

Australian Cyclist **Media Kit**



NUANCE  
MULTIMEDIA AUSTRALIA

# australian cyclist



## Australian Cyclist Media Kit



**NUANCE**  
MULTIMEDIA AUSTRALIA



With an audited circulation of 15,119 and readership exceeding 25,000, *Australian Cyclist* is Australia's largest national non-competitive cycling magazine.

### **EACH ISSUE CONTAINS:**

- News and reviews of bikes and accessories
- Great places to ride
- Health and fitness for cyclists
- News and events
- Cycling skills
- City riding
- Technical and maintenance
- Plus lots more

### **READERS' PROFILE**

- Female 37%
- Male 63%
- Most readers are aged in their 40s and 29% earn more than \$60,000 a year.

*Australian Cyclist* readers enjoy a wide range of cycling from commuting, touring, recreational, sport and fitness, and mountain biking. 73% of readers cycle most days.

### **READERS OWN AN AVERAGE OF TWO BIKES AND**

- 22% want to buy a MTB
- 18% want a road bike
- 18% want a touring bike
- 17% want a comfort or hybrid bike

*Australian Cyclist* readers love to take holidays with their bikes. More than half take cycling holidays at least once a year, either joining a commercial tour, riding at their destination or independent touring. On average, people surveyed have been reading *Australian Cyclist* for five years, and more than a third said that they do not read any other magazines.

More than half the readers have visited the *Australian Cyclist* website at least once: [www.australiacyclist.com.au](http://www.australiacyclist.com.au)

- *The results are from the 2004 readers' survey.*

# Australian Cyclist Media Kit



**NUANCE**  
MULTIMEDIA AUSTRALIA



## CIRCULATION

15,119 Publishers statement  
April 11 – September 11  
6 issues per year



## LOADINGS

Specified Positions – 10%  
RHP – 10%  
Front Half – 10%  
ERHP – 15%

## INSERTS

Price on application

## SPECIAL SIZES

Price on application

## 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

Effective 1 July 2008

	Colour	Black & White
<b>Double page spread</b>		
Casual	\$2,430	–
3x	\$2,205	–
6x	\$1,985	–
<b>Full page</b>		
Casual	\$1,525	\$985
3x	\$1,430	\$910
6x	\$1,300	\$880
<b>Half page</b>		
Casual	\$890	\$595
3x	\$825	\$545
6x	\$780	\$520
<b>Third page</b>		
Casual	\$700	\$430
3x	\$650	\$395
6x	\$600	\$385
<b>Quarter page</b>		
Casual	\$625	\$330
3x	\$575	\$310
6x	\$535	\$280
<b>Sixth page</b>		
Casual	\$565	\$245
3x	\$530	\$225
6x	\$515	\$210
<b>Inside front cover</b>		
Casual	\$1,760	–
3x	\$1,595	–
6x	\$1,525	–
<b>Inside back cover</b>		
Casual	\$1,620	–
3x	\$1,485	–
6x	\$1,405	–
<b>Outside back cover</b>		
Casual	\$1,895	–
3x	\$1,745	–
6x	\$1,640	–

**Note:** prices do not include GST

## Australian Cyclist Media Kit



**NUANCE**  
MULTIMEDIA AUSTRALIA



The national magazine for recreational, commuting and touring cyclists.

### ADVERTISING DEADLINES

Issue	Booking Deadline	Material Deadline	On Sale
Jan/Feb 2012	4-Nov-11	14-Nov-11	21-Dec-11
Mar/Apr 2012	3-Jan-12	16-Jan-12	24-Feb-12
May/June 2012	6-Mar-12	19-Mar-12	27-Apr-12
Jul/Aug 2012	7-May-12	21-May-12	22-Jun-12
Sep/Oct 2012	8-Jul-12	23-Jul-12	24-Aug-12
Nov/Dec 2012	3-Sep-12	17-Sep-12	26-Oct-12

**Note:** No cancellations accepted after booking deadline.

### CONTACTS

Promote your business and advertise your products or services on our website:  
[www.australiacyclist.com.au](http://www.australiacyclist.com.au)

**For all print and website advertising enquiries, contact:**

### BOOKINGS

**David Sutcliffe**

Telephone: 0417 650 988

Email: [davids@nuancemultimedia.com](mailto:davids@nuancemultimedia.com)

### MATERIAL

**Candice Ame**

Telephone: (03) 9860 4500

Fax: (03) 9860 4508

Email: [candicea@nuancemultimedia.com](mailto:candicea@nuancemultimedia.com)

### AUSTRALIAN CYCLIST IS PUBLISHED BY

**Nuance Multimedia Australia Pty Ltd**

ACN 056 123 776

on behalf of Bicycle NSW

Suite 2, Level 1, 10 Queens Road, Melbourne VIC 3004

Telephone: (61 3) 9860 4500

Fax: (61 3) 9860 4508

Web: [www.nuancemultimedia.com](http://www.nuancemultimedia.com)

# Australian Cyclist Media Kit



**NUANCE**  
MULTIMEDIA AUSTRALIA



## 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](http://www.quickcut.com.au) for more information.

Alternatively, ads can be submitted as press ready PDF files emailed to – [ads@nuancemultimedia.com](mailto: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



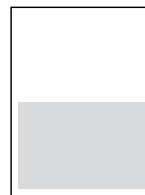
### FULL PAGE

**Bleed**  
285mm<sup>H</sup> x 215mm<sup>W</sup>  
**Trim**  
275mm<sup>H</sup> x 205mm<sup>W</sup>  
**Type**  
265mm<sup>H</sup> x 195mm<sup>W</sup>



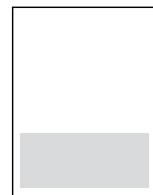
### DOUBLE PAGE

**Bleed**  
285mm<sup>H</sup> x 420mm<sup>W</sup>  
**Trim**  
275mm<sup>H</sup> x 410mm<sup>W</sup>  
**Type**  
265mm<sup>H</sup> x 400mm<sup>W</sup>



### HALF PAGE

**horizontal**  
124mm<sup>H</sup> x 183mm<sup>W</sup>



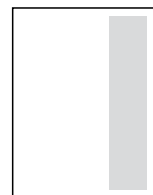
### THIRD PAGE

**horizontal**  
80mm<sup>H</sup> x 183mm<sup>W</sup>



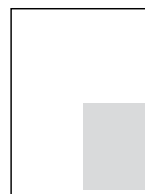
### HALF PAGE

**vertical**  
254mm<sup>H</sup> x 90mm<sup>W</sup>



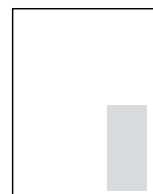
### THIRD PAGE

**vertical**  
254mm<sup>H</sup> x 58mm<sup>W</sup>



### QUARTER PAGE

**vertical**  
124mm<sup>H</sup> x 90mm<sup>W</sup>



### SIXTH PAGE

**vertical**  
124mm<sup>H</sup> x 58mm<sup>W</sup>