



InStyle

MEDIA KIT

2018



InStyle **Outsells**

Vogue, Harpers
Bazaar, and Elle

Source: MAT to 23/04/17 Australian Grocery Weighted Scan IRI MarketEdge, based on data definitions provided by Pacific Magazines

InStyle is Australia's most comprehensive style authority. Delivered through the prism of celebrity, InStyle is inclusive, engaging and easy to navigate. Combining luxurious fashion shoots, practical shopping pages, exclusive celebrity interviews and expert tips and tricks, InStyle offers style advice across all aspects of life - from fashion to beauty and interiors to entertaining. It's a complete shopping bible, perfect for the busy woman in buy-mode.

This engaging content is delivered via a multi-platform approach including print, digital, social media and events. The recent redesign of the print edition has taken InStyle to a new level with a renewed focus on fashion and beauty, alongside a sophisticated and engaging new look and feel making the brand more relevant and appealing than ever.

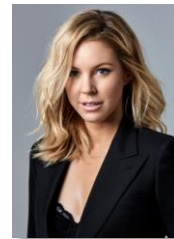
Inspiring. Intelligent. Inclusive. InStyle is the premium brand that reaches an affluent and highly engaged woman across its multiple media platforms.





“InStyle Australia delivers the best of fashion, beauty and lifestyle through the lens of celebrity. We take our engaged audience behind the velvet rope for unparalleled access to everything from the latest red-carpet and street style trends to insider styling secrets from industry experts. The result is sophisticated, chic and highly shoppable content delivered with purpose across our ever-growing brand channels.”

Emily Taylor
Editor





InStyle

Brand reach

1,286,644

SOCIAL REACH

452,619

AVERAGE MONTHLY
IMPRESSIONS

891,492

TOTAL SOCIAL
AUDIENCE

10,158

AVERAGE
DAILY UBS

166,000

READERSHIP

14,171

EDM



676,534 fans



66,800 followers



128,071 followers

Source: emma Oct 17, Nielsen DRM Oct 17, Market Intelligence Nov 17; Social media stats updated as at 06 Dec 2017 Nielsen Digital Ratings Monthly is the an external report endorsed by the IAB. It is a combination of panel and web traffic data and is a measure of people rather than browsers.



