



Your Garden - Readership Profile

Readership Profile				
	000's	Profile %	Mag.	Pop.
Readership				
All People	223	1.3%	100%	100%
All Women	161	1.8%	72%	50.6%
All Men	63	.7%	28%	49.4%
Grocery Buyers	122	1.8%	54.6%	38.8%
Grocery Buyers with kids in HH	19	.8%	8.4%	12.7%
People with Kids in HH	40	.6%	17.7%	36.5%
All People				
	000's	Profile %	Mag.	Pop.
Age				
14 - 17 years	3	.2%	1.2%	6.1%
18 - 24 years	3	.1%	1.3%	11.9%
25 - 34 years	10	.3%	4.6%	17.5%
35 - 49 years	35	.8%	15.5%	25.2%
50 - 64 years	70	1.8%	31.6%	22%
65 years and over	102	3.3%	45.8%	17.2%
Socio-Economic				
A	32	.9%	14.1%	20.7%
B	36	1%	16.3%	20%
C1	42	1.2%	18.9%	19.1%
C2	54	1.5%	24.4%	20.3%
DE	59	1.7%	26.3%	19.9%
Occupation				
Work Full Time	53	.8%	23.9%	38.3%
Work Part Time	36	1.1%	16.2%	18.5%
Not Employed	134	1.7%	60%	43.2%
State Breakdown				
New South Wales/ACT	66	1.1%	29.8%	33.8%
Victoria	76	1.7%	34.1%	25%
Queensland	38	1.1%	17.1%	19.9%
Western Australia	13	.7%	6%	10.7%
South Australia	23	1.7%	10.1%	7.4%
Northern Territory	1	.5%	.4%	1%
Tasmania	6	1.4%	2.5%	2.3%

Source: emmaTM conducted by Ipsos MediaCT, 12 months ending December 2014, Nielsen Online Ratings December 2014, People 14+



Your Garden - Rates

Rates

Spend	Level 1	Level 2	Level 3	Level 4
Four Colour				
Full Page	3,805	3,615	3,430	3,050
Double Page Spread	7,610	7,275	6,850	6,120
Half Page	2,285	2,170	2,055	1,830
Third Page	1,710	1,630	1,540	1,370
Quarter Page	1,330	1,265	1,200	1,065

Insert Rates

Spend	2 Page	4 Page	6 Page	8 Page	12 Page	16 Page	24 Page
Insert Rates							
National \$/000	100	110	126	136	158	168	205
Subscribers \$/000	200	220	252	272	316	336	410
Bound Inserts add 25%	125	137.50	157.50	170	197.50	210	256.25

Premium Position Loadings

Spend	Loadings
Premium Position Loadings	
Inside Front Cover Spread	30%
Outside Back Cover	30%
Inside Back Cover	20%
First Half RHP	15%

All rates GST exclusive, All rates \$AUD and effective as of January 2012 Issue.



Your Garden - Deadlines

Issue Name	On Sale Date	Booking Date	Material Date	Cancellation Date	Insert Delivery Date
Spring 2015	26 Aug 2015	16 Jul 2015	20 Jul 2015	25 Jun 2015	05 Aug 2015
Summer 15/16	26 Nov 2015	23 Oct 2015	27 Oct 2015	23 Sep 2015	05 Nov 2015
Autumn 2016	25 Feb 2016	25 Jan 2016	01 Feb 2016	23 Dec 2015	10 Feb 2016
Winter 2016	26 May 2016	25 Apr 2016	02 May 2016	25 Mar 2016	11 May 2016
Spring 2016	25 Aug 2016	25 Jul 2016	01 Aug 2016	24 Jun 2016	10 Aug 2016
Summer 2016	24 Nov 2016	24 Oct 2016	31 Oct 2016	23 Sep 2016	09 Nov 2016



Your Garden - Specifications

Insertion	Bleed	Type	Trim
Full Page	285 x 220	245 x 180	275 x 210
Half Page Horizontal	146 x 220	106 x 180	136 x 210
Half Page Vertical	285 x 115	245 x 75	275 x 105
Third Page Horizontal	101 x 220	61 x 180	91 x 210
Third Page Vertical	285 x 80	245 x 40	275 x 70
Quarter Page	112.9 x 142.9	73 x 103	103 x 133

Technical Information

Technical Information

Pacific Magazines will only accept advertising material via Quickcut. Supply of media via other means such as FTP, CD or Email is forbidden and will be rejected by Pacific Magazines.

