



New Idea - Readership Profile

| Readership Profile | | | | |
|--------------------------------|-------|-----------|-------|-------|
| | 000's | Profile % | Mag. | Pop. |
| Readership | | | | |
| All People | 1,929 | 10.9% | 100% | 100% |
| All Women | 1,561 | 17.4% | 80.9% | 50.6% |
| All Men | 368 | 4.2% | 19.1% | 49.4% |
| Grocery Buyers | 1,019 | 14.8% | 52.8% | 38.8% |
| Grocery Buyers with Kids in HH | 364 | 16.1% | 18.8% | 12.7% |
| People with Kids in HH | 691 | 10.7% | 35.8% | 36.5% |
| All People | | | | |
| | 000's | Profile % | Mag. | Pop. |
| Age | | | | |
| 14 - 17 years | 63 | 5.8% | 3.3% | 6.1% |
| 18 - 24 years | 142 | 6.7% | 7.3% | 11.9% |
| 25 - 34 years | 260 | 8.4% | 13.5% | 17.5% |
| 35 - 49 years | 497 | 11.1% | 25.7% | 25.2% |
| 50 - 64 years | 552 | 14.1% | 28.6% | 22% |
| 65 years and over | 415 | 13.6% | 21.5% | 17.2% |
| Socio-Economic | | | | |
| A | 293 | 8% | 15.2% | 20.7% |
| B | 334 | 9.4% | 17.3% | 20% |
| C1 | 391 | 11.5% | 20.3% | 19.1% |
| C2 | 445 | 12.3% | 23.1% | 20.3% |
| DE | 467 | 13.2% | 24.2% | 19.9% |
| Occupation | | | | |
| Work Full Time | 596 | 8.8% | 30.9% | 38.3% |
| Work Part Time | 433 | 13.2% | 22.5% | 18.5% |
| Not Employed | 900 | 11.7% | 46.6% | 43.2% |
| State Breakdown | | | | |
| New South Wales/ACT | 565 | 9.4% | 29.3% | 33.8% |
| Victoria | 454 | 10.3% | 23.5% | 25% |
| Queensland | 451 | 12.8% | 23.4% | 19.9% |
| Western Australia | 241 | 12.7% | 12.5% | 10.7% |
| South Australia | 153 | 11.7% | 7.9% | 7.4% |
| Northern Territory | 18 | 10.3% | .9% | 1% |
| Tasmania | 46 | 11.5% | 2.4% | 2.3% |

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



New Idea - Rates

| Spend | Casual | Rates | | | | |
|------------------|--------|--------|--------|--------|--------|--------|
| | | 6x | 12x | 24x | 36x | 48x |
| Rate Card | | | | | | |
| Full Page | 25,355 | 24,340 | 23,580 | 22,820 | 22,060 | 21,300 |
| Half Page | 17,750 | 17,040 | 16,505 | 15,975 | 15,440 | 14,910 |
| Third Page | 13,945 | 13,385 | 12,970 | 12,550 | 12,135 | 11,715 |
| DPS | 50,710 | 48,680 | 47,160 | 45,640 | 44,120 | 42,600 |
| IFCS | 68,460 | 65,720 | 63,665 | 61,615 | 59,560 | 57,510 |
| IBC | 30,425 | 29,210 | 28,295 | 27,385 | 26,470 | 25,560 |
| OBC | 34,230 | 32,860 | 31,835 | 30,805 | 29,780 | 28,755 |

Premium Position Loadings

| Spend | Loadings |
|----------------------------------|----------|
| Premium Position Loadings | |
| Inside Front Cover Spread | 35% |
| Outside Back Cover | 35% |
| Inside Back Cover | 20% |
| Upfront Spread prior contents | 30% |
| First Half Right Hand Page | 15% |
| First Half Double Page Spread | 15% |
| Opposite Contents | 25% |
| Opposite Editor's Letter | 25% |
| Right Hand Page | 15% |
| Consec Right Hand Pages | 20% |

