

AUSTRALIAN

tennis

MAGAZINE



Media Guide 2010

As Australia's only tennis publication, **Australian Tennis Magazine** has been a firm favourite with the tennis community since 1976, keeping players, coaches, parents and fans up to date with news on international players, events and issues. It's also an essential guide for the grassroots player, providing comprehensive instruction, tips, information and club news.

The new-look **Australian Tennis Magazine**, now published by Tennis Australia, retains all the terrific features and sections that have built a strong and loyal leadership over more than three decades. However, we now have many new sections for our readers, which in turn creates tremendous value and opportunities for our advertisers.

Publisher:

Tennis Australia

Editor:

Vivienne Chrisite

Consulting Editor:

Alan Trengove

Assistant Editor:

Daniela Toleski

Advertising Manager:

Jackie Cunningham

Graphic Designer:

Naomi O'Bryan

Administration & Subscriptions

Manager:

Sherryn Dove

Distribution:

Network Distribution

Printing:

Webstar

Melbourne Park, Batman Avenue,
Melbourne, Victoria 3000
Private Bag 6060, Richmond Vic 3121
(03) 9914 4200
www.tennismag.com.au



readership and demographics

Who is the typical *Australian Tennis Magazine* reader?

- 53 year-old female
- Lives with husband/partner (no kids at home)
- Household earns \$80-100,000
- Professional/retired
- Plays tennis weekly

Circulation:

24,000 average monthly

Readership:

76,000

Readership Gender:

55% Female 45% Male

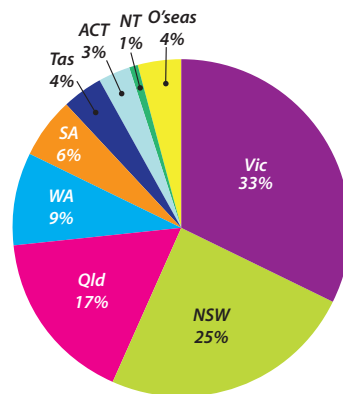
Readership Age:

Even age spread, with slight trend towards 35+ age groups

Readership Distribution:

State by state readership distribution

Victoria	33%
New South Wales	25%
Queensland	17%
Western Australia	9%
South Australia	6%
Tasmania	4%
ACT	3%
NT	1%
Overseas	4%



Sport and Tennis Consumption

With a strong emphasis on participation and interaction, our readers enjoy the following activities:

- Tennis 77% (of those, 80% play weekly, 48% play competitively)
- Swimming 18%
- Golf 13%
- Running 10%

- 71% of people with children play tennis – of those, 70% play weekly
- 70% watch all the Grand Slams and/or Masters Series events on television
- 81% visit tennis related websites
- **49% purchase a product advertised in *Australian Tennis Magazine* once or twice a year (a further 7% three or more times a year)**
- 74% of magazine survey respondents subscribe to *Australian Tennis Magazine*
- For most it is their only magazine subscription
- 55% have been subscribers for more than 5 years

What our readers like to see in *Australian Tennis Magazine*:

- Product information
- Tennis holidays/packages
- Fitness
- Nutrition
- Regular Australian player updates
- Regular junior player updates
- Training academies
- Tournament reports
- Feature stories

Source: *Readership Survey Australian Tennis Magazine - September 09*





display ad rates

Ad	Casual	4	6	12
Double page spread	\$7010	\$5695	\$4312	\$3295
Outside back cover	\$5380	\$4180	\$3740	\$3190
Inside front cover	\$4950	\$4180	\$3740	\$3190
Inside back cover	\$4950	\$4180	\$3740	\$3190
Full page	\$4400	\$3740	\$3080	\$2420
Half page	\$2409	\$2009	\$1503	\$1316
Third page	\$2049	\$1569	\$1157	\$1050
Quarter page	\$1730	\$1357	\$1024	\$877

*GST included
 *Excluding agency commission.
 There is a 30% loading fee on guaranteed positions.

