



Bride To Be - Readership Profile

Readership Profile				
	000's	Profile %	Mag.	Pop.
Readership				
All People	101	.7%	100%	100%
All Women	103	1.2%	89.4%	50.6%
All Men	12	.1%	10.6%	49.4%
Grocery Buyers	53	.8%	46%	38.8%
Grocery Buyers with Kids in HH	18	.8%	15.8%	12.7%
Parents with children U16 in HH	35	.5%	30.6%	36.5%
All Women				
	000's	Profile %	Mag.	Pop.
Age				
14 - 17 years	5	.5%	4.3%	6.1%
18 - 24 years	19	.9%	16.6%	11.9%
25 - 34 years	53	1.7%	46%	17.5%
35 - 49 years	12	.3%	10.5%	25.2%
50 - 64 years	22	.6%	19.4%	22%
65 years and over	4	.1%	3.1%	17.2%
Socio-Economic				
A	24	.7%	21.1%	20.7%
B	22	.6%	18.9%	20%
C1	25	.7%	22%	19.1%
C2	28	.8%	24.3%	20.3%
DE	16	.4%	13.6%	19.9%
Occupation				
Work Full Time	53	.8%	46.2%	38.3%
Work Part Time	27	.8%	23%	18.5%
Not Employed	36	.5%	30.8%	43.2%
State Breakdown				
New South Wales/ACT	41	.7%	35.6%	33.8%
Victoria	27	.6%	23.8%	25%
Queensland	20	.6%	17.5%	19.9%
Western Australia	13	.7%	11.6%	10.7%
South Australia	9	.6%	7.4%	7.4%
Northern Territory	1	.8%	1.1%	1%
Tasmania	4	.9%	3.1%	2.3%

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



Bride To Be - Rates

Spend	Rates				
	Casual	2x	4x	8x	12x
Four Colour					
Full Page	5,545	5,270	4,990	4,715	4,435
Double Page Spread	11,090	10,540	9,980	9,430	8,870
Half Page	3,325	3,160	2,995	2,830	2,660
Quarter Page	1,775	1,685	1,595	1,510	1,420

Special Positions

Spend	Casual
Special Positions	
Inside Front Cover Spread	12,600
Outside Back Cover	6,552
Inside Back Cover	6,048
Facing Editor's Letter	5,796
Facing Contents Page	5,796
Sponsorship of Wedding Worksheet	15,120
Early Position	25% loading
RHP Guaranteed	10% loading
Feature Placement	10% loading

Annuals

Spend	Casual
Cakes, Flowers, Your Day, Wedding Planner - Annuals	
Inside Front Cover Spread	12,600
Outside Back Cover	6,552
Inside Back Cover	6,048
Double Page	10,080
Full Page	5,040
Production Charges	
Double Page Spread	500
Full Page	250
Half Page	150
Quarter Page	100

Rates for loose inserts

Spend	1-2 pages	3-4 pages	5-6 pages	7-8 pages	9-10 pages	11-12 pages	13-14 pages	15-16 pages
Inserts								
\$/000	\$126	\$147	\$184	\$210	\$231	\$252	\$289	\$315

minimum charge \$1100

note: advertising rates do not include GST.

No. of Pages Cost per 1,000

NB: For bound inserts (stitched), please add 25% to the below costs.