Magazine



Digital



Social

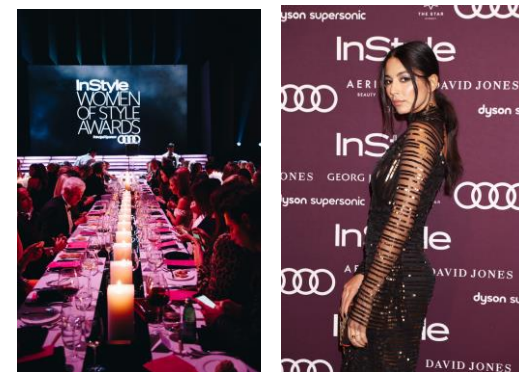
InStyle



Video

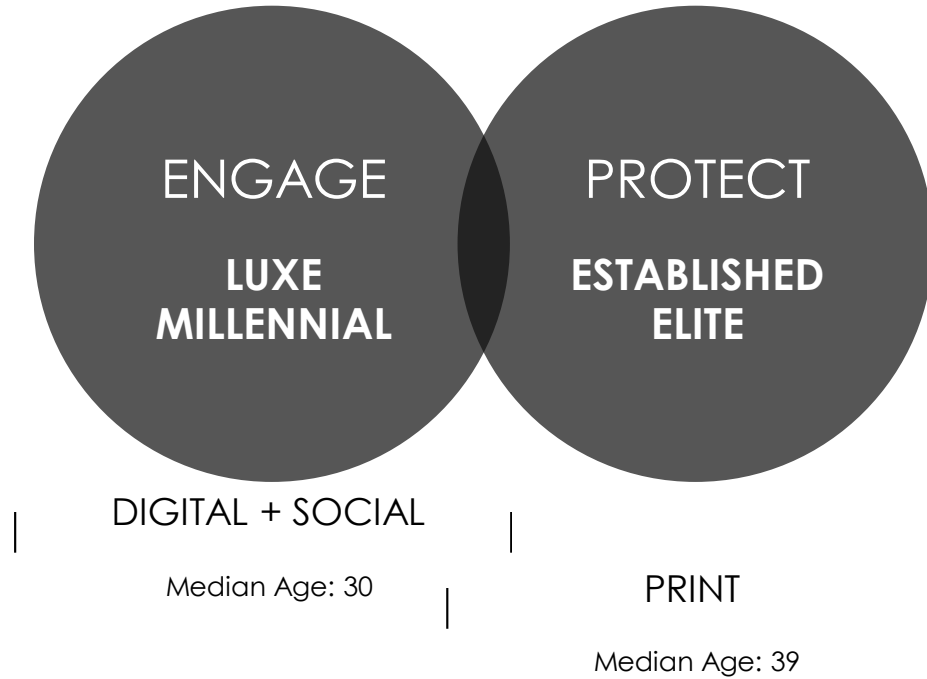


T.V

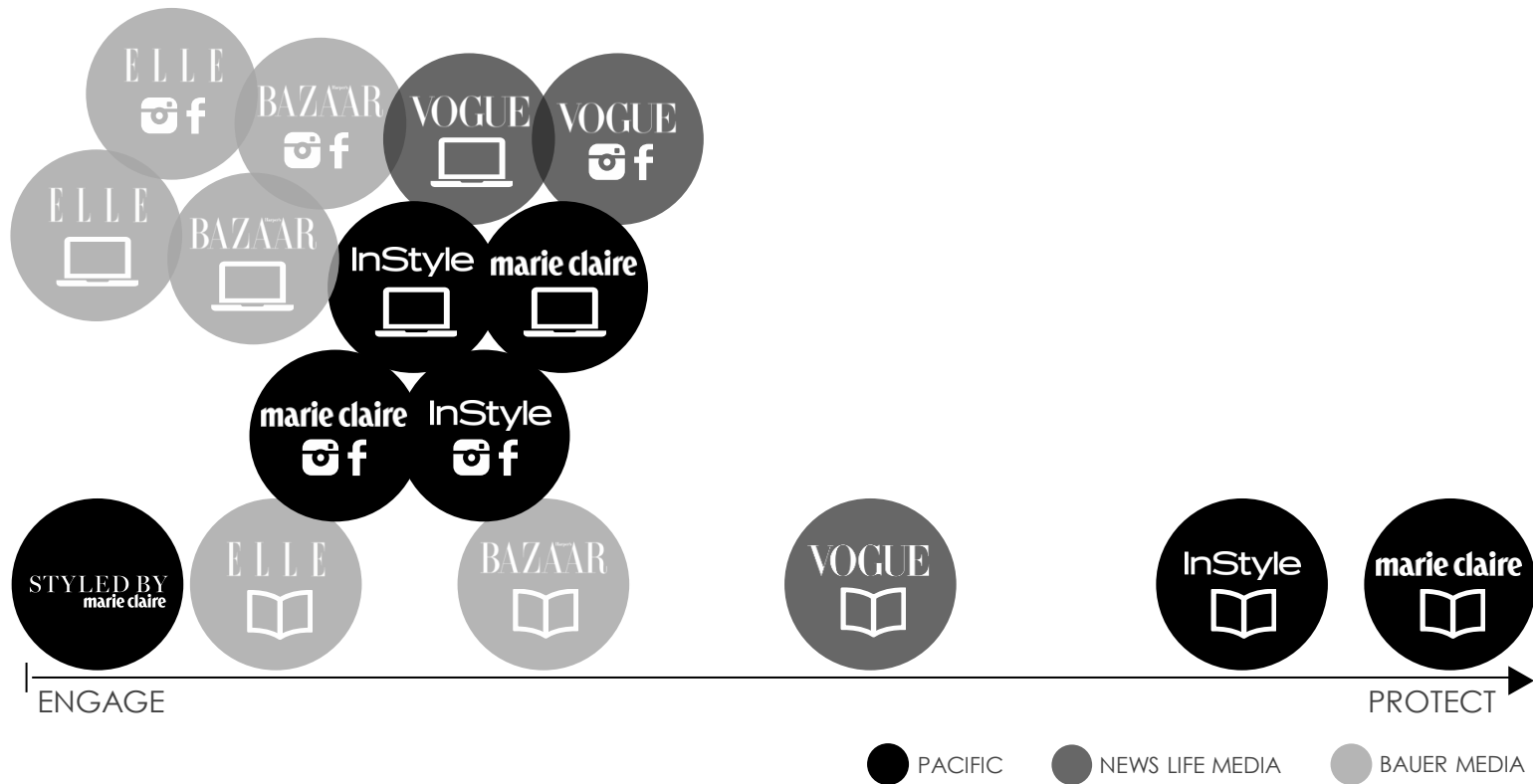


Events

Brand communication



POSITIONING in market



Median Print Age: Elle: 28, Harper's: 34, Vogue: 35, InStyle: 39, marie claire: 40. Roy Morgan Australia Jul 2015 – Jun 2016



InStyle

STYLE EXPERTS

The InStyle audience is affluent, smart and on-trend. For her, style is about more than what she wears – it's a complete ethos. She turns to InStyle for content which helps transform inspiration into her own personal style.