Insert Rates

| Spend | Insert Rates |
|--------------------------------------|--------------|
| Loose Insert Rates (Per 1000) | |
| 2 Pages | 49 |
| 4 Pages | 55 |
| 6 Page | 66 |
| 8 Page | 78 |
| 12 Page | 78 |
| 16 Page | 88 |
| 24 Page | 110 |
| Bound Insert Rates (Per 1000) | |
| 4 Pages | 78 |
| 8 Pages | 100 |
| 16 Pages | 122 |
| 24 Pages | 132 |

Tip-On Media Rates (Per 1000) As above, plus production from \$120 per 1000

Notes: Mono & state rates available on request. Rates are GST exclusive. Rates are effective 01 March 2011. All rates \$AUD. Premium positions subject to editors' approval. Limited broken space availability. Minimum and maximum stock requirements apply to inserts. For more information please contact your New Idea representative.



New Idea - Deadlines

| Issue Name | Cover Date | On Sale | Booking | Cancellation | Material | Insert Delivery |
|------------|-------------|-------------|-------------|--------------|-------------|-----------------|
| 37 | 12 Sep 2016 | 05 Sep 2016 | 15 Aug 2016 | 08 Aug 2016 | 22 Aug 2016 | 24 Aug 2016 |
| 38 | 19 Sep 2016 | 12 Sep 2016 | 22 Aug 2016 | 15 Aug 2016 | 29 Aug 2016 | 31 Aug 2016 |
| 39 | 26 Sep 2016 | 19 Sep 2016 | 29 Aug 2016 | 22 Aug 2016 | 05 Sep 2016 | 07 Sep 2016 |
| 40 | 03 Oct 2016 | 26 Sep 2016 | 05 Sep 2016 | 29 Aug 2016 | 12 Sep 2016 | 14 Sep 2016 |
| 41 | 10 Oct 2016 | 03 Oct 2016 | 12 Sep 2016 | 05 Sep 2016 | 19 Sep 2016 | 21 Sep 2016 |
| 42 | 17 Oct 2016 | 10 Oct 2016 | 19 Sep 2016 | 12 Sep 2016 | 26 Sep 2016 | 28 Sep 2016 |
| 43 | 24 Oct 2016 | 17 Oct 2016 | 26 Sep 2016 | 19 Sep 2016 | 30 Sep 2016 | 05 Oct 2016 |
| 44 | 31 Oct 2016 | 24 Oct 2016 | 03 Oct 2016 | 26 Sep 2016 | 10 Oct 2016 | 12 Oct 2016 |
| 45 | 07 Nov 2016 | 31 Oct 2016 | 10 Oct 2016 | 03 Oct 2016 | 17 Oct 2016 | 19 Oct 2016 |
| 46 | 14 Nov 2016 | 07 Nov 2016 | 17 Oct 2016 | 10 Oct 2016 | 24 Oct 2016 | 26 Oct 2016 |
| 47 | 21 Nov 2016 | 14 Nov 2016 | 24 Oct 2016 | 17 Oct 2016 | 31 Oct 2016 | 02 Nov 2016 |
| 48 | 28 Nov 2016 | 21 Nov 2016 | 31 Oct 2016 | 24 Oct 2016 | 07 Nov 2016 | 09 Nov 2016 |
| 49 | 05 Dec 2016 | 28 Nov 2016 | 07 Nov 2016 | 31 Oct 2016 | 14 Nov 2016 | 16 Nov 2016 |
| 50 | 12 Dec 2016 | 05 Dec 2016 | 14 Nov 2016 | 07 Nov 2016 | 21 Nov 2016 | 23 Nov 2016 |
| 51 | 19 Dec 2016 | 12 Dec 2016 | 21 Nov 2016 | 14 Nov 2016 | 28 Nov 2016 | 30 Nov 2016 |
| 1 | 02 Jan 2017 | 19 Dec 2016 | 21 Nov 2016 | 14 Nov 2016 | 28 Nov 2016 | 30 Nov 2016 |
| 2 | 09 Jan 2017 | 02 Jan 2017 | 05 Dec 2016 | 28 Nov 2016 | 12 Dec 2016 | 14 Dec 2016 |
| 3 | 16 Jan 2017 | 09 Jan 2017 | 05 Dec 2016 | 28 Nov 2016 | 12 Dec 2016 | 14 Dec 2016 |
| 4 | 23 Jan 2017 | 16 Jan 2017 | 05 Dec 2016 | 28 Nov 2016 | 12 Dec 2016 | 14 Dec 2016 |
| 5 | 30 Jan 2017 | 23 Jan 2017 | 02 Jan 2017 | 26 Dec 2016 | 09 Jan 2017 | 11 Jan 2017 |