All Inserts are subject to the production



Bride To Be - Deadlines

Issue Name	On Sale Date	Booking	Material	Broken Space	Quickcut Ad Material	Cancellation
Vol 168 May-Jul 2014	08 May 2014	29 Mar 2014	04 Apr 2014	04 Apr 2014	04 Apr 2014	21 Feb 2014
Vol 169 Aug-Oct 2014	07 Aug 2014	05 Jul 2014	11 Jul 2014	11 Jul 2014	11 Jul 2014	06 Jun 2014
Flowers 2014	04 Sep 2014	26 Jul 2014	04 Aug 2014	04 Aug 2014	04 Aug 2014	26 Jun 2014
Vol 170 Nov-Jan 2015	06 Nov 2014	04 Oct 2014	09 Oct 2014	09 Oct 2014	09 Oct 2014	05 Sep 2014
Your Day 2015 (Jan)	01 Jan 2015	17 Nov 2014	29 Nov 2014	29 Nov 2014	29 Nov 2014	15 Oct 2014
Vol 171 Feb-Apr 2015	05 Feb 2015	09 Dec 2014	02 Jan 2015	02 Jan 2015	02 Jan 2015	21 Nov 2014
Cakes 2015	02 Apr 2015	06 Feb 2015	28 Feb 2015	28 Feb 2015	28 Feb 2015	28 Jan 2015
Vol 172 May-Jul 2015	07 May 2015	28 Mar 2015	04 Apr 2015	04 Apr 2015	04 Apr 2015	28 Feb 2015
Planner 2015	04 Jun 2015	23 Apr 2015	30 Apr 2015	30 Apr 2015	30 Apr 2015	26 Mar 2015
Your Day 2015 (July)	25 Jun 2015	14 May 2015	21 May 2015	21 May 2015	21 May 2015	17 Apr 2015
Vol 173 Aug-Oct	06 Aug 2015	03 Jul 2015	09 Jul 2015	09 Jul 2015	09 Jul 2015	05 Jun 2015
Flowers 2015	05 Sep 2015	27 Jul 2015	05 Aug 2015	05 Aug 2015	05 Aug 2015	29 Jun 2015
Vol 174 Nov-Jan 2015	07 Nov 2015	05 Oct 2015	10 Oct 2015	10 Oct 2015	10 Oct 2015	07 Sep 2015
Your Day 2016 (Jan)	07 Jan 2016	20 Nov 2015	27 Nov 2015	27 Nov 2015	27 Nov 2015	23 Oct 2015
Vol 175 Feb-Apr 2016	04 Feb 2016	04 Jan 2016	11 Jan 2016	11 Jan 2016	11 Jan 2016	07 Dec 2015
Cakes 2016	07 Apr 2016	04 Mar 2016	11 Mar 2016	11 Mar 2016	11 Mar 2016	05 Feb 2016
Vol 176 May-July 2016	05 May 2016	04 Apr 2016	11 Apr 2016	11 Apr 2016	11 Apr 2016	07 Mar 2016
Planner 2016	09 Jun 2016	06 May 2016	13 May 2016	13 May 2016	13 May 2016	08 Apr 2016
Your Day 2016 (Jun)	30 Jun 2016	27 May 2016	03 Jun 2016	03 Jun 2016	03 Jun 2016	29 Apr 2016
Vol 177 Aug-Oct 2016	04 Aug 2016	04 Jul 2016	11 Jul 2016	11 Jul 2016	11 Jul 2016	06 Jun 2016
Flowers 2016	08 Sep 2016	05 Aug 2016	12 Aug 2016	12 Aug 2016	12 Aug 2016	08 Jul 2016
Vol 178 Nov- Jan 2016	03 Nov 2016	03 Oct 2016	10 Oct 2016	10 Oct 2016	10 Oct 2016	05 Sep 2016



Bride To Be - Specifications

Insertion	Bleed	Type	Trim
Full Page	307 x 230	267 x 190	297 x 220
Double Page Spread	307 x 460	262 x 360	297 x 440
Half Page Horizontal	N/A	N/A	131 x 180
Half Page Vertical	N/A	N/A	262 x 87
Quarter Page	N/A	N/A	128 x 87

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:

1. 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)
2. 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.
3. Avoid running type across the gutter of a double page spread.
4. All type must be a minimum of 8pt and 10pt for reversed type
5. All fonts need to be embedded into the PDF file
6. Files must be saved in CMYK format. RGB or LAB colour formats will be rejected
7. Images need to be of a minimum 260dpi at print size.
8. Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print
9. Total ink limit should be between 280-310% with a black limit of 90% (medium GCR)
10. All 4 colour black and white images should use UCR

QUICKPRINT USERS ONLY

· 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 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.

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.

If more than 1 deck of sachets is packed in a carton, each deck must have a strong cardboard base so they will sit stable on the base.

All sachets to be packed the same way up and the same way around.



Bride To Be - Specifications

Creative charges (prices includes gst)

Double Page Spread \$550

Full Page \$275

Half Page \$165

Quarter Page \$110

- Creative charges include a maximum of 3 drafts, thereafter further creative charges will apply.

- NB: Conditions of Acceptance - Copyright.

All correspondence to:

Brooke Karam

Pacific Magazines

Media City, 8 Central Avenue Eveleigh NSW 2015

Phone (02) 9464 2689

Email brooke.karam@pacificmags.com.au

Repeat of previous advertisement

- Sign booking form and forward within 24 hours. This will confirm and advise which advertisement is to be repeated.

- Repeat ads with no changes are free of creative charge.

- Any change on your previous advertisements designed by Bride to Be will incur an additional charge as quoted by production.

Production Contacts

Print Production Controller

Megan Cosgrove

Phone: (02) 9394 2681

Email: megan.cosgrove@pacificmags.com.au

Advertising Production Coordinator

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If more than 1 deck of sachets is packed in a carton, each deck must have a strong cardboard base so they will sit stable on the base.

All sachets to be packed the same way up and the same way around.

Sachet cartons to be strong and tailor-made for a tight fit.

All cartons must be accurately labelled indicating product, quantity and host publication

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Last Update: 18 Oct 2017



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Bride To Be - Contacts

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