

MEDIA KIT 2018

virgin australia  
voyeur



PACIFIC+

# VIRGIN AUSTRALIA

Virgin Australia brought choice to the Australian skies. They were a customer champion, the people's airline, bringing the Australian public something special they were waiting for and deserved. Now Virgin Australia strives to be the airline of choice in all markets they serve. This means nothing short of creating the best flying experience for our customers. The best Australia has ever seen. The brand's mission is to deliver the world's most engaging, stylish and effortless flying experience.

**“Virgin Australia will be the airline of choice for all market segments. We will do this by bringing the romance back to flying — providing a seamless experience, with excellent service that can be tailored to the individual.”**

JOHN BORGHETTI,  
CEO VIRGIN AUSTRALIA





# AUDIENCE

Virgin Australia offers a unique opportunity to target a captive audience of affluent business and leisure travellers alike.

**THIS ELUSIVE AUDIENCE ARE HARD TO REACH BY OTHER MEDIA CHANNELS GIVEN THEY ARE:**

Time poor

Constantly on the move

Exposed to cluttered media channels that dilute any messaging

Not big consumers of other media

**VIRGIN AUSTRALIA OFFERS THE PERFECT MEDIA ENVIRONMENT TO ENGAGE THIS AUDIENCE. OUR MEDIA OFFERING CAPTURES THEM WHEN THEY ARE:**

Relaxed and thus open to messaging

Captive with little else to distract them

Willing to engage, offering the opportunity to speak with them one-on-one for a longer stretch of time

# STATISTICS

FREQUENCY **MONTHLY**

READERSHIP **445,000**

AB'S **64.4%**

AGE 25-49 **52.3%**

AV HHI **\$130,130 PA**

MALE/FEMALE **62/38**

Virgin Australia Voyeur is the complimentary in-flight magazine provided to the 21 million (and growing) guests flying with Virgin Australia on both domestic and international routes every year. Our editorial pillars revolve around enabling our readers to expand their horizons.

**OUR MISSION** is to inspire our readers passion to keep pushing the boundaries in all areas of their lives through our editorial pillars.

## EXPLORE

News, views and interviews from around the globe for the world traveller

## NAVIGATE

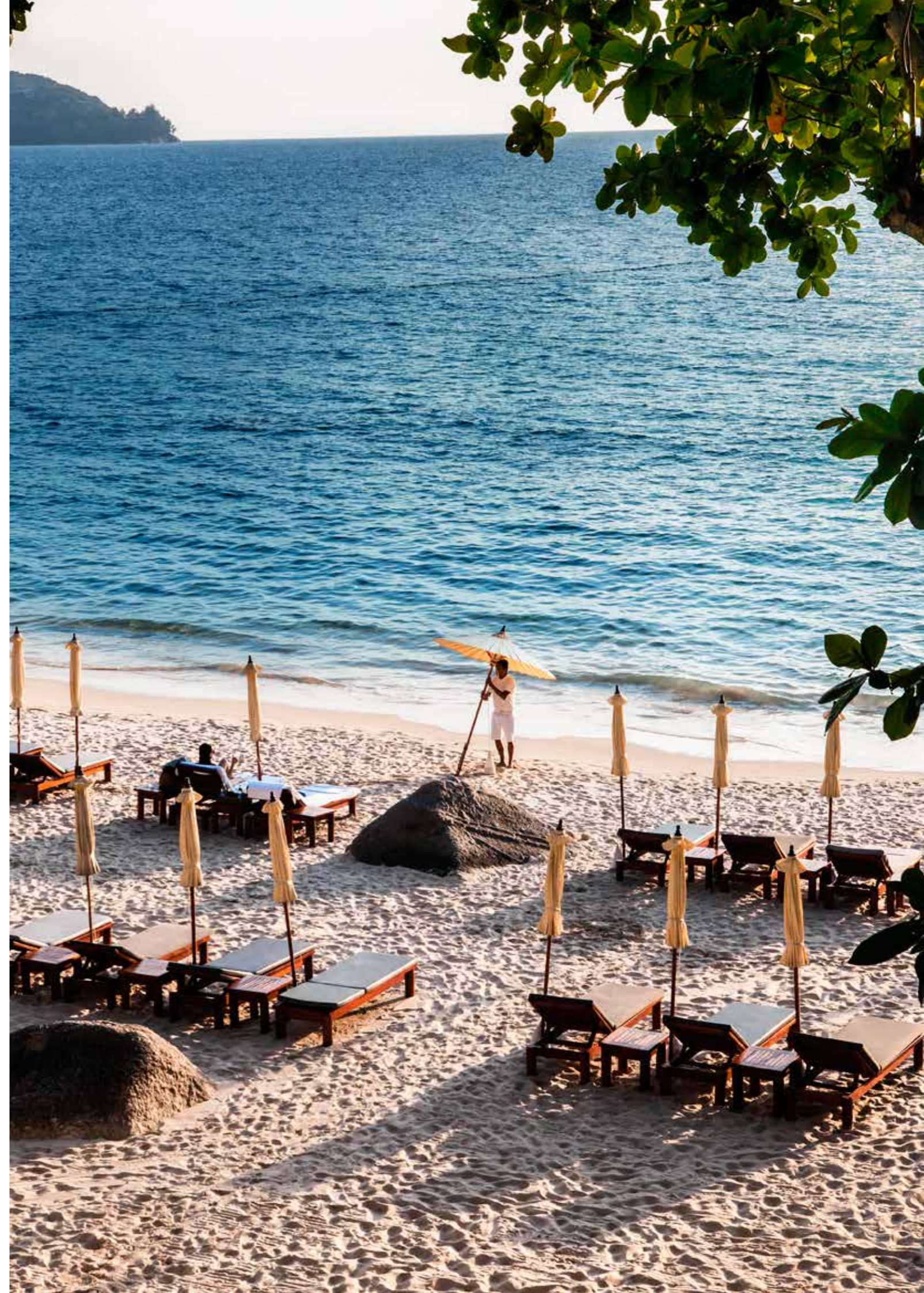
Navigate your way to success in today's rapidly evolving society