| 6 | 06 Feb 2017 | 30 Jan 2017 | 09 Jan 2017 | 02 Jan 2017 | 16 Jan 2017 | 18 Jan 2017 |
| 7 | 13 Feb 2017 | 06 Feb 2017 | 16 Jan 2017 | 09 Jan 2017 | 23 Jan 2017 | 25 Jan 2017 |
| 8 | 20 Feb 2017 | 13 Feb 2017 | 23 Jan 2017 | 16 Jan 2017 | 30 Jan 2017 | 01 Feb 2017 |
| 9 | 27 Feb 2017 | 20 Feb 2017 | 30 Jan 2017 | 23 Jan 2017 | 06 Feb 2017 | 08 Feb 2017 |
| 10 | 06 Mar 2017 | 27 Feb 2017 | 06 Feb 2017 | 30 Jan 2017 | 13 Feb 2017 | 15 Feb 2017 |
| 11 | 13 Mar 2017 | 06 Mar 2017 | 13 Feb 2017 | 06 Feb 2017 | 20 Feb 2017 | 22 Feb 2017 |
| 12 | 20 Mar 2017 | 13 Mar 2017 | 20 Feb 2017 | 13 Feb 2017 | 27 Feb 2017 | 01 Mar 2017 |
| 13 | 27 Mar 2017 | 20 Mar 2017 | 27 Feb 2017 | 20 Feb 2017 | 06 Mar 2017 | 08 Mar 2017 |
| 14 | 03 Apr 2017 | 27 Mar 2017 | 06 Mar 2017 | 27 Feb 2017 | 13 Mar 2017 | 15 Mar 2017 |
| 15 | 10 Apr 2017 | 03 Apr 2017 | 13 Mar 2017 | 06 Mar 2017 | 20 Mar 2017 | 22 Mar 2017 |
| 16 | 17 Apr 2017 | 10 Apr 2017 | 20 Mar 2017 | 13 Mar 2017 | 27 Mar 2017 | 29 Mar 2017 |
| 17 | 24 Apr 2017 | 17 Apr 2017 | 27 Mar 2017 | 20 Mar 2017 | 03 Apr 2017 | 05 Apr 2017 |
| 18 | 01 May 2017 | 24 Apr 2017 | 03 Apr 2017 | 27 Mar 2017 | 06 Apr 2017 | 12 Apr 2017 |
| 19 | 08 May 2017 | 01 May 2017 | 06 Apr 2017 | 03 Apr 2017 | 17 Apr 2017 | 19 Apr 2017 |
| 20 | 15 May 2017 | 08 May 2017 | 17 Apr 2017 | 06 Apr 2017 | 24 Apr 2017 | 26 Apr 2017 |
| 21 | 22 May 2017 | 15 May 2017 | 24 Apr 2017 | 17 Apr 2017 | 01 May 2017 | 03 May 2017 |
| 22 | 29 May 2017 | 22 May 2017 | 01 May 2017 | 24 Apr 2017 | 08 May 2017 | 10 May 2017 |
| 23 | 05 Jun 2017 | 29 May 2017 | 08 May 2017 | 01 May 2017 | 15 May 2017 | 17 May 2017 |
| 24 | 12 Jun 2017 | 05 Jun 2017 | 15 May 2017 | 08 May 2017 | 22 May 2017 | 24 May 2017 |
| 25 | 19 Jun 2017 | 12 Jun 2017 | 22 May 2017 | 15 May 2017 | 29 May 2017 | 31 May 2017 |
| 26 | 26 Jun 2017 | 19 Jun 2017 | 29 May 2017 | 22 May 2017 | 05 Jun 2017 | 07 Jun 2017 |
| 27 | 03 Jul 2017 | 26 Jun 2017 | 05 Jun 2017 | 29 May 2017 | 12 Jun 2017 | 14 Jun 2017 |
| 28 | 10 Jul 2017 | 03 Jul 2017 | 12 Jun 2017 | 05 Jun 2017 | 19 Jun 2017 | 21 Jun 2017 |
| 29 | 17 Jul 2017 | 10 Jul 2017 | 19 Jun 2017 | 12 Jun 2017 | 26 Jun 2017 | 28 Jun 2017 |
| 30 | 24 Jul 2017 | 17 Jul 2017 | 26 Jun 2017 | 19 Jun 2017 | 03 Jul 2017 | 05 Jul 2017 |
| 31 | 31 Jul 2017 | 24 Jul 2017 | 03 Jul 2017 | 26 Jun 2017 | 10 Jul 2017 | 12 Jul 2017 |
| 32 | 07 Aug 2017 | 31 Jul 2017 | 10 Jul 2017 | 03 Jul 2017 | 17 Jul 2017 | 19 Jul 2017 |
| 33 | 14 Aug 2017 | 07 Aug 2017 | 17 Jul 2017 | 10 Jul 2017 | 24 Jul 2017 | 26 Jul 2016 |
| 34 | 21 Aug 2017 | 14 Aug 2017 | 24 Jul 2017 | 17 Jul 2017 | 31 Jul 2017 | 02 Aug 2017 |
| 35 | 28 Aug 2017 | 21 Aug 2017 | 31 Jul 2017 | 24 Jul 2017 | 07 Aug 2017 | 09 Aug 2017 |
| 36 | 04 Sep 2017 | 28 Aug 2017 | 07 Aug 2017 | 31 Jul 2017 | 14 Aug 2017 | 16 Aug 2017 |



