

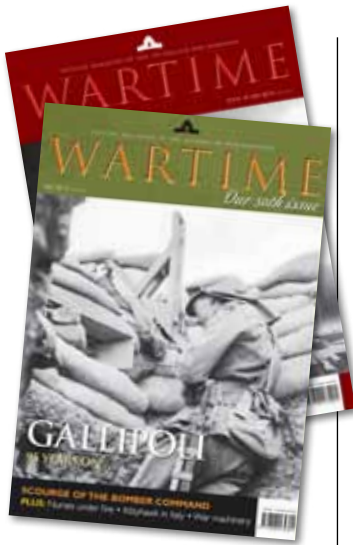
WARTIME



Wartime Media Kit



NUANCE
MULTIMEDIA AUSTRALIA



Official Magazine of the Australian War Memorial

Wartime is Australia's most respected military history magazine and is the official magazine of the Australian War Memorial. It is published quarterly on behalf of the Memorial. *Wartime* publishes frank, readable and entertaining articles that reflect the Australian experience of war and its effects on society. Each issue commemorates the sacrifice our men and women have made in service, from the African war in the 19th century until today. The magazine is edited by Robert Nichols, of the Australian War Memorial's Military History Section, and includes articles by the Memorial's historians as well as outstanding external specialists.

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CIRCULATION

Quarterly

LOADINGS

Inside Front Cover – 20%

Outside Back Cover – 25%

INSERTS

Loose – \$120

Bound – \$140

AGENCY COMMISSION

10% agency commission

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

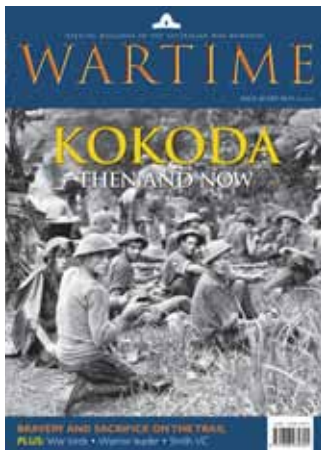
	Colour	Black & White
Double page spread		
Casual	\$4,760	\$3,570
2x	\$4,480	\$3,360
3x	\$4,200	\$3,150
4x	\$3,920	\$2,940
Full page		
Casual	\$2,800	\$2,100
2x	\$2,380	\$1,785
3x	\$2,240	\$1,680
4x	\$2,100	\$1,575
Half page		
Casual	\$1,680	\$1,260
2x	\$1,430	\$1,070
3x	\$1,345	\$1,010
4x	\$1,260	\$945
Third page		
Casual	\$1,140	\$855
2x	\$970	\$725
3x	\$910	\$685
4x	\$855	\$640
Quarter page		
Casual	\$875	\$655
2x	\$745	\$560
3x	\$700	\$525
4x	\$655	\$490

Note: prices do not include GST

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Wartime magazine for the Australian War Memorial

ADVERTISING DEADLINES

Issue	Booking Deadline	Material Deadline	On Sale
No. 53 - Jan 2011	25 Nov 10	16 Dec 10	19 Jan 11
No. 54 - Apr 2011	17 Feb 11	10 Mar 11	6 Apr 11
No. 55 - Jul 2011	2 Jun 11	23 Jun 11	20 Jul 11
No. 56 - Oct 2011	8 Sep 11	29 Sep 11	26 Oct 11

Note: No cancellations accepted after booking deadline.

ADVERTISING CONTACTS

BOOKINGS

Lee Tierney

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MATERIAL

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WARTIME IS PUBLISHED BY

Nuance Multimedia Australia Pty Ltd

ACN 056 123 776

on behalf of the Australian War Memorial

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Web: www.nuancemultimedia.com

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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

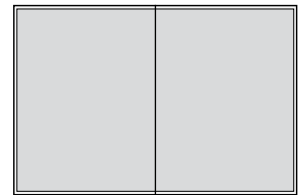
307^H x 220^Wmm

Trim

297^H x 210^Wmm

Type

287^H x 200^Wmm



DOUBLE PAGE

Bleed

307^H x 430^Wmm

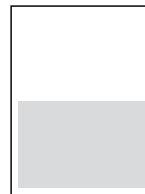
Trim

297^H x 420^Wmm

Type

287^H x 410^Wmm

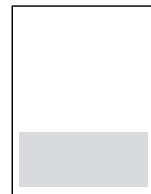
* This magazine is a perfect bound publication. Allow for 5mm either side of spine area type clearance.



HALF PAGE

horizontal

132^H x 181^Wmm



THIRD OF A PAGE

horizontal

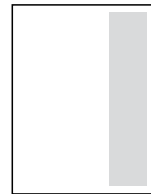
85^H x 181^Wmm



HALF PAGE

vertical

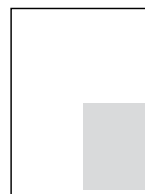
272^H x 86^Wmm



THIRD OF A PAGE

vertical

272^H x 62^Wmm



QUARTER PAGE

vertical

132^H x 86^Wmm