The supplier of the digital media is responsible for all aspects of the files supplied.

For more information regarding Quickcut please contact:

Quickcut: (02) 9467 7500

Tech Support: (02) 9467 7599

Web: <http://www.quickcut.com.au/>

General Specifications:

- Media is to be supplied to the correct publication page size. Taking special care to include bleed, trim and registration marks. (Minimum bleed size is 3mm. Trim and registration marks must lay 6mm outside of the trim)
- PDF files need to be supplied as single page files. File names should start with P001_ for the first page and P002_ for the second page for a double page spread.
- Avoid running type across the gutter of a double page spread.
- All type must be a minimum of 8pt and 10pt for reversed type
- All fonts need to be embedded into the PDF file
- Files must be saved in CMYK format. RGB or LAB colour formats will be rejected
- Images need to be of a minimum 260dpi at print size.
- Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print
- Total ink limit should be between 280-310% with a black limit of 90% (medium GCR)
- All 4 colour black and white images should use UCR

Quicksend specifications

• Page must include required bleed as per publication specification.

• PDF's page must be CROPPED (in Acrobat) to BLEED size, contain no crop or registration marks.

For more information, please click link below

<http://www.quicksend.net.au/needhelp.jsp>

To ensure accurate colour reproduction, Pacific Magazines recommends a 3DAPv3 approved digital proof.

Please Check Publication Specifications for Correct Paper Type

From April 2nd 2009 Printers and publishers will only be accepting 3DAPv3 proofs.

Please see <http://www.3dap.com.au/> for more details

Double Imaging on DPS ads

Pacific Magazines recommends that any critical cross over should be double imaged across the gutter. Double image allowance is 3mm each side of the centre which is to be included within the trim not additional to the trim size, i.e., the spread will carry a 6mm common image through the centre of the spread.

Pacific Magazines takes no responsibility for optical loss of an image in the gutter of a double page spread if the above instructions are not followed'

Wet Sachet Specifications

Please note the following specifications are a guide for suppliers of sachets for insertion into Pacific Magazines publications.

Suppliers/manufacturers must submit samples for testing by Pacific Magazines Production staff and if approved it is the supplier's responsibility to ensure that actual product supplied for insertion is identical to the samples submitted and approved.

For each 1ml of fill, the sachet's internal area must be at least 8 square cm.

The sachet must be free from excessive air, as much air as possible needs to be removed prior to sealing.

Under a compression test, sachets must withstand at least 3,300 psi (1,500 kg) of pressure for 10 seconds and subsequently 2,200 psi (1,000 kg) for a minimum of 5 hours.

Minimum overall size required for binding = as per magazine specifications*

Maximum overall size for binding = as per magazine specifications *

Maximum total weight for individual sachets including fill 20 grams
The quantity of liquid fill must remain the same throughout the production run.

Last Update : 13-Oct-2016

Sachets must be packed in nested cartons for ease of unpacking.

To enable automatic feeding on insertion equipment, sachets must be packed so they do not curl or stick together.



Your Garden - Specifications

Print Production

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Advertising Production

Alahna Fry

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Disclaimer

Whilst the internal production process may verify that material is within specification the onus is placed firmly on tradehouse/sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality control measures can take place. Late material may miss these checking procedures which could pick up possible problems/errors.

Pacific Magazines reserves the right to refuse any material that does not meet the required Specifications.

**Your Garden - Contacts**

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