New Idea - Specifications

| Insertion | Bleed | Type | Trim |
|-----------------------|-----------|-----------|-----------|
| Full Page | 310 x 230 | 270 x 190 | 300 x 220 |
| Half Page Horizontal | 159 x 230 | 119 x 190 | 149 x 220 |
| Half Page Vertical | 310 x 120 | 270 x 80 | 300 x 110 |
| Third Page Horizontal | 110 x 230 | 80 x 190 | 100 x 220 |
| Third Page Vertical | 310 x 83 | 270 x 53 | 300 x 73 |
| Strip Ad | 30 x 230 | 10 x 190 | 20 x 220 |
| Double Page Strip | 30 x 450 | 10 x 410 | 20 x 440 |

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

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 must be free from excessive air, as much air as possible

needs to be removed prior to sealing. For 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 is 20mm x 20mm. Maximum overall size for binding is 20mm x 20mm. Maximum overall size for binding is 20mm x 20mm.



New Idea - Specifications

INSERTS

New Idea magazine is a high speed saddle-stitched product.
All measurements on this document are Depth x Width.

General (applies to all forms of inserts)

- * A minimum of 3% overs are required for wastage on the binders.
- * All inserts are subject to meeting specifications and may require testing.
- * Any products that cannot be mechanically inserted will require manual insertion.
- * All inserts must adhere to the required Delivery Specifications.