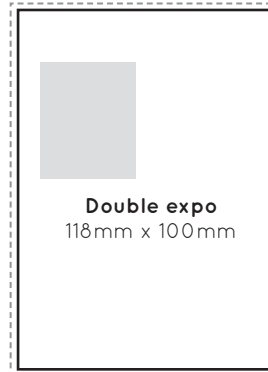
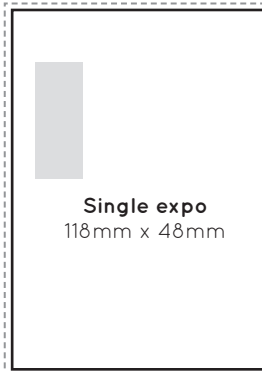
expo

12 issues booked in advance:

\$300 per issue (prepaid) or \$310 per issue (payment in 30 days)

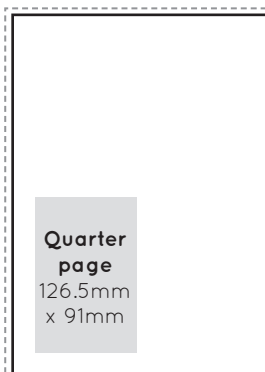
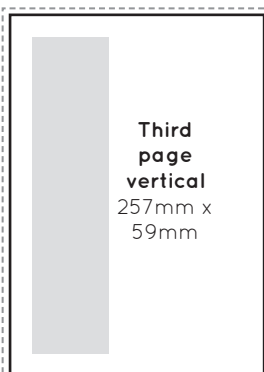
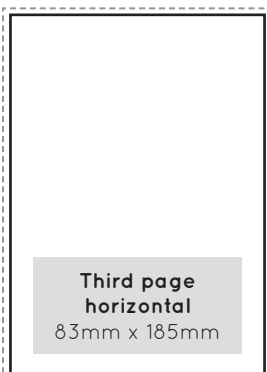
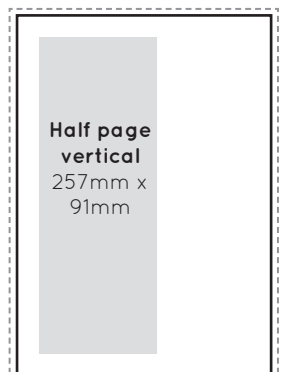
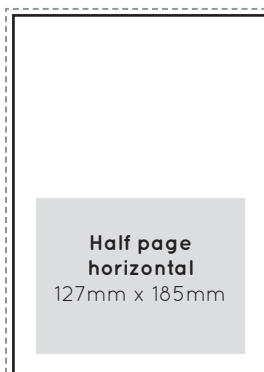
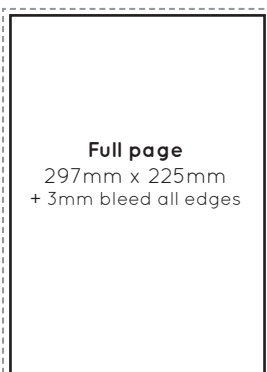
Less than 12 issues:

\$350 per issue (prepaid) or \$365 per issue (payment 30 days)



For all advertising enquiries, please contact Jackie Cunningham on 03 9914 4295, mobile 0433 377 292 or email her at jcunningham@tennis.com.au

display ad specifications



NOTE: Keep type/logos approximately 15mm away from trims. Third and half page ads cannot bleed - they must be in the areas shown. On double page spreads, always allow for the magazine's spine. We recommend that text does not extend across the gutter. Where necessary, only larger type should be used, avoid breaking words across the gutter.

Material specifications

Note: *It is the client's responsibility to ensure that all advertisements are supplied to the specifications listed below.*

Media

High resolution PDF emailed to Naomi O'Bryan at nobryan@tennis.com.au or Jackie Cunningham at jcunningham@tennis.com.au (must be smaller than 10mb to email). If the file is larger it can be sent on CD/DVD to: ATTN Naomi O'Bryan, Australian Tennis Magazine, Private Bag 6060, Richmond Vic 3121.

