



## **Total Girl - Readership Profile**

Please contact your Pacific Account Manager for more information on this magazine's audience.



## Total Girl - Rates

Spend	Casual	Rates			
		3x	6x	9x	12x
<b>Page Rates</b>					
Full Page	5,710	5,600	5,490	5,040	4,590
Half Page	3,990	3,920	3,840	3,530	3,210
DPS	11,420	11,200	10,980	10,080	9,180
Inside Front Cover Spread	14,280	14,000	13,730	12,600	11,480
Inside Back Cover	6,570	6,440	6,315	5,800	5,280
Outside Back Cover	6,860	6,720	6,860	6,050	5,510
Centre Spread	12,440	11,310	11,200	10,870	10,530
Poster One Sided	18,260				
Poster Two Sided	23,520				
Total Girl Value Pack	FPC in mag + 65,000 imp online \$6,800				

### Loadings

Inside Front Cover Spread	25%
Inside Back Cover	15%
Outside Back Cover	20%
Prior to content	20%

### Insert Rates

Spend	2 Page	4 Page	6 Page	8 Page	12 Page	16 Page	24 Page
<b>Inserts (Loose &amp; Bound)</b>							
National \$/000	60	70	80	90	100	110	120

### Online Rates

Spend	Ad Unit	Placement	Rate	Notes
<b>Online Rates</b>				
	Medium Rectangle	Run of	\$30 CPM	Creative supplied by client
	North Leaderboard	Run of	\$25 CPM	Creative supplied by client
	South Leaderboard	Run of	\$15 CPM	Creative supplies by client
	Video Ad	Embedded video player	\$65 CPM	Creative supplied by client
	OTP / Floating Ad	K-Zone Homepage	\$80 CPM	Creative supplied by client
	Newsletter Mention	Weekly newsletter	\$2,000	Up to four mentions per week
	Sponsored Newsletter	Weekly newsletter	\$4,000	Mention plus header logo
	Dedicated Newsletter	Exclusive	\$5,000	Two available per month
	Advertorial	Relevant section	\$3,500	Includes \$1,500 media
	Photo Gallery	Relevant section	\$4,500	Includes \$1,500 media
	Competition Page	Competitions	\$3,500	Includes \$1,500 media
	Game	Games	\$11,500	Includes \$1,500 media
	Quiz	Relevant section	\$6,500	Includes \$1,500 media
	Microsite	Relevant section	\$25,000	Includes \$1,500 media

Rates effective 1st July 2010.



## Total Girl - Deadlines

Issue Name	On Sale Date	Booking Date	Material Date	Cancellation Date	Insert Delivery Date
Nov 2016	17 Oct 2016	16 Sep 2016	23 Sep 2016	05 Aug 2016	28 Sep 2016
Dec 2016	14 Nov 2016	14 Oct 2016	21 Oct 2016	02 Sep 2016	26 Oct 2016
Jan 2017	12 Dec 2016	11 Nov 2016	18 Nov 2016	04 Nov 2016	23 Nov 2016
Feb 2017	16 Jan 2017	02 Dec 2016	09 Dec 2016	25 Nov 2016	14 Dec 2016
Mar 2017	13 Feb 2017	13 Jan 2017	20 Jan 2017	06 Jan 2017	25 Jan 2017
Apr 2017	13 Mar 2017	10 Feb 2017	17 Feb 2017	03 Feb 2017	22 Feb 2017
May 2017	17 Apr 2017	17 Mar 2017	24 Mar 2017	10 Mar 2017	29 Mar 2017
Jun 2017	15 May 2017	14 Apr 2017	21 Apr 2017	07 Apr 2017	26 Apr 2017
Jul 2017	12 Jun 2017	12 May 2017	19 May 2017	05 May 2017	24 May 2017
Aug 2017	17 Jul 2017	16 Jun 2017	23 Jun 2017	09 Jun 2017	28 Jun 2017
Sep 2017	14 Aug 2017	14 Jul 2017	21 Jul 2017	07 Jul 2017	26 Jul 2017
Oct 2017	11 Sep 2017	11 Aug 2017	18 Aug 2017	04 Aug 2017	23 Aug 2017
Nov 2017	16 Oct 2017	15 Sep 2017	22 Sep 2017	08 Sep 2017	27 Sep 2017
Dec 2017	13 Nov 2017	13 Oct 2017	20 Oct 2017	06 Oct 2017	25 Oct 2017



## Total Girl - Specifications

Insertion	Bleed	Type	Trim
Full Page	220 x 158	180 x 118	210 x 148
Half Page Horizontal	115 x 158	75 x 118	105 x 148
Half Page Vertical	220 x 84	180 x 44	210 x 74
Third Page Horizontal	80 x 158	40 x 118	70 x 148
Third Page Vertical	220 x 59	180 x 19	210 x 49
Corner Flag (Top Right)*	73 x 73	53 x 53	63 x 63
Poster	307 x 430	N/A	297 x 420

### 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 <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

#### 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 individual sachets is 100mm x 100mm. Copyright © 2007 Pacific Magazines. All rights reserved.

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.

\*Sachets set up for filling on insertion must be packed in nested cartons for ease of unpacking.



## Total Girl - Specifications

### Print Production

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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.

Total Girl cannot accept material that mentions social media (Facebook, Twitter, Youtube).

Pacific Magazines reserves the right to refuse any material that does not meet the required Specifications.



## Total Girl - Contacts

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