



SHINE DISTRIBUTION MAP

Bleed: 158.5mm (w) x 220mm (d)
FULL PAGE – Type: 128.5mm (w) x 190mm (d)
 Trim: 148.5mm (w) x 210mm (d)

HALF PAGE
 Horizontal – Type: 128.5mm (w) x 94mm (d)
 Vertical – Type: 63 mm (w) x 185mm (d)

ADVERTISING MATERIAL:

Digital Specs – Files to be supplied by email or CD. All image files to be 300dpi, at minimum 220mm wide for large images and 100mm wide for insets. Image files accepted are CMYKTif or high quality JPG.

Supplied Complete ads – High-end CMYK PDF (with fonts embedded). Supply digital colour proof and print-out of files.

Acceptable Disks – CD Rom & DVD

Email – Nothing over 10MB please
 Please email all artwork to Carolyn:
production@dawsons.com.au

Name message and attachment by ad name or company.

Deadlines – Materials receipt 4 weeks prior to release date as specified.

Material must be supplied in above formats. Please note responsibility of correctly supplied artwork is that of the advertiser not the publisher. If you have any questions please feel free to contact us and we will do everything we can to assist you.

Proofs – A proof of the ad will be sent to the advertiser for approval and any author corrections made at their expense and charged at an hourly rate.

FOR ALL ADVERTISING ENQUIRIES PLEASE CONTACT
 JAMIESON PUBLISHING ON (02) 8522 0007 or advertising@shinemagazine.com.au



MEDIA KIT

“Together, our aim is to provide a bridge between the community and local services that support a healthy lifestyle within the Sutherland Shire”

QUICK REFERENCE GUIDE

ADVERTISING RATES



ADVERTISING MANAGER Tracey Gifford
PHONE & EMAIL (02) 8522 0007; advertising@shinemagazine.com.au
EDITOR Larry Jamieson
PHONE & EMAIL (02) 8522 0001; editor@shinemagazine.com.au
DISTRIBUTION 10,000 copies are distributed in the Sutherland Shire including every home from Cronulla to Caringbah (see distribution map overleaf). Copies are also direct mailed to our subscribers and distributed to health and lifestyle centres, restaurants, selected galleries, cafes, beauty salons and businesses within the Shire.
READERSHIP Approximately 30,000
SIZE A5 148.5mm x 210mm. Add 5mm bleed each side
STOCK 150gsm gloss art self cover
ANNUAL ISSUES Six times per year / bi-monthly

BENEFITS FOR ADVERTISERS

- Targeted to your market both geographically and demographically.
- The high quality production values of Shine reflect your brand image.
- The modern and creative design concept ensures a stylish environment for your advertisement.
- Limited advertising space for sale means less clutter.
- Two months exposure to entrench your business in the minds of our dedicated readers.
- The only publication solely dedicated to health, lifestyle and living in the Shire.
- FREE website advertising included in advertising costs.

RELEASE DATES

#26 Dec/Jan December	#27 Feb/Mar February
#28 Apr/May April	#29 Jun/Jul June
#30 Aug/Sep Aug	#31 Oct/Nov October

BOOKING & CANCELLATION DEADLINE Advertising SPACE must be booked by:

#26 Dec/Jan 15th October	#27 Feb/Mar 8th December
#28 Apr/May 15th February	#29 June/July 15th April
#30 Aug/Sept 15th June	#31 Oct/Nov 15th August

MATERIAL DEADLINE Advertising MATERIAL must be in by:

#26 Dec/Jan 29th October	#27 Feb/Mar 17th December
#28 Apr/May 28th February	#29 June/July 30th April
#30 Aug/Sept 30th June	#31 Oct/Nov 30th August

10% pre-publication discount available

RATES PER ISSUE (ex GST)	Casual	× 3 issues	× 6 issues
Half Page	\$400	\$350	\$300
Full Page	\$750	\$650	\$600
Double Page Spread	\$1350	\$1170	\$1080
Inside Back Cover	\$800	\$750	\$700
Inside Front Cover	\$850	\$800	\$750
Back Cover	\$900	\$850	\$800

Please note above rates do not include GST. This will be added to these rates when invoicing.

***NOTE: Some positions may incur a loading**

Artwork Prices Full Page ad design \$100 + GST
 Half page ad design \$100 + GST
 – changes to existing ad and re-supply (minimum charge) \$50 + GST
 – istock photos medium \$25 + GST, large \$30 + GST

Please note these are estimated prices only, extra charge may apply if the artwork requires specific work, eg: logo re-draw, photoshop re-touching etc. Clients will be notified of extra charge before work begins.

Everyone associated with Shine magazine, lives in the shire, works in the shire and shops in the Sutherland Shire.

TERMS AND CONDITIONS

By placing an advertisement with Jamieson Publishing you agree to the terms and conditions set out below:
1. By ordering an advertisement in Shine the advertiser agrees to accept the said conditions of business in this media kit. **2.** The signed contract is binding. **3.** Orders cannot be cancelled after the booking deadline for that issue. **4.** Advertising material must conform to the specifications given in the material instructions. Creation of artwork will be charged to advertisers. **5.** If the advertiser, for whatever reason, fails to supply correct material or instructions in time for publication, payment of the account in full must still be made. Jamieson Publishing reserves the right to insert a previous advertisement if the advertiser fails to supply copy instructions prior to the deadline. **6.** Jamieson Publishing reserves the right to decline any advertising. **7.** All payments should be made to Jamieson Publishing P/L. Accounts should be settled within 30 days from the date of invoice. **8.** Every effort shall be made by Jamieson Publishing to fulfil the terms of the contract, but no responsibility can be undertaken for events beyond the control of Jamieson Publishing.

Shine

The Shire's Health & Lifestyle magazine

ADVERTISING ORDER FORM

Please book (tick size) Half Page Full Page Double Page Spread

For the following editions: #26 Dec/Jan #27 Feb/Mar 12 #28 Apr/May 12

#29 Jun/Jul 12 #30 Aug/Sept 12 #31 Oct/Nov 12

Book position: _____

at the cost of \$_____ per issue (GST exclusive)

Company Name _____ ABN _____

Company Address _____

Town _____ State _____ Postcode _____

Phone () _____ Fax () _____ Mobile _____

Email _____ Web Address _____

Signature _____ Print Name _____

Date _____ Title _____

Payment Dates

- 10% Pre-publication payment discount available upon payment invoice
- Full payment due on publication

For further information about Shine magazine, please call Tracey Gifford - Advertising Manager on 8522 0002 or advertising@shinemagazine.com.au

By ordering an advertisement an advertiser agrees they have read our advertising rate card and accept the business conditions contained therein.

JAMIESON PUBLISHING PTY LTD ABN 89 101 888 493

Phone: 61 (2) 8522 0000 Fax: 61 (2) 8522 0088

Postal Address: PO Box 197, Cronulla NSW 2230, Australia