Platform

Macintosh OSX 10.5.8

If you are unable to supply a hi-res PDF, we work in the following programs:

Indesign CS3
Illustrator CS3
Photoshop CS3

Images

Resolution 300 dots per inch
Mode CMYK
Format eps/tiff
Size 100% of final output size

Do not supply finished material in Word documents. Doing so will render a production fee.

Fonts

Please supply all screen and print fonts in Postscript format. Please do not use True Type fonts unless they have been converted to outline.

Screen/final output resolution

150 lpi/ 300 dpi

Colour

Four colour process. Please save all images as CMYK eps/tiff files. Ensure all Pantone colours have been converted to four colour process in each software program used.

If files supplied do not meet these specifications, there may be additional costs charged to correct them. If you are unable to supply files, we have a fully equipped design studio to create your advertisement for a small fee.

Cancellation

The latest date a cancellation is possible, of a previously booked advertisement, is the relevant booking deadline. Advertisers who cancel after the deadline may be charged in full or part (minimum 50% of applicable rate), subject to costs incurred in fill-in production if artwork is not supplied. Rescinded contracts will be subject to surcharge at the assessed actual usage level.

Production charges

Incomplete material supplied that requires scanning, enlargements, reductions, strip-ins, overlays etc. will incur a charge.

Insertions

Material can be inserted nationally or on a state-by-state basis. Folding of insertions is available.

Special units

Rates and specifications for pre-printed insert cards, gatefolds or other tip-on and onsets special units are available on request. Run-ons and reprints of posters are available.

Overdue material

The client is responsible for delivering the material to the publisher. When the material is late, the publisher reserves the right to repeat previous advertisements or to pass on any additional production costs that may be incurred substituting late material or creating fill-in editorial.



terms and conditions

Australian Tennis Magazine Terms and Conditions of advertising as at 20/11/2009. The following terms and conditions apply to purchase of advertising space by the Customer in *Australian Tennis Magazine* ('Magazine'):

These terms and conditions

1. References to the 'Publisher' refer to Tennis Australia Limited and the 'Customer' refer to the person or entity signing this order.
2. The submission of an order form for advertising in the Magazine shall amount to the acceptance by the Customer of these terms and conditions which will apply to the exclusion of any other terms and conditions. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these terms and conditions will be binding on the Publisher.
3. The Customer warrants that the Customer contracts with the Publisher as a principal notwithstanding that the Customer may be acting as an agent for the Advertiser.

Position of advertisements

4. Where preferred positions are stated in an order, the Publisher will endeavour to meet the request but the decision regarding positions rests with the Publisher. Guaranteed positions are available where the advertiser orders at the rate appropriate for that advantage. The Publisher may omit, suspend or change the position of any Advertisement otherwise accepted for insertion in its sole discretion (and in the event that the Customer has paid for a guaranteed position, the Publisher will refund the difference between that guaranteed position rate and the standard advertising rate).

Submission, amendment, cancellation and payment for advertisements

5. Payment for advertisement(s) is due within 30 days of the date of the Publisher's tax invoice.
6. Where all materials (including but not limited to a signed proof) required to be supplied by the Customer are not provided to the Publisher on the deadline date set out in the booking confirmation form signed by the Customer ("Deadline"), the Publisher may treat this as constructive cancellation of the advertisement. In these circumstances full payment remains due and the Publisher reserves the right to otherwise use the advertising space (including but not limited by publishing an advertisement for a third party).
7. Where the Customer wishes to amend any detail in the material provided to the Publisher, it is the Customer's responsibility to supply amended material to be published, in legible form, before the Deadline.
8. Where the material provided by the Customer is no longer appropriate (as determined by the Customer), the Customer may cancel the advertisement, but full payment remains due. A substitute advertisement of similar size will be permitted provided deadlines are met.
9. If the Customer books more than one advertisement and receives a discount the whole of the order must be fulfilled. If the Customer does not run all advertisements as set out in this order, it will be required to pay the difference between the discounted rate and the full rate.

