

MEDIA INFORMATION



2010/11

this week

THE ULTIMATE CITY GUIDES

Summer 2009/2010
www.thisweekinsydney.com

FREE

FOLD-OUT
MAP
INSIDE



IN SYDNEY



Sydney Festival

ATTRACTIONS RESTAURANTS + SHOPPING



Sydney Harbour

GALLERIES ENTERTAINMENT + WHAT'S ON



Mythic Creatures exhibition, Australian Maritime Museum

See fold out map page 2

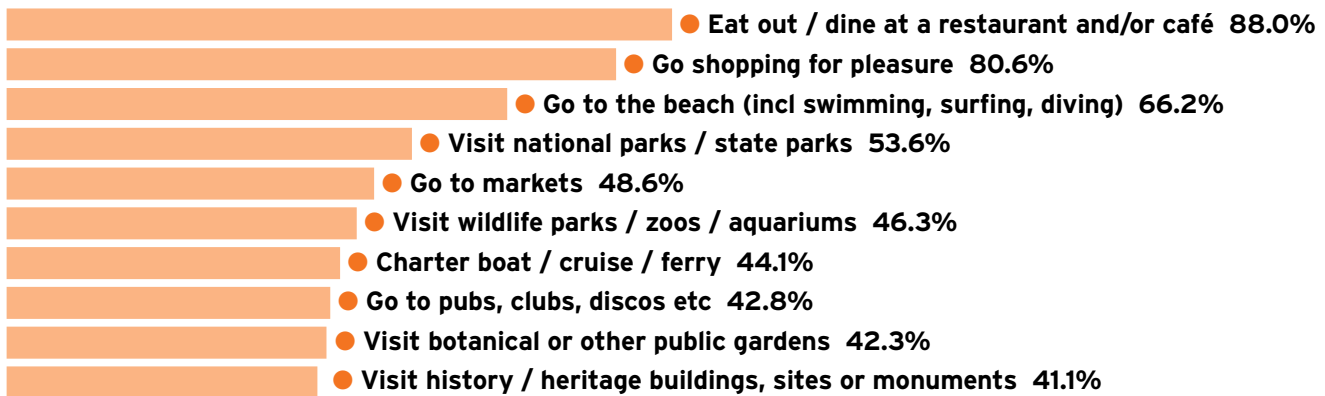


CitySightseeing



Visitors to Sydney are looking for you...

The top activities of visitors to New South Wales include:



Source: Tourism New South Wales Market Profile
Year ending December 2006. Domestic and international visitors.

Do you want to be found? We'll help them find you.

Whatever your business-whether it's an attraction, a hotel, a precinct, a tour company, a retailer, a festival or an event, This Week in Sydney offers a way of ensuring that your product reaches the visitor market.

This is why we are confident we can do it...

THE MAGAZINE

More tourists pick up our magazine!

- Lightweight, pocket- sized magazine with handy maps
- Available at major tourism outlets (hotels, information centres, transport links and tourism attractions)
- Combined print and online circulation of 396,760 per annum

CIRCULATION

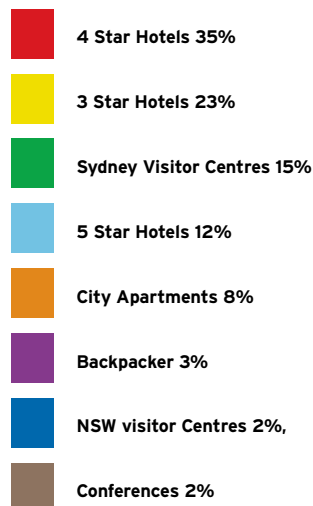
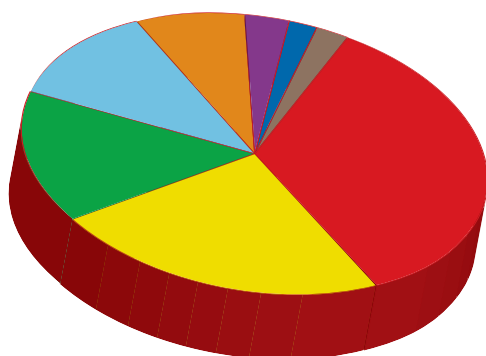
Distribution points are restocked throughout the season to ensure the guide is constantly available and advertisers' marketing messages remain visible for the life of the publication.

- Distribution: **295,000** CAB-audited each year
- Unique visitation to online edition: **101,750** each year
- Combined print and online circulation of **396,760** per annum



DISTRIBUTION

This Week in Sydney has a guaranteed presence in:



This Week also online

The website like the publication features seasonal editorial, restaurant guides, attractions and what's on information to help visitors plan their holiday or business stay.

This Week in Sydney online is the 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 Sydney. Opportunities are available to link through to advertisers' websites providing valuable additional traffic.

www.thisweekinsydney.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
Tile Ad	\$400	\$440	\$380	\$418	\$360	\$396	\$340	\$374

ANNUAL PUBLICATION SCHEDULE

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
Autumn 2010	Friday, 8 February 2010	Wednesday, 15 February 2010	March-May 2010
Winter 2010	Thursday, 10 May 2010	Monday, 17 May 2010	June – August 2010
Spring 2010	Friday 4 August 2010	Wednesday 11 August 2010	September – October 2010
Summer 2010/11	Tuesday, 2 November 2010	Tuesday, 9 November 2010	December 2010 - February 2011

MATERIAL REQUIREMENTS

MAGAZINE

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 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.

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.

ONLINE

- 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

Full page	Type area	104 mm (w)	x	192 mm (h)
	Trim size	120 mm (w)	x	210 mm (h)
	+ 5mm	130 mm (w)	x	220 mm (h)
Half page horizontal	Type area	104 mm (w)	x	95 mm (h)
Third page horizontal	Type area	104 mm (w)	x	57 mm (h)
Quarter page horizontal	Type area	104 mm (w)	x	48 mm (h)
Map Section	Please contact Hardie Grant for details			

ONLINE

Banner	Type area	468 pixels (w)	x	60 pixels (h)
Tile ad	Type area	120 pixels (w)	x	60 pixels (h)



FULL PAGE



HALF PAGE



THIRD PAGE



QUARTER PAGE

ADVERTISING ENQUIRIES

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PLEASE SEND MATERIAL TO:

This Week in Sydney

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Hardie Grant Magazines

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