



Virgin Australia Voyeur - Readership Profile

Readership Profile				
	000's	Profile %	Mag.	Pop.
Readership				
All People	473	2.7%	100%	100%
All Women	194	2.2%	41.1%	50.6%
All Men	278	3.2%	58.9%	49.4%
Grocery Buyers	155	2.2%	32.7%	38.8%
Grocery Buyers with kids in HH	47	2.1%	9.9%	12.7%
People with Kids in HH	172	2.6%	36.3%	36.5%
All People				
	000's	Profile %	Mag.	Pop.
Age				
14 - 17 years	11	1%	2.4%	6.1%
18 - 24 years	36	1.7%	7.6%	11.9%
25 - 34 years	88	2.8%	18.6%	17.5%
35 - 49 years	153	3.4%	32.3%	25.2%
50 - 64 years	125	3.2%	26.4%	22%
65 years and over	60	1.9%	12.6%	17.2%
Social Grade				
A	185	5%	39.2%	20.7%
B	112	3.1%	23.6%	20%
C1	73	2.1%	15.4%	19.1%
C2	60	1.7%	12.8%	20.3%
DE	43	1.2%	9%	19.9%
Occupation				
Work Full Time	279	4.1%	58.9%	38.3%
Work Part Time	75	2.3%	15.9%	18.5%
Not Employed	119	1.6%	25.2%	43.2%
State Breakdown				
New South Wales/AC85T	133	2.2%	28.1%	33.8%
Victoria	100	2.2%	21.1%	25%
Queensland	146	4.1%	31%	19.9%
Western Australia	36	1.9%	7.6%	10.7%
South Australia	36	2.8%	7.6%	7.4%
Northern Territory	3	1.9%	.7%	1%
Tasmania	18	4.6%	3.9%	2.3%

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



Virgin Australia Voyeur - Rates

Rates

Spend Casual

Rates

Double Page Spread \$21,998

Full Page \$11,576

Half Page Horizontal \$6,368

Third Page Vertical \$4,592

Position Loads and Position Requests

Spend Loadings

Premium Position Loading

IFC DPS 30%

OBC 35%

IBC 20%

OPPOSITE CONTENTS 20%

RHP (1st half) 15%

RHP 10%

PRE CONTENTS DPS 20%

DPS (2nd) 25%

FRONT HALF 10%

OPPOSITE JOHN'S LETTER 20%



Virgin Australia Voyeur - Deadlines

Issue Name	On Planes	Booking Deadline	Material Deadline
Oct 2016	01 Oct 2016	30 Aug 2016	05 Sep 2016
Nov 2016	01 Nov 2016	28 Sep 2016	04 Oct 2016
Dec 2016	01 Dec 2016	28 Oct 2016	03 Nov 2016
Jan 2017	01 Jan 2017	29 Nov 2016	05 Dec 2016
Feb 2017	01 Feb 2017	13 Dec 2016	11 Jan 2017
Mar 2017	01 Mar 2017	26 Jan 2017	01 Feb 2017
Apr 2017	01 Apr 2017	28 Feb 2017	06 Mar 2017
May 2017	01 May 2017	28 Mar 2017	03 Apr 2017
Jun 2017	01 Jun 2017	28 Apr 2017	04 May 2017
Jul 2017	01 Jul 2017	30 May 2017	05 Jun 2017
Aug 2017	01 Aug 2017	28 Jun 2017	04 Jul 2017
Sep 2017	01 Sep 2017	31 Jul 2017	04 Aug 2017
Oct 2017	01 Oct 2017	29 Aug 2017	04 Sep 2017
Nov 2017	01 Nov 2017	28 Sep 2017	04 Oct 2017
Dec 2017	01 Dec 2017	20 Oct 2017	03 Nov 2017
Jan 2018	01 Jan 2018	28 Nov 2017	04 Dec 2017
Feb 2018	01 Feb 2018	25 Dec 2017	08 Jan 2018
Mar 2018	01 Mar 2018	26 Jan 2018	01 Feb 2018
Apr 2018	01 Apr 2018	27 Feb 2018	05 Mar 2018
May 2018	01 May 2018	28 Mar 2018	03 Apr 2018
Jun 2018	01 Jun 2018	30 Apr 2018	04 May 2018
Jul 2018	01 Jul 2018	29 May 2018	04 Jun 2018
Aug 2018	01 Aug 2018	28 Jun 2018	04 Jul 2018
Sep 2018	01 Sep 2018	31 Jul 2018	06 Aug 2018
Oct 2018	01 Oct 2018	28 Aug 2018	03 Sep 2018
Nov 2018	01 Nov 2018	28 Sep 2018	04 Oct 2018
Dec 2018	01 Dec 2018	30 Oct 2018	05 Nov 2018