Approval of advertisements

10. All advertisements supplied are subject to approval by the Publisher. The Publisher reserves the right to reject any advertisement for any reason whatsoever. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable. Advertisers should keep in mind the high quality 'family style' values of the publication when designing artwork, to avoid their material being rejected by the Publisher.
11. Subject to 9 above, all proposed advertisements must be confirmed by the Customer by way of signed proof (unless an advertisement has been supplied to the Publisher in PDF format, in which case Customer approval is deemed to have been given). Failure by the Customer to provide a signed proof will result in an advertisement not appearing in the publication. The accuracy of the published advertisement is dependent on the quality and legibility of material provided by the Customer. It is the responsibility of the Customer to check the correctness of the advertisement and the Publisher accepts no liability for any error in an advertisement.

License to use advertisement

12. The Customer hereby grants to the Publisher a worldwide licence to reproduce, display and transmit the Advertisement in electronic form on

the Publisher's web sites and to permit users of those web sites to access the Advertisement and also licences the Publisher to use the Advertisement in order to enable the Publisher to market and advertise itself and the services which it provides.

References to the Magazine and the Publisher

13. The Customer and the Advertiser agree not to make promotional or merchandising reference to the Magazine or the Publisher in any way without the prior written permission of the Publisher in each instance.

Representation and indemnity

14. All advertisements are accepted and published in the Magazine on the representation by the Customer and the Advertiser that they are authorised to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party (including but not limited to intellectual property rights).
15. In consideration of the publication of advertisements, the Customer and the Advertiser will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, legal fees) arising out of the publication of the Customer/Advertiser's advertisements in the Magazine.

Complaints and liability

16. Any complaint, claim or query (including in relation to an advertisement or an invoice) must be raised within seven days following the date on which the event giving rise to the complaint or query first arose (or, in case of any doubt, by no later than 7 days after the relevant Magazine 'on sale' date). No complaint, claim or query shall affect the liability of the Customer to make full payment by the due time for that and all other advertisements.
17. The Publisher shall have no liability for any failure to publish or circulate all or any part of any issue or issues of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances beyond the control of the Publisher.
18. The Publisher shall not be liable for any indirect or consequential loss (including without limitation, business interruption and loss of profits, business, goodwill, anticipated savings, information and data) whether arising out of negligence, breach of contract or otherwise and whether or not the Customer or Advertiser was advised of the possibility of such loss by the Publisher.
19. The Publisher will not be liable for any loss of copy, artwork, photographs or other materials.
20. In no circumstances shall the total liability of the Publisher exceed the charge for the Advertisement in question.

Governing Law

21. These Terms and conditions shall be construed and governed by the law of the state of Victoria or the Commonwealth of Australia and the parties submit to the exclusive jurisdiction of the courts of Victoria, Australia or the Commonwealth without reference to any jurisdiction's conflict of laws principles.

Variation

22. The Publisher reserves the right to vary these terms and conditions at any time. Any variation will take effect from the date set out at the top of these terms and conditions, and will apply in relation to all orders placed with the Publisher after that date.

Severance

23. Any provision of these terms and conditions which is void or unenforceable in Victoria may be severed from these Terms & Conditions without affecting the enforceability of other provisions.

Waiver

24. No failure to exercise or delay in exercising any right, power or remedy by the Publisher operates as a waiver. A single or partial exercise of any right, power or remedy does not preclude any other or further exercise of that or any other right, power or remedy. A waiver is not valid or binding on the Publisher granting that waiver unless made in writing. The Publisher may at any time insist upon strict compliance with these terms and conditions, notwithstanding any previous custom, practice or course of dealings to the contrary.