Bound Insert Specifications

Sizes

Minimum untrimmed insert size: 148mm x 105mm
Maximum untrimmed insert size: 308mm x 224mm

Paper Weight Requirements - Min/Max

Four Page Insert 80gsm/200gsm
Eight Page Insert 65gsm/200gsm
Greater than Eight Pages 60gsm/150gsm

Single leaf inserts must have a minimum 115mm wide binding flap to enable binding into the host product.

Minimum sizes include 4mm head or foot trim allowance. This will need to be confirmed with New Idea once booking is confirmed.

When supplying bound inserts at the maximum size please ensure that all "live art" is at least 15mm from any edge.

Folded inserts must have a closed edge to allow feeding onto the binder. Z fold inserts cannot be mechanically inserted.

It may be possible to mechanically insert products which fall outside the specifications - all subject to testing.

Any insert 16 pages or greater will need to be submitted for testing. Inserts with Gluing, diecuts or perforations will also need to be submitted for testing.

Loose Insert Specifications

Sizes

Minimum insert size: 148mm x 105mm
Maximum insert size: 280mm x 200mm

Paper Weight Requirements - Min/Max

Single Leaf Insert 120gsm/250gsm
Four Page Insert 80gsm/200gsm
Eight Page Insert 56gsm/200gsm
Greater than Eight Pages 56gsm/150gsm

Number of Loose Inserts per issue

New Idea is able to run a maximum of 3 full run inserts per issue. Please ensure the cover date and on-sale date are known when making enquiries regarding insertion into a specific issue.

Folded inserts must have a closed edge to allow feeding onto the binder. Z fold inserts cannot be mechanically inserted.

It may be possible to mechanically insert products which fall outside the specifications - all subject to testing.

Any insert 16 pages or greater will need to be submitted for testing. Inserts with Gluing, diecuts or perforations will also need to be submitted for testing.

New Idea is able to run a maximum of 3 full run inserts per issue. Please ensure the cover date and on-sale date are known when making enquiries regarding insertion into a specific issue.

Tip-on Specifications

Sizes

Minimum tip-on size: 80mm x 55mm
Maximum tip-on size: 260mm x 180mm

Paper Weight Requirements - Min/Max

Single Leaf Insert 120gsm Subject to testing
Four Page Insert 120gsm Subject to testing
Eight Page Insert 56gsm Subject to testing
Greater than Eight Pages 56gsm Subject to testing

Tip-on placement - Positioning Specifics

A sample of any tip-on should be submitted for approval before any confirmation is made.

All wet sachet tip-ons must be pressure tested before being approved for insertion.

An initial 50 samples are required. Please contact Pacific Magazines Production Department for "Wet Sachet Specifications".

If a multiple page tip-on is to be fixed to a left or right hand page, the closed edge (spine) of the product will be placed closest to the spine of the host product. If on a



New Idea - Specifications

Print Production

Megan Cosgrove

Phone: (02) 9394 2681

Email: megan.cosgrove@pacificmags.com.au

Advertising Production

Hayley Dewar

Phone: (02) 9394 2276

Email: hayley.dewar@pacificmags.com.au

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.

**New Idea - Contacts**

| Name | Title | Location | Email Address |
|----------------------|------------------------------------|-----------------|--|
| Frances Sheen | Editor | NSW | newidea@pacificmags.com.au |
| Carly Bass | Editorial Co-ordinator | NSW | newidea@pacificmags.com.au |
| Kylie Gibson | Sales Director | NSW | kylie.gibson@pacificmags.com.au |
| Christina Amanatidis | Strategy & Solutions Coordinator | NSW | christina.amanatidis@pacificmags.com.au |
| Alex Pierotti | Advertising Production Coordinator | Sydney | Alex.Pierotti@pacificmags.com.au |
| Matt Donnelly | Print Production Controller | Sydney | matt.donnelly@pacificmags.com.au |