \$4,693 |
| 4x | \$4,376 |

Note: prices do not include GST

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diane magazine inspires and motivates

ADVERTISING DEADLINES

| Issue | Booking Deadline | Material Deadline | On Sale |
|-------------|------------------|-------------------|----------|
| Spring 2011 | 30 Jun 11 | 14 Jul 11 | 2 Sep 11 |
| Summer 2012 | 29 Sep 11 | 13 Oct 11 | 2 Dec 11 |

Note: No cancellations accepted after booking deadline.

ADVERTISING CONTACTS

BOOKINGS

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MATERIAL

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DIANE IS PUBLISHED BY

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on behalf of Curves International

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MATERIAL REQUIREMENTS

Artwork

Nuance Multimedia only accepts digital material. PDFs preferred. (Note: We do not accept Word, Publisher or Powerpoint files.)

Registration and trim marks should appear on all artwork and located 5mm outside the trim area. Please take care to set this in the 'Marks and Bleed' area of your software program.

We prefer artwork to be supplied using Quickcut digital delivery management software.

Visit www.quickcut.com.au for more information.

Alternatively, ads can be submitted as press ready PDF files emailed to – ads@nuancemultimedia.com or send on a disk.

Double page spreads are to be supplied as separate single page files with 5mm bleed all around. Any critical information across the spine area should be double imaged across the gutter.

Double image allowance is 3mm each side of the gutter inclusive of the trim size. Spacing of type across the centre should clear the spine by a minimum of 6mm on each side.

We ask that:

Files supplied in PDF format with all font information embedded. True Type fonts are not to be used.

All scans to be at 300dpi (minimum of 260dpi) and scaled to no more than 100% of their size in the layout.

Correct Grey balance calibration to be set for scans.

Ensure colours in your document are CMYK. RGB or other colour formats will be rejected. Spot colours will not be accepted. If you are using PMS colours, these must be broken down into CMYK process colours on the original file.

A high quality, 3DAP compliant, digital colour proof is required for all files submitted. If you choose not to supply a digital proof, Nuance Multimedia will not be held responsible for variations between supplied files and the final printed ad.

Solid Black panels or large areas of background should carry at least 2 colours to ensure reinforce the black print. We recommend at least 20% cyan or magenta.

Total ink density should be between 280-310% with a black limit of 90% and allow for 15-20% dot gain. UCR, with a total ink density of 230% with 90% black, will be applied to four colour black images.

Minimum type size recommended is 10pt. Type reversed out of a four colour image or background should be no smaller than 12pt. Consideration should be made when using coloured type that total density do not exceed ink limits. Also take care when using a light coloured tint where type detail might be lost.

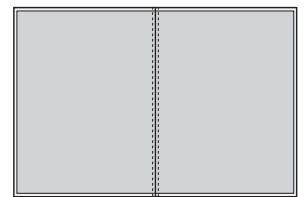
Recommended minimum line weight is 1pt with a maximum of 2 colours overprinting.

MECHANICAL DATA



FULL PAGE

Bleed
285mm^H x 220mm^W
Trim
275mm^H x 210mm^W
Type
265mm^H x 200mm^W



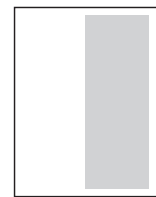
DOUBLE PAGE

Bleed
285mm^H x 430mm^W
Trim
275mm^H x 420mm^W
Type
265mm^H x 410mm^W



HALF PAGE

horizontal
118mm^H x 180mm^W



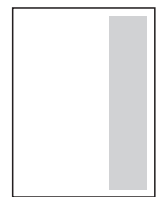
HALF PAGE

vertical
241mm^H x 88mm^W



THIRD PAGE

horizontal
77mm^H x 180mm^W



THIRD PAGE

vertical
241mm^H x 57mm^W