



## Prevention - Readership Profile

Readership Profile				
	000's	Profile % %	Mag.	Pop.
<b>Readership</b>				
All People	124	.8%	100%	100%
All Women	120	1.4%	92.9%	50.6%
All Men	10	.1%	7.1%	49.4%
<b>All People</b>				
	000's	Profile % %	Mag.	Pop.
<b>Age</b>				
14-17 years	1	.1%	.7%	6.1%
18-24 years	5	.2%	3.6%	11.9%
25-34 years	10	.3%	7%	17.5%
35-49 years	42	.9%	30.4%	25.2%
50-64 years	60	1.5%	43.2%	22%
65 years and over	21	.7%	15.2%	17.2%
<b>Socio-Economic</b>				
A	29	.8%	20.9%	20.7%
B	25	.7%	17.9%	20%
C1	32	.9%	23.1%	19.1%
C2	29	.8%	20.7%	20.3%
DE	24	.7%	17.4%	19.9%
<b>Occupation</b>				
Work Full Time	42	.6%	30.1%	38.3%
Work Part Time	32	1%	22.9%	18.5%
Not Employed	65	.9%	47%	43.2%
<b>State Breakdown</b>				
New South Wales/ACT	49	.8%	35%	33.8%
Victoria	31	.7%	22.5%	25%
Queensland	31	.9%	22.5%	19.9%
Western Australia	14	.8%	10.4%	10.7%
South Australia	9	.7%	6.2%	7.4%
Northern Territory	3	1.6%	2%	1%
Tasmania	2	.5%	1.4%	2.3%

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



## Prevention - Rates

### Prevention Rate Card

Spend	Casual	\$27,780	\$45,125	\$79,110	\$128,250	\$191,130	\$266,475
<b>FPC</b>							
FPC	\$9,500	\$9,265	\$9,025	\$8,790	\$8,550	\$8,315	\$8,075
DPS	\$19,000	\$18,530	\$18,050	\$17,580	\$17,100	\$16,630	\$16,150
HALF PAGE	\$6,650	\$6,480	\$6,320	\$6,155	\$5,985	\$5,820	\$5,650
THIRD PAGE	\$5,225	\$5,095	\$4,965	\$4,835	\$4,705	\$4,575	\$4,445
IFC SPREAD	\$24,700	\$24,090	\$23,465	\$22,855	\$22,230	\$21,620	\$20,995
OBC	\$12,350	\$12,045	\$11,730	\$11,425	\$11,115	\$10,810	\$10,500
IBC	\$11,400	\$11,120	\$10,830	\$10,550	\$10,260	\$9,980	\$9,690

### Positional Load

IFCS	30%
OBC	30%
IBC	20%
Upfront spread prior contents	20%
1st Half RHP	15%
1st Half DPS	15%
Opp contents	20%
Opp Editors Letter	20%
RHP	10%
Consec RHP Pages	15%

### Insert Rates

Spend	2 Page	4 Page	8 Page	12 Page	16 Page	20 Page	24 Page	32 Page
<b>Media Insert Rates</b>								
National \$/000	156	235	398	534	633	690	714	924

**Prevention - Deadlines**

<b>Issue Name</b>	<b>On Sale Date</b>	<b>Booking Date</b>	<b>Material Date</b>	<b>Cancellation Date</b>
Dec/Jan 2015	02 Nov 2015	29 Sep 2015	02 Oct 2015	09 Sep 2015
Feb/Mar 2016	04 Jan 2016	27 Nov 2015	04 Dec 2015	11 Nov 2015
Apr/May 2016	29 Feb 2016	29 Jan 2016	05 Feb 2016	30 Dec 2015
Jun/Jul 2016	02 May 2016	01 Apr 2016	08 Apr 2016	03 Mar 2016
Aug/Sep 2016	04 Jul 2016	03 Jun 2015	10 Jun 2016	05 May 2016
Oct/Nov 2016	05 Sep 2016	05 Aug 2016	12 Aug 2016	07 Jul 2016
Dec/Jan 2016	31 Oct 2016	30 Sep 2015	07 Oct 2016	01 Sep 2016



## Prevention - Specifications

Insertion	Bleed	Type	Trim
FULL PAGE	285 x 216	245 x 176	275 x 206
1/2 PAGE HORIZONTAL	146 x 216	106 x 176	136 x 206
1/2 PAGE VERTICAL	285 x 113	245 x 73	275 x 103
1/3 PAGE HORIZONTAL	101 x 216	61 x 176	91 x 206
1/3 PAGE VERTICAL	285 x 78	245 x 38	275 x 68

### 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

&middot; Page must include required bleed as per publication specification.

&middot; 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'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.

**Prevention - Contacts**

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