

A male tennis player with dark hair and a blue headband is captured in a moment of intense celebration. He is wearing a bright blue short-sleeved shirt with a white Nike swoosh, white shorts, and blue wristbands. He is holding a tennis racket with a blue and black frame and a white grip. His mouth is wide open in a shout, and his eyes are squeezed shut. He is crouching on a reddish-brown clay tennis court. The background is a solid, warm-toned wall.

AUSTRALIAN **tennis**

CUSTOMISED
CLIENT PACKAGES

BEST-VALUE
OFFERINGS

EXCLUSIVE
ADVERTISING
OPPORTUNITIES

**BUILD YOUR
BRAND**
WITH TOP TENNIS

TARGETING
A LUCRATIVE
AUDIENCE

2012
MEDIA GUIDE

THE MAGAZINE

For all things tennis...

Australian Tennis Magazine has been serving the tennis community since 1976, keeping players, fans, coaches and parents updated with Grand Slam and event coverage, the latest news on rising and established stars, along with comprehensive analysis of the game's biggest issues.

The official magazine of Tennis Australia is also distributed to more than 2000 Tennis Australia coach members, incorporating specialised "My Coach" coach content from Australia's most qualified and highly regarded tennis experts.

My Game instructional content provides playing advice for players of every standard, encompassing strokes analysis, nutrition, fitness, psychology and injury prevention advice.

There's also a dedicated focus on grassroots coverage, showcasing the human interest stories that make tennis so adored by the thousands of players who participate in it. Club of the Month has become one of the magazine's most popular and highly anticipated columns.

australian
tennis
MAGAZINE

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Private Bag 6060, Richmond Vic 3121
(03) 9914 4200
www.tennismag.com.au

Publisher: Tennis Australia

Editor: Vivienne Chrisite

Assistant Editor: Daniela Toleski

Advertising Manager: Breanna Kray

Graphic Designer: Andrea Williamson

Administration & Subscriptions Manager: Ben Carencio

Distribution: Network Distribution

Printing: Webstar



WILSON	Storatus Three BLX	Six One Tour BLX	Blade Lite BLX	Blade 98 BLX - Pink	Pro Lite BLX
Head size: 115 square inches Weight: 11.5 oz (330g) Length: 27 1/2 inches Grip: 4 1/8 inches	Head size: 115 square inches Weight: 11.5 oz (330g) Length: 27 1/2 inches Grip: 4 1/8 inches	Head size: 115 square inches Weight: 11.5 oz (330g) Length: 27 1/2 inches Grip: 4 1/8 inches	Head size: 115 square inches Weight: 11.5 oz (330g) Length: 27 1/2 inches Grip: 4 1/8 inches	Head size: 115 square inches Weight: 11.5 oz (330g) Length: 27 1/2 inches Grip: 4 1/8 inches	Head size: 115 square inches Weight: 11.5 oz (330g) Length: 27 1/2 inches Grip: 4 1/8 inches
As all time favorite with new BLX technology incorporated in the Storatus Three BLX, this racket is the perfect choice for those players seeking the ideal balance between power and control.	The Six One Tour BLX is the choice of the greatest pros. Roger Federer, featuring a unique enhanced feel for precision and control, this concept is designed for players with full, clean and crisp swings that are made to compete at the highest levels.	Sam Stosur's powerful weapons had long been evident but it took endless hard work to develop them into the potent package that would see her become Australia's first female Grand Slam champion in 8 years at the US Open. Having joined the club with a superb display of poise and skill, the 27-year-old Queenslanders is now determined to do it all over again. COLUMBIA T&E reports.	Among the world's best-selling performance racquets, the new Blade 98 BLX - Pink is a superb option for those players seeking a racquet with a powerful feel and a high level of control. The new Blade 98 BLX - Pink features a new BLX technology, a superb option for those players seeking a racquet with a powerful feel and a high level of control. The new Blade 98 BLX - Pink features a new BLX technology, a superb option for those players seeking a racquet with a powerful feel and a high level of control.	This new addition to the Pro Lite BLX family features BLX technology combined with an ultra light weight and a high level of control. The new Pro Lite BLX features a new BLX technology, a superb option for those players seeking a racquet with a powerful feel and a high level of control. The new Pro Lite BLX features a new BLX technology, a superb option for those players seeking a racquet with a powerful feel and a high level of control.	



Australian Tennis Magazine on iPad

In 2011, Australian Tennis Magazine became the world's first tennis publication to offer a unique iPad app. This digital edition is a stunning complement to the print publication, with customised content incorporating additional features such as exclusive videos, website links, photograph slideshows and value-added extras.

