



Famous - Readership Profile

Readership Profiles				
	000's	Profile %	Mag.	Pop.
Readership				
All People	340	1.9%	100%	100%
All Women	299	3.3%	88.1%	50.6%
All Men	40	.5%	11.9%	49.4%
Grocery Buyers	132	1.9%	38.8%	38.9%
Grocery Buyers with Kids in HH	72	3.2%	21.2%	12.7%
People with Kids in HH	163	2.5%	48%	36.7%
All People				
	000's	Profile %	Mag.	Pop.
Age				
14 - 17 years	35	3.2%	10.2%	6.1%
18 - 24 years	74	3.5%	21.6%	11.9%
25 - 34 years	105	3.4%	30.9%	17.5%
35 - 49 years	84	1.9%	24.7%	25.2%
50 - 64 years	34	.9%	9.9%	22%
65 years and over	9	.3%	2.7%	17.2%
Socio-Economic				
A	54	1.5%	16%	20.6%
B	67	1.9%	19.7%	19.9%
C1	69	2%	20.4%	19.3%
C2	77	2.1%	22.6%	20.3%
DE	72	2%	21.3%	19.9%
Occupation				
Work Full Time	132	1.9%	38.8%	38.4%
Work Part Time	97	3%	28.6%	18.4%
Not Employed	111	1.4%	32.8%	43.3%
State Breakdown				
New South Wales/ACT	108	1.8%	31.9%	33.8%
Victoria	84	1.9%	24.8%	25%
Queensland	74	2.1%	21.8%	19.9%
Western Australia	43	2.2%	12.5%	10.7%
South Australia	23	1.8%	6.9%	7.4%
Northern Territory	2	.9%	.5%	1%
Tasmania	6	1.4%	1.6%	2.3%

Source: emmaTM conducted by Ipsos MediaCT, 12 months ending February 2015, Nielsen Online Ratings December 2014, People 14+, ABC Audit December 2014 (ANPPS)



Famous - Rates

Spend	Casual	Rate Card				
		4x	8x	16x	32x	52x
Rate Card						
Full Page	9,700	9,460	9,215	8,730	8,245	7,760
Half Page	6,790	6,620	6,450	6,110	5,770	5,430
Third Page	5,335	5,200	5,070	4,800	4,535	4,270
Double Page Spread	19,400	18,915	18,430	17,460	16,490	15,520
Inside Front Cover Spread	20,885	20,335	19,810	18,770	17,730	16,685
Outside Back Cover	12,610	12,295	11,980	11,350	10,720	10,090
Inside Back Cover	11,640	11,350	11,060	10,475	9,895	9,310
Opp Ed's Letter	11,640	11,350	11,060	10,475	9,895	9,310
DPS Prior Contents	23,280	22,700	22,115	20,950	19,790	18,625
1st Half RHP	11,155	10,875	10,600	10,040	9,480	8,925
1st Half DPS	22,310	21,750	21,195	20,080	18,965	17,850
RHP	10,670	10,405	10,140	9,605	9,070	8,535
State Page	3,880					

Premium Position Loadings

Spend	%
Premium Position Loadings	
Inside Front Cover Spread	30%
Outside Back Cover	30%
Inside Back Cover	20%
Opposite Eds Letter	15%
DPS Prior Contents	20%
1st Half RHP	15%
1st Half DPS	15%
Consecutive RHP	15%
RHP	10%

Rates and deadlines: all rates shown are exclusive of GST - upon invoicing, GST will be added.

Cancellation: deadline is four weeks prior to FPC ad close.

Special inserts: specifications on application.

*Please note all Sponsorships are to be confirmed 10 weeks prior to on sale

Insert

Spend	\$/000
Loose Bound Insert Rate	
2 Pages	\$80
4 Pages	\$90
8 Pages	\$100
12 Pages	\$115
16 Pages	\$135
24 Pages	POA



