

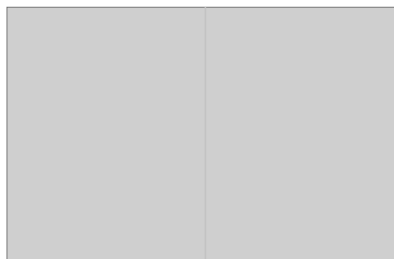
essentials

culture culinary adventure **magazine**

advertising rates

All prices are quoted ex GST

Quantity/Terms	Casual, 30 Day Terms	Casual, Pay Upfront	Buy 4, 30 Day Terms	Buy 4, Pay Upfront
Quarter Page	\$795	\$695	\$695 each	\$595 each
Half Page	\$945	\$845	\$845 each	\$795 each
Full Page	\$1495	\$1195	\$1195 each	\$1095 each
Double Page Spread	\$2195	\$1895	\$1895 each	\$1695 each

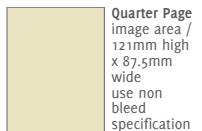


Double Page Spread
image area /
277mm high x 420mm wide
5mm bleed specification



Half Page Horizontal
image area /
121mm high x 182mm wide
use non bleed specification

Full Page
image area /
277mm high x 210mm wide
5mm bleed specification



Quarter Page
image area /
121mm high
x 87.5mm
wide
use non
bleed
specification

advert sizes

advertising specifications

The recommended digital format is Adobe Acrobat PDF version 5.0 composite files to be saved as follows...

Resolution: 300 dpi
Bleed: non-bleed or 5mm specs
Fonts: Embedded subset
Distiller: Press

Material may also be supplied in JPG or TIFF formats. Sheet fed: 100 gsm gloss stock. CMYK colour must be used throughout. RGB [eg Pantone] spot colours will be converted to CMYK colourspace.

Advertising Artwork Deadlines

Autumn edition deadline, February 15, 2008
Winter edition deadline, May 15, 2008
Spring edition deadline, August 15, 2008
Summer edition deadline, November 15, 2008

Advertising Conditions

- Advertising bookings are non-cancellable after nominated deadlines for each issue and will be charged at the agreed rate.
- Loadings apply to requests for preferred positions.
- The publisher reserves the right to repeat previous copy when advertising copy is overdue.
- Terms are cash. Accounts are required to be paid no later than 7 days from date of issue or advert booking.
- Advertising rates are subject to change.

Positional Loadings & Specials

Write Me Up, Print Me Up (4 page feature)	\$3550
essentials Market Leader (TV & print)	\$7450
essentials Wine Marketing Professional	\$6950
Right Hand Page Loading	15%
Back Cover – 250 gsm Gloss	\$3500

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