InStyle audiences have a high focus on celebrating connections. They are socially and peer driven with a strong affinity towards how they are outwardly perceived and enjoy sharing their moments and milestones with others.

- 49% of our print audience is 25 – 44 – the highest profile compared to competing titles.
- Average social audience 30.8
- 94% female
- 65% say that style is important to them
- 52% are tertiary-educated



They love to shop

INSTYLE READERS USE THEIR HIGH DISPOSABLE INCOMES TO SHOP...

Highest average personal income in the fashion set (\$53k)

30% have a HHI of \$100k+, with an average HHI \$119K – the highest in the fashion set.

- InStyle readers spend \$70 million on **CLOTHING** a year
- InStyle readers spend \$120 million on **FOOTWEAR** a year
- InStyle readers spend \$41 million on **FRAGRANCE** and **COSMETICS** a year
- InStyle readers spend \$137 million on **FURNITURE** and \$6 million on **HOMEWARE** a year

68% have bought something online in the last 3 months.

WHILST ENJOYING A SOCIAL AND VARIED LIFESTYLE...

76% have entertained friends or relatives in the last 3 months.

In the last 12 months, 86% have travelled for a holiday, and 29% have travelled for business or work.

75% experience new and exciting places when travelling and 86% intend to travel in the next 12 months.

Content pillars



CELEBRITY

With our exclusive access to international A-list both on the red carpet and behind the scenes the world's favourite actors, musicians, models and influencers turn to InStyle to share their stories and showcase the latest trends



FASHION

Whether inspiring new outfit ideas, forecasting the season's hottest looks and must have pieces, or guiding readers through a wardrobe overhaul, InStyle's compelling fashion content fuses inspiration with accessibility - and makes breeze to shop from the page.



BEAUTY

InStyle is the trusted authority in beauty, with page after page of the most wearable trends, easy how-to's and the latest products to know about. Our unparalleled access also means celebrity hair and make-up experts reveal the secrets to the looks of their star clients in every issue.



LIFE & HOME

Taking readers inside the homes of designers and taste-makers, and sharing recipes from the world's most celebrated chefs and restaurateurs, InStyle's life and home pages make aspirational ideas both practical and achievable.

Calendar

The Technology Special

- +Lingerie Special
- +Technologies to make life easier

Best of Beauty

- +Annual 101 Best Beauty Buys
- +WOS nominees announced

Women of Style Awards

- +Winter coat guide
- +Fragrance special

Women of Style

- +WOS wrap up
- +Anti-ageing special
- +Watch guide
- +Winter Fashion

The Body Issue

- +Fitness Fashion
- +Accessories Report

Party Season

- +Christmas Gift Guide
- +Festive Fashion
- +Party-ready make-up

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

New year, New Trends

- +Style 100
- +Summer skin

The Big Fashion Issue

- +Hair Trends
- +Clothes We Love from SS Runway

Winter Skin

- +Skincare Special
- +Mother's Day gift guide
- +Celebrities and their hairstylists

Fine Jewellery Special

- +Denim Edit
- +The Make-Up

New Season Trends

- +The Big Fashion Issue
- +Hair & make-up for Spring
- +Clothes We Love

Spring Racing Guide

- +Racing fashion, beauty & accessories
- +Swimwear Special
- +Fragrance Hot List

Print rates

VOLUME		4x	8x	12x	16x	24x	36x	48x	60x
Spend	CASUAL	\$49,552	\$96,184	\$140,496	\$182,228	\$265,872	\$387,468	\$501,504	\$607,320
Discount		2.5%	5%	7.5%	10%	12.5%	15%	17.5%	20%
FULL COLOUR									
DOUBLE PAGE SPREAD	25,306	24,676	24,046	23,416	22,786	22,156	21,526	20,896	20,244
FULL PAGE	12,653	12,338	12,023	11,708	11,393	11,078	10,763	10,448	10,122
HALF PAGE	8,224	8,020	7,815	7,610	7,405	7,201	6,996	6,791	6,579
THIRD PAGE	6,327	6,169	6,012	5,854	5,697	5,539	5,382	5,224	5,061
INSIDE FRONT COVER SPREAD	34,163	33,313	32,462	31,612	30,761	29,911	29,060	28,210	27,329
INSIDE BACK COVER	15,814	14,806	14,428	14,050	13,672	13,294	12,916	12,538	12,146
OUTSIDE BACK COVER	17,082	16,656	16,231	15,806	15,381	14,955	14,530	14,105	13,665

Rates and deadlines: all rates shown are exclusive of GST. GST will be added upon invoicing. *Cancellation: deadline is 1 week prior to booking deadline.
Special inserts: specifications on application. Insert positioned at most relevant section break.