READERSHIP & 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

Sport and Tennis Consumption:

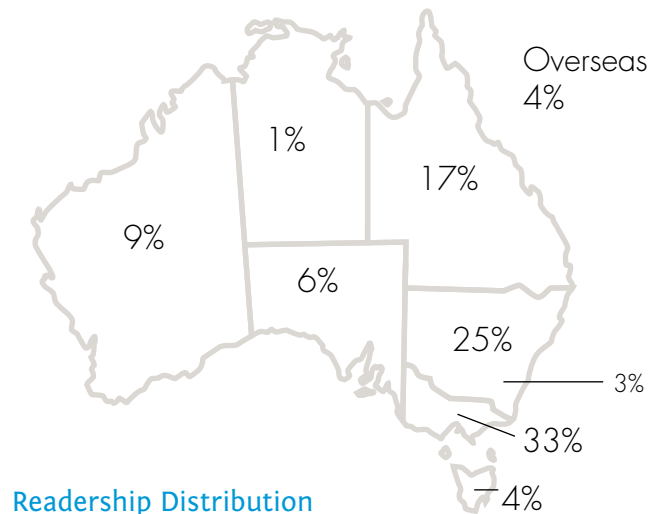
With a strong emphasis on participation and interaction, our readers enjoy the following activities:

- Tennis 77% (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 five 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



Australian Tennis Magazine thanks you for your support in helping develop tennis in Australia and future Grand Slam champions.

"Our continued partnership with *Australian Tennis Magazine* has been extremely beneficial for Fila's marketing strategy in Australia – the team's professionalism and dedication to our success has helped us reach a very elite customer."

– Silvano Merlatti, Chairman Fila Australia.

"A great magazine, read by the whole family. The only magazine that I read from cover to cover. I often refer back to rankings and various articles."

– Mrs L Hadley,
Brisbane, Queensland

"I absolutely love your magazine and think it is THE BEST tennis magazine on the market ... I read it from cover to cover. I already subscribe to a couple of US tennis magazines but yours seems so much more interesting and fun."

– Michele Bush,
Palm Coast, Florida, USA



DISPLAY AD RATES

Ad	Casual	4	6	12
Double page spread	\$7010	\$5695	\$4310	\$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
Two-thirds page	\$3400	\$2900	\$2380	\$1870
Half page	\$2400	\$2040	\$1680	\$1320
Third page	\$2050	\$1740	\$1430	\$1130
Quarter page	\$1730	\$1470	\$1210	\$950

*GST included

*Excluding agency commission.

There is a 30% loading fee on guaranteed positions.

TENNIS EXPO

A marketplace for all tennis needs including equipment, coaching, academies, tournaments, court supplies, and specialised retailers.

12 issues booked in advance:

Single Expo ad: \$300 per issue (prepaid) or \$310 per issue (payment in 30 days)

Double Expo ad: \$550 per issue (prepaid) or \$560 per issue (payment in 30 days)

Less than 12 issues:

Single Expo ad: \$350 per issue (prepaid) or \$365 per issue (payment 30 days)

Double Expo ad: \$600 per issue (prepaid) or \$615 per issue (payment 30 days)

PRO SHOP

An interactive section dedicated to highlighting and reviewing new product, providing a platform for contests and promotions. Please contact Breanna Kray for rates

For all advertising enquiries
Breanna Kray
Advertising Manager
P: 03 9914 4295
M: 0434 078 885
E: bkray@tennis.com.au

CUSTOMISED ADVERTISING

Customised advertising and sponsorship opportunities are available for select clients.

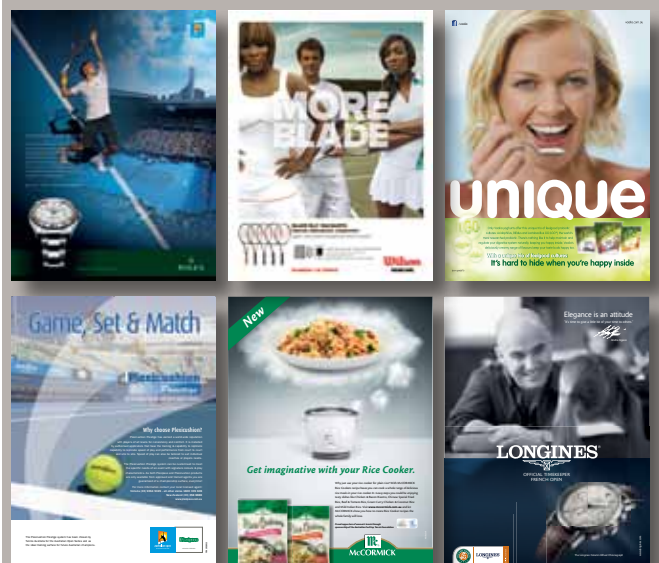
SECTIONALISED SPONSORSHIP

Australian Tennis Magazine can provide exclusive sponsorship opportunities of regular supplements by negotiation:



