

MEDIA INFORMATION

2010

THE MAGAZINE

Established for over 35 years, *This Week in Tasmania* is the insider's guide to the state, introducing visitors to the attractions of each region and the highlights of the season. Portable, practical, and definitely indispensable, *This Week in Tasmania* offers a wealth of essential information about everything from shopping, dining and entertainment to museums and art galleries; (not forgetting "must-sees" of both historic and contemporary interest). Targetted editorial and great maps make it easy for visitors to locate your business, as well as finding - and finding out about - everything Tasmania has to offer.

● **Guaranteed Distribution:**

- CAB audited.
- 149,000 copies distributed in 2009
- Estimated readership over 400,000 p.a.

● **Mainland:**

- Melbourne and Sydney Travel Centres.
- Selected mainland Travel agents.

● **Tasmania:**

- Major Hotels and motels.
- Car Hire Companies.
- Conventions.
- Visitor Information Centres.
- Attractions.
- On board the Spirit of Tasmania I and II.*
- Hobart and Launceston Airports.
- Tourist Brochure Exchange



this week

THE GUIDE TO THE BEST

Summer 2009/2010
www.thisweekintasmania.com

FREE

LARGE CENTRE MAP

IN TASMANIA



Runnymede, Hobart

ATTRactions RESTAURANTS + SHOPPING

Clarence Jazz Festival
23-28 February



GALLERIES ENTERTAINMENT + WHAT'S ON



Tamar River Cruises,
Launceston

ALSO ON LINE

www.thisweekintasmania.com

This Week In Tasmania online enable thousands of interstate and international visitors to research Tasmania before they depart. By providing visitors with up to the minute information accessible all day, every day, *This Week In Tasmania* online is the perfect environment for advertisers to promote their services to an audience actively seeking information.

Opportunities exist for branding and links through to your existing website providing valuable additional traffic.



CIRCULATIONS
AUDIT BOARD



ADVERTISING RATES

SECTION AND FEATURE ADVERTISING

SIZE	CASUAL	Including GST	X2	Including GST	X3	Including GST	X4	Including GST
Full Page	\$1950	\$2145	\$1860	\$2046	\$1770	\$1947	\$1680	\$1848
1/2 Page	\$1140	\$1254	\$1090	\$1199	\$1040	\$1144	\$1000	\$1100
1/3 Page	\$780	\$858	\$740	\$814	\$720	\$792	\$680	\$748
1/4 page	\$620	\$682	\$590	\$649	\$560	\$616	\$540	\$594
1/5 page	\$470	\$517	\$440	\$484	\$430	\$473	\$410	\$451

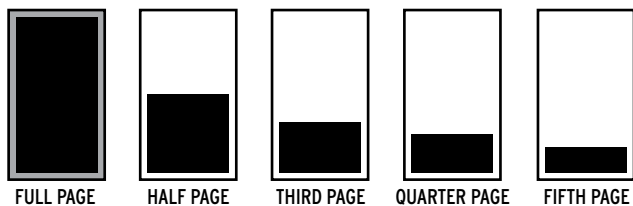
Covers (Add 15% loading to Full Page Rates)

ONLINE ADVERTISING

Banner Ad	\$800	\$880	\$760	\$836	\$720	\$792	\$680	\$748
Tile Ad	\$400	\$440	\$380	\$418	\$360	\$396	\$340	\$374

ANNUAL PUBLICATION SCHEDULE

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
Autumn 2010	Monday, 15 February 2010	Monday, 22 February 2010	March – May 2010
Winter 2010	Monday, 17 May 2010	Monday, 24 May 2010	June – August 2010
Spring 2010	Wednesday, 11 August 2010	Wednesday, 18 August 2010	September – November 2010
Summer 2010/11	Tuesday, 9 November 2010	Monday, 16 November 2010	December 2010 – February 2011



ADVERTISING SIZES

MAGAZINE

Full page	Type area	104 mm (w)	x	192 mm (h)
	Trim size	120 mm (w)	x	210 mm (h)
	+ 5mm bleed	130 mm (w)	x	220 mm (h)
Half page horizontal	Type area	104 mm (w)	x	95 mm (h)
Third page horizontal	Type area	104 mm (w)	x	57 mm (h)
Quarter page horizontal	Type area	104 mm (w)	x	48 mm (h)
Fifth page horizontal	Type area	104 mm (w)	x	32 mm (h)

ONLINE

Banner	Type area	468 pixels (w)	x	60 pixels (h)
Tile ad	Type area	120 pixels (w)	x	60 pixels (h)

ADVERTISING ENQUIRIES

Ange Hope

Tasmanian State Manager

Tel: (03) 6231 9193

Fax: (03) 6234 4332

Mobile: 0438 008 718

Email: angehope@hardiegrant.com.au

PLEASE SEND MATERIAL TO:

This Week in Tasmania

Suite 5, 19a Hunter Street,
Hobart, TAS 7000

Email: angehope@hardiegrant.com.au

TERMS & CONDITIONS

The terms and conditions, under which advertising is accepted to appear in *This Week In Tasmania*, are detailed at the bottom of the booking confirmation forms. All material is subject to space availability and publishers approval.

- Rates for multiple insertions apply to the whole term of the contract.
- If the contract is cancelled before the full term, rates will be charged at the number of insertions used.
- Artwork that requires makeup will be charged at 10% of media value.

Bookings for less than \$300 require payment at time of booking.

MAGAZINE: MATERIAL REQUIREMENTS

There are two methods for supplying your advertising material to Hardie Grant Magazines

1: E-MAILED PDF (must be under 8MB)

- Supply of advertising material in this way means you are wholly responsible for any changes to material required by you, Hardie Grant or its clients. Hardie Grant will not edit PDF documents.
- Ensure advertisement is the correct size (including any bleed) and that all images are CMYK and 300dpi and fonts are embedded when creating the PDF file.
- Do not use PDF short cuts within native programs. PDFs must be created as press optimised and include crop, bleed and registration marks.
- Foolproof PDF job options can be downloaded from www.3dap.com.au and it is advised that you use these job options to make your PDF as they are industry standard. PC and Mac versions are available as well as step-by-step instructions.

2: ON CD OR DVD

- Discs must be Mac compatible with artwork prepared in Indesign CS (inx file to be supplied if created in CS2)
- All fonts must be included on the disc in Mac format. Reversed out type must be at least 8pts and small fonts with fine serifs should be avoided.
- All images (links) must be included on disc, scaled to 100% of print size, at least 300dpi (please supply black & white line art at 600dpi) and CMYK.
- Please also supply a proof / printout of the file marked up with any special instructions.
- Please also include a press optimised PDF, prepared in the method outlined below.

PLEASE NOTE:

Do not supply total ad layout in Photoshop, Illustrator, Word, Pagemaker or any other unsupported software. Do not supply advertising material as a TIFF, JPEG or EPS only.

● Advertising material supplied incorrectly may be subject to a production charge if Hardie Grant is required to amend it.

ONLINE: MATERIAL REQUIREMENTS

- Files should be supplied as **gifs** or **jpgs** at 72dpi in RGB colour format.
- Banner ad maximum file size is **12k**
- Tile ad maximum file size is **8k**