Print specifications

INSERTIONS	BLEED (mm)	TYPE (mm)	TRIM (mm)
FULL PAGE	286 x 233	246 x 193	276 x 223
THIRD PAGE HORIZONTAL	102 x 233	72 x 193	92 x 223
THIRD PAGE VERTICAL	286 x 84	246 x 54	276 x 74

DOUBLE PAGE SPREAD MATERIAL

Each page of a double page spread will need to be supplied as two separate single page files (1 x DPS = 2 x Full Pages).

If your spread has an image that runs across the spine of the magazine, Pacific Magazines recommends you apply double imaging. Double imaging allowance is 3mm each side of the centre which is to be included in the trim not additional to the trim size.

FILES

Pacific Magazines will only accept digital ads via Quickcut. Digital files will not be accepted on disk or via email. For more information regarding Quickcut services contact Quickcut on (02) 9467-7599 or visit www.quickcut.com.au. It is important to enter an issue date and key number for each ad when sending digital files to Pacific Magazines via Quickcut. These numbers will become part of the file name and will assist Pacific Magazines in tracking your ad.

PROOFS

Pacific Magazines will only take responsibility for colour reproduction if a digital proof is supplied. Proofs will be held for three months for repeat material instructions. Further proofing information is available on the Pacific Magazines website. While production processes and material may vary, the onus is firmly on the agency or trade house to supply material within specifications.

Print deadlines

ISSUE NAME	ON SALE	BOOKING	MATERIAL	INSERT
Dec 2017	16-Nov-2017	12-Oct-2017	19-Oct-2017	31-Oct-2017
Jan 2018	14-Dec-2017	9-Nov-2017	16-Nov-2017	28-Nov-2017
Feb 2018	11-Jan-2018	7-Dec-2017	14-Dec-2017	26-Dec-2017
Mar 2018	15-Feb-2018	11-Jan-2018	18-Jan-2018	30-Jan-2018
Apr 2018	15-Mar-2018	8-Feb-2018	15-Feb-2018	27-Feb-2018
May 2018	19-Apr-2018	15-Mar-2018	22-Mar-2018	3-Apr-2018
Jun 2018	17-May-2018	12-Apr-2018	19-Apr-2018	1-May-2018
Jul 2018	14-Jun-2018	10-May-2018	17-May-2018	5-Jun-2018
Aug 2018	19-Jul-2018	14-Jun-2018	21-Jun-2018	3-Jul-2018
Sep 2018	16-Aug-2018	12-Jul-2018	19-Jul-2018	31-Jul-2018
Oct 2018	20-Sep-2018	16-Aug-2018	23-Aug-2018	4-Sep-2018
Nov 2018	18-Oct-2018	13-Sep-2018	20-Sep-2018	2-Oct-2018
Dec 2018	15-Nov-2018	11-Oct-2018	18-Oct-2018	30-Oct-2018

Please note, cancellation deadline is one week prior to booking deadlines.

Digital Rates & Deadlines - 2017

RATES (EX GST)	DISPLAY MEDIA	VIDEO	SOCIAL & PAID CONTENT
Homepage buyout – Med Rec with Skins (1 week)	\$3,000		
Run of Site – Med Rec	\$50 CPM		
Run of site – Med Rec with Leaderboard Roadblock	\$70 CPM		
Run of Site – Rich Media	From \$70 CPM		
15" In Feed Video		\$60 CPM	
30" In Feed Video		\$70 CPM	
Pac Video Ad – Med Rec		\$60 CPM	
Shoppable Video		\$100 CPM	
Commissioned Content			From \$5,000
Advertorial Content			From \$7,000
Social Integration			From \$1,850
Social Video			From \$2,550

DEADLINES

- Standard display/simple rich media: 5 business days prior to live date
- Complex rich media: 10 business days prior to live date
- Paid Content: 4-6 weeks prior to live date
- Integration: 4 weeks prior to live date
- For anything outside of the above, contact your Client Services Manager

AD SPECIFICATIONS

- Please refer to http://www.pacificmags.com.au/info/information/Pacific_Ad_Specs.pdf for creative specifications
- Ads must conform to specifications outlined.
- Elements not meeting specifications will need to be revised, which may delay the launch date.

Contact Details

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