

# MEDIA INFORMATION 2010

**this**  
THE ULTIMATE CITY GUIDES  
**week**

Summer 2009/2010  
[www.thisweekinmelbourne.com](http://www.thisweekinmelbourne.com)  
**FREE**

FOLD-OUT  
**MAP**  
INSIDE

**IN MELBOURNE**



Adventure Park

**ATTRACTIONS RESTAURANTS + SHOPPING**



Eureka Skydeck

**GALLERIES ENTERTAINMENT + WHAT'S ON**



National Sports Museum

**MELBOURNE AIRPORT**  
melbournearport.com.au



CIRCULATIONS  
AUDIT BOARD



# The Magazine

Just like a friendly local – This Week in Melbourne is full of insider knowledge and provides visitors with a resource that ensures that they get the best out of their stay!

**Established for over 50 years** This Week in Melbourne is published quarterly and contains handy fold-out city maps which visitors can retain and refer to time and time again. Each issue has its own special features on what's on and how to experience Melbourne at its best, including the key shopping precincts, popular attractions, restaurants and day trips!

**This Week** (Melbourne, Sydney, Canberra, Darwin and Tasmania) publications are produced by Hardie Grant Travel. We are now one of the largest, most diverse and innovative travel publishers in Australia of guides, magazines, directories, books, maps and atlases. We publish for consumers and on behalf of some of the highest profile tourism bodies in the country [www.hardiegrant.com.au](http://www.hardiegrant.com.au)

Tourism is an integral part of business which is why it is so important that local enterprise, whatever their business, promote their goods and services to the visitor market.

## To maximise your profile and foot traffic to your business

This Week in Melbourne (TWIM) gives advertisers the opportunity to stand out and relate your marketing message to a target audience.

## Victoria has 6.9 million visitors from interstate and overseas each year\*

- Through our proven distribution TWIM will connect you to the lucrative tourist market
- Guarantee a market presence for your advertising message
- Provides the information and encouragement tourists seek from a visitor guide, in an accessible and highly visual format

\*Tourism Victoria Corporation website

**The Week In Melbourne is a tourism guide that benefits visitors and advertisers alike!**

**Circulation:** This Week In Melbourne has a distribution of over 260,000 copies CAB audited each year.

## High Traffic Distribution Points

- Federation Square information centre
- 3 to 5 star hotels and serviced apartments
- City and metropolitan tourism attractions
- Airports - international and domestic
- Visitor Information centres
- Hire car outlets

## Testimonials

*"We highly recommend and use This Week In Melbourne. We find the city map is great for guests to navigate themselves around, especially with the useful public transport information. The quality and detail of information is outstanding - nicely laid out and easy to follow with good discounts for guests. Guests find the guide a good size to keep with them and refer to while they explore what Melbourne has to offer!"*  
**Kate Quigley Concierge Manager Radisson on Flagstaff Gardens Melbourne**

*"Hi, we are travelling with friends to Melbourne in November for the Melbourne Cup and will be staying for a week. We have a copy of 'This Week in Melbourne' Autumn edition and found this an extremely useful publication. Just wondering whether you could post a Spring edition to the address below?"*  
**Peter and Kathy Salt  
 Winmalee, NSW 2777**



# This Week Online

TWIM online is ideal environment for advertisers to promote their brands and services to an audience actively seeking information on things to see and do and places to eat, shop and stay in Melbourne, opportunities are available to link through to advertisers' websites providing valuable additional traffic



[www.thisweekinmelbourne.com](http://www.thisweekinmelbourne.com)

## ADVERTISING RATES

### SECTION AND FEATURE ADVERTISING

SIZE	CASUAL	Including GST	X2	Including GST	X3	Including GST	X4	Including GST
Full Page	4000	4400	3800	4180	3620	3982	3440	3784
1/2 Page	2360	2596	2240	2464	2090	2299	2000	2200
1/3 Page	1550	1705	1480	1628	1410	1551	1340	1474
1/4 page	1270	1397	1230	1353	1180	1298	1090	1199

Covers (Add 15% loading to Full Page Rates)

### ONLINE ADVERTISING

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

## ANNUAL PUBLICATION SCHEDULE

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
Autumn 2010	Monday 1 February 2010	Monday, 8 February 2010	March – May 2010
Winter 2010	Monday, 3 May 2010	Monday, 10 May 2010	June – August 2010
Spring 2010	Monday 2 August 2010	Monday 9 August 2010	September – October 2010
Summer 2010/11	Tuesday 26 October 2010	Tuesday 2 November 2010	December 2010 – February 2011

# 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](http://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.

## 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**

## ADVERTISING SIZES

### MAGAZINE

<b>Full page</b>	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)
<b>Half page horizontal</b>	Type area	104 mm (w)	x	95 mm (h)
<b>Third page horizontal</b>	Type area	104 mm (w)	x	57 mm (h)
<b>Quarter page horizontal</b>	Type area	104 mm (w)	x	48 mm (h)

### ONLINE

<b>Banner</b>	Type area	468 pixels (w)	x	60 pixels (h)
<b>Tile ad</b>	Type area	120 pixels (w)	x	60 pixels (h)

## 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.



FULL PAGE



HALF PAGE



THIRD PAGE



QUARTER PAGE

## ADVERTISING ENQUIRIES

### Fiona Douglas

Advertising Sales Manager

### Hardie Grant Magazines

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Tel: (03) 8520 6444

Fax: (03) 8520 6422

Mobile: 0419 103 948

Email: [fionadouglas@hardiegrant.com.au](mailto:fionadouglas@hardiegrant.com.au)

### ● PLEASE SEND MATERIAL TO:

#### This Week in Melbourne

Melbourne Sales Manager

Hardie Grant Magazines

85 High St, Prahran, VIC, 3181

Email: [fionadouglas@hardiegrant.com.au](mailto:fionadouglas@hardiegrant.com.au)