*Tennis Australia logo used as example only

AUSTRALIAN TENNIS MAGAZINE PARTNERS SINCE 2009 INCLUDE:



FILA, ROLEX, PLEXIPAVE, WILSON, LONGINES, DELOITTE, VAALIA, PRINCE, MEDIBANK, MCCORMICK, ADECCO, YONEX, REECE, IMG TENNIS ACADEMIES.

2012 SCHEDULE

Issue	No.	Booking deadline	Artwork deadline	On sale date	Special features
February 2012	3702	16 Jan	20 Jan	6 Feb	Souvenir summer review
March 2012	3703	6 Feb	17 Feb	5 Mar	Rising stars special
April 2012	3704	27 Feb	9 Mar	26 Mar	Health and well-being
May 2012	3705	26 Mar	6 Apr	23 Apr	French Open preview
June 2012	3706	23 Apr	4 May	21 May	Courts construction supplement; Wimbledon preview
July 2012	3707	21 May	1 Jun	18 Jun	French Open souvenir review
August 2012	3708	18 Jun	29 Jun	16 Jul	Wimbledon souvenir review
September 2012	3709	23 Jul	3 Aug	20 Aug	Racquets, balls & string supplement; US Open preview
October 2012	3710	27 Aug	7 Sep	24 Sep	US Open souvenir review
November 2012	3711	24 Sep	5 Oct	22 Oct	Grassroots / participation special
December 2012	3712	22 Oct	2 Nov	10 Nov	Australian tennis special; December Showdown guide
January 2013	3801	19 Nov	30 Nov	17 Dec	Special Australian Open series issue

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 Andrea Williamson and Breanna Kray at: awilliamson@tennis.com.au, cc: bkray@tennis.com.au (the file must be smaller than 10mb to email). If the file is larger it can be sent on CD/DVD to: Australian Tennis Magazine, Private Bag 6060, Richmond Vic 3121.

If you are unable to supply a hi-res PDF, we work in the following programs: Indesign CS5, Illustrator CS5 and Photoshop CS5

Images

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

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. Advertisement design options available on a case by case basis. Pricing to be discussed.

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 onserts 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.

DISPLAY AD SPECIFICATIONS

Full page

297 mm high x
225 mm wide
+ 3mm bleed
all edges

Double page

297 mm high x 450 mm wide
+ 3mm bleed all edges

two-thirds page

262 mm
high x
125 mm
wide

Half page

127 mm high x
190 mm wide

Third page

262 mm
high x
60 mm
wide

Quarter page

126.5 mm high x
91 mm wide

Double expo

188 mm high x
100 mm wide

Single expo

118 mm high x
48 mm wide

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.

2012 BOOKING CONFIRMATION



Contact: _____

Business/Company Name: _____

ABN: _____

Address: _____

State: _____ Postcode: _____

Phone: _____ Fax: _____

Email: _____

We would like to book the following advertisements in Australian Tennis Magazine:

Issues	Size/colour	Material Instructions	Rate	GST	Total cost
Year					
Month					
Year					
Month					
TOTAL INVESTMENT					

Invoice details: ☐ Invoice client direct ☐ Invoice advertising agency

Advertising agency name: _____

Postal address: _____

State: _____ Postcode: _____

Contact person: _____

Phone: _____ Fax: _____

Email: _____

I/We have noted the General Conditions overleaf. I/We fully understand that Australian Tennis Magazine cannot guarantee any position unless a loading of 30% is paid. I/We confirm that the details set out herein correctly state our advertisement order with your company and this order is placed subject to normal conditions of advertising with your company. I/We accept that cancellation of a booking is subject to the following: 25% of the charged rate before the booking deadline, 50% of the charged rate after the booking deadline and before the final artwork required date, and the full charged rate after the artwork required date. I/We also understand that, unless otherwise agreed, I/We will provide our own advertising material as per your material specifications. Terms: New clients fully prepaid by the material deadline. Existing clients 30 days from date of invoice.

I/We the undersigned agree to the above booking and the standard conditions overleaf. ☐ (Please tick)

Authorising person: _____

Position: _____

Signature: _____

Date: _____

Australian Tennis Magazine advertising representative: _____

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.