Virgin Australia Voyeur - Specifications

Insertion	Bleed	Type	Trim
Full Page	280 x 215	240 x 175	270 x 205
Half Page Horizontal	137 x 203	107 x 173	127 x 193
Half Page Vertical	270 x 106	240 x 76	260 x 96
Third Page Vertical	270 x 70	252 x 52	260 x 60

Technical Information

- Files are to be supplied as CMYK and 300dpi.
- No calibrated colour is accepted.
- Trim marks and Bleed must be added to all artwork according to our specifications.
- A minimum of 5mm bleed on each edge is required on Full Page & DPS bleed advertisements only.
- Broken Space advertising do not have bleed areas specified, only live/type areas.
- All reverse lettering is to be no less than 10pt type. No True Type fonts are accepted.
- It is recommended that where coloured panels join, the dominant colour be enlarged (reverse choked) to create a slight overlap of the two colours that connect. This will help minimise registration problems.
- The maximum total ink coverage should be 300 percent.
- Pacific+ send all files to print as single page ads.
- Pacific+ will not be responsible for any elements trimming off the page if they do not fall within the live area specified for the publication.
- Double Page Spread ads must be supplied as single page files. We will not accept DPS artwork or manipulate DPS artwork.
- Colour proofs: 3DAP Colour proofs (at actual size) must accompany all ads. Colour laser proofs are a rough guide only and not to be relied on for colour accuracy. Pacific+ will not be held responsible for any colour inaccuracy on final printed artwork if a 3DAP proof is not supplied with artwork. Colour proofs are to be delivered to the address below:
- We do not accept artwork via email under any circumstances.

Double Imaging DPS Artwork

Due to the print and binding process, any images that are across the gutter (middle) of a double page spread are "pulled" into the spine. This may result in a loss of image and cause images to misalign. To compensate for this, Double Imaging is required on all DPS artwork if an image/text is running through the gutter of a spread.

The clearance space should be a minimum of 6mm (3mm of double image incorporated into the overall image of each page) - a 3mm band of the image on the inside margin of the left page (closest to the gutter) is repeated on the inside section of the right page, and vice versa.

The spread will carry a 6mm double image in the spine, as shown in the diagram.

INSERT SPECIFICATIONS & PALLET LABELS

[Download BlueStar Web Insert Specifications Instructions](#)

[Download BlueStar Insert Specifications](#)

[Download BlueStar Web Silverwater Pallet Labels](#)

PACIFIC+

Attn: Production Department Media City - level 6 West, 8 Central Avenue, Eveleigh, NSW 2015

Pacific+ requires advertising material to be supplied via electronic transfer AdSend (formerly Quickcut) or Digital Ads International.

A charge may be incurred to use the service. For clients unfamiliar with these

services, you may wish to contact the following: AdSend - (03) 9689 9000

www.dubsat.com/adsend/ or Digital Ads International - (02) 9818 1965

www.digitalads.com.au/send/

Production Material Enquiries: Rosie Dimopoulos. (02) 9394 2959, Production

Manager. E: rosie.dimopoulos@pacificmags.com.au

We do not accept artwork supplied via E-mail and/or Disk under any circumstances.

Supplying composite PDF files:

Print ready PDF's supplied on disk only are accepted. (Not via E-mail)

Files are to be supplied as CMYK and 300dpi. No TrueType Fonts or calibrated colour is accepted.

Trim marks and Bleed must be added to all artwork according to our specifications.

Pacific Magazines Production Contacts

Print Production Controller

Megan Cosgrove

Phone: (02) 9394 2681

Email: megan.cosgrove@pacificmags.com.au

Advertising Production Coordinator

Print Operations Manager

Phone: (02) 9394 2292

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Virgin Australia Voyeur - Contacts

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