Famous - Deadlines

Issue Name	On Sale Date	Booking Date	Material Deadline Date	Cancellation Date	Insert Delivery
30 Nov 2015	23 Nov 2015	06 Nov 2015	10 Nov 2015	28 Sep 2015	10 Nov 2015
7 Dec 2015	30 Nov 2015	13 Nov 2015	17 Nov 2015	05 Oct 2015	17 Nov 2015
14 Dec 2015	07 Dec 2015	20 Nov 2015	24 Nov 2015	12 Oct 2015	24 Nov 2015
28 Dec 2015	14 Dec 2015	27 Nov 2015	01 Dec 2015	19 Oct 2015	01 Dec 2015
4 Jan 2016	28 Dec 2015	11 Dec 2015	15 Dec 2015	02 Nov 2015	15 Dec 2015
11 Jan 2016	04 Jan 2016	18 Dec 2015	22 Dec 2015	09 Nov 2015	22 Dec 2015
18 Jan 2016	11 Jan 2016	09 Dec 2015	09 Dec 2015	02 Dec 2015	09 Dec 2015
25 Jan 2016	18 Jan 2016	30 Dec 2015	06 Jan 2016	23 Dec 2015	06 Jan 2016
1 Feb 2016	25 Jan 2016	06 Jan 2016	13 Jan 2016	30 Dec 2015	13 Jan 2016
8 Feb 2016	01 Feb 2016	13 Jan 2016	20 Jan 2016	06 Jan 2016	20 Jan 2016
15 Feb 2016	08 Feb 2016	20 Jan 2016	27 Jan 2016	13 Jan 2016	27 Jan 2016
22 Feb 2016	15 Feb 2016	27 Jan 2016	03 Feb 2016	20 Jan 2016	03 Feb 2016
29 Feb 2016	22 Feb 2016	03 Feb 2016	10 Feb 2016	27 Jan 2016	10 Feb 2016
7 Mar 2016	29 Feb 2016	10 Feb 2016	17 Feb 2016	03 Feb 2016	17 Feb 2016
14 Mar 2016	07 Mar 2016	17 Feb 2016	24 Feb 2016	10 Feb 2016	24 Feb 2016
21 Mar 2016	14 Mar 2016	24 Feb 2016	02 Mar 2016	17 Feb 2016	02 Mar 2016
4 Apr 2016	21 Mar 2016	02 Mar 2016	09 Mar 2016	24 Feb 2016	09 Mar 2016
11 Apr 2016	04 Apr 2016	16 Mar 2016	23 Mar 2016	09 Mar 2016	23 Mar 2016
18 Apr 2016	11 Apr 2016	23 Mar 2016	30 Mar 2016	16 Mar 2016	30 Mar 2016
25 Apr 2016	18 Apr 2016	30 Mar 2016	06 Apr 2016	23 Mar 2016	06 Apr 2016
2 May 2016	25 Apr 2016	06 Apr 2016	13 Apr 2016	30 Mar 2016	13 Apr 2016
9 May 2016	02 May 2016	13 Apr 2016	20 Apr 2016	06 Apr 2016	20 Apr 2016
16 May 2016	09 May 2016	20 Apr 2016	27 Apr 2016	13 Apr 2016	27 Apr 2016
23 May 2016	16 May 2016	27 Apr 2016	04 May 2016	20 Apr 2016	04 May 2016
30 May 2016	23 May 2016	04 May 2016	11 May 2016	27 Apr 2016	11 May 2016
6 Jun 2016	30 May 2016	04 May 2016	18 May 2016	04 May 2016	18 May 2016
13 Jun 2016	06 Jun 2016	18 May 2016	25 May 2016	11 May 2016	25 May 2016
20 Jun 2016	13 Jun 2016	25 May 2016	01 Jun 2016	18 May 2016	01 Jun 2016
27 Jun 2016	20 Jun 2016	01 Jun 2016	08 Jun 2016	25 May 2016	08 Jun 2016
4 Jul 2016	27 Jun 2016	08 Jun 2016	15 Jun 2016	01 Jun 2016	15 Jun 2016
11 Jul 2016	04 Jul 2016	15 Jun 2016	22 Jun 2016	08 Jun 2016	22 Jun 2016
18 Jul 2016	11 Jul 2016	22 Jun 2016	29 Jun 2016	15 Jun 2016	29 Jun 2016
25 Jul 2016	18 Jul 2016	29 Jun 2016	06 Jul 2016	22 Jun 2016	06 Jul 2016
1 Aug 2016	25 Jul 2016	06 Jul 2016	13 Jul 2016	29 Jun 2016	13 Jul 2016
8 Aug 2016	01 Aug 2016	13 Jul 2016	20 Jul 2016	06 Jul 2016	20 Jul 2016
15 Aug 2016	08 Aug 2016	20 Jul 2016	27 Jul 2016	13 Jul 2016	27 Jul 2016
22 Aug 2016	15 Aug 2016	27 Jul 2016	03 Aug 2016	20 Jul 2016	03 Aug 2016
29 Aug 2016	22 Aug 2016	03 Aug 2016	10 Aug 2016	27 Jul 2016	10 Aug 2016
5 Sep 2016	29 Aug 2016	10 Aug 2016	17 Aug 2016	03 Aug 2016	17 Aug 2016
12 Sep 2016	05 Sep 2016	17 Aug 2016	24 Aug 2016	10 Aug 2016	24 Aug 2016
19 Sep 2016	12 Sep 2016	24 Aug 2016	31 Aug 2016	17 Aug 2016	31 Aug 2016
26 Sep 2016	19 Sep 2016	31 Aug 2016	07 Sep 2016	24 Aug 2016	07 Sep 2016
3 Oct 2016	26 Sep 2016	07 Sep 2016	14 Sep 2016	31 Aug 2016	14 Sep 2016
10 Oct 2016	03 Oct 2016	14 Sep 2016	21 Sep 2016	07 Sep 2016	21 Sep 2016
17 Oct 2016	10 Oct 2016	21 Sep 2016	28 Sep 2016	14 Sep 2016	28 Sep 2016
24 Oct 2016	17 Oct 2016	28 Sep 2016	05 Oct 2016	21 Sep 2016	05 Oct 2016
31 Oct 2016	24 Oct 2016	05 Oct 2016	12 Oct 2016	28 Sep 2016	12 Oct 2016
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28 Nov 2016	21 Nov 2016	02 Nov 2016	09 Nov 2016	26 Oct 2016	09 Nov 2016



Famous - Specifications

Insertion	Bleed	Type	Trim
Full Page	285 x 230	245 x 190	275 x 220
Half Page Horizontal	146 x 230	106 x 190	136 x 220
Half Page Vertical	285 x 120	245 x 80	275 x 110
Third Page Horizontal	101 x 230	61 x 190	91 x 220
Third Page Vertical	285 x 83	245 x 43	275 x 73
Strip Ad	30 x 230	10 x 190	20 x 220

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

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

3DAPv3 Colour Proofs:

- Colour proofs must be created at 100% in size and accompany any supplied material.
- In order to verify the proof, it will need to contain the 3DAPv3 control strip
- Tearsheets or colour laser prints are NOT acceptable forms of proofs
- If a 3DAPv3 colour proof is not supplied, Pacific Magazines or the Printer will not accept responsibility for the printed result of the supplied advertising.
- The proof must be setup to the correct paper type of the magazine and section.

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 capacity must be 1.2ml. All rights reserved.
The sachet must be free from excessive air, as much air as possible needs to be removed prior to sealing.

Last Update : 18-Oct-2017

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



Famous - Specifications

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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.



Famous - Contacts

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