## TRAVEL

Explore new horizons with our insider's guide to the most intriguing destinations

## EXEC STYLE

For the business exec who doesn't live by the rule book, we present our edit of the latest releases around the globe.





# RATECARD

	CASUAL	2X	4X	6X	12X
DOUBLE PAGE SPREAD	\$21,998	\$21,447	\$20,898	\$19,798	\$18,698
FULL PAGE	\$11,576	\$11,286	\$10,998	\$10,419	\$9,840
HALF PAGE [HORIZONTAL]	\$6,368	\$6,209	\$6,050	\$5,732	\$5,413
HALF PAGE [VERTICAL]	\$6,368	\$6,209	\$6,050	\$5,732	\$5,413
THIRD PAGE [VERTICAL]	\$4,592	\$4,477	\$4,365	\$4,146	\$3,914
INSERTS	POA				

## POSITION LOADS AND POSITION REQUESTS

IFC DPS	30%	OPPOSITE CONTENTS	20%	PRE CONTENTS DPS	20%
OBC	35%	RHP [1ST HALF]	15%	DPS [2ND]	25%
IBC	20%	RHP	10%	FRONT HALF	10%
OPPOSITE JOHN'S LETTER	20%				

# FEATURES 2018

Virgin Australia offers a unique opportunity to target a captive audience of affluent business and leisure travellers alike.



## JANUARY

➤ *Kickstarting the New Year  
& The Australian Open*



## FEBRUARY

➤ *Getting Back to Business  
& Chinese New Year*



## MARCH

➤ *Design & Virgin Australia  
Melbourne Fashion Festival*



## APRIL

➤ *Luxury Issue & Gold Coast  
Commonwealth Games*



## MAY

➤ *Architecture + Mother's Day*



## JUNE

➤ *Gourmet*



## JULY

➤ *Adventure travel*



## AUGUST

➤ *Education*



## SEPTEMBER

➤ *Fashion + Spring Racing*



## OCTOBER

➤ *Watches + Golden Week*



## NOVEMBER

➤ *Big Ideas*



## DECEMBER

➤ *Christmas Gift Guide*

# DEADLINES 2018

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	IN-FLIGHT	CANCELLATION DEADLINE
JAN 18	28TH NOV 17	4TH DEC 17	1ST JAN 18	28TH SEP 17
<b>FEB 18</b>	<b>25TH DEC 17</b>	<b>8TH JAN 18</b>	<b>1ST FEB 18</b>	<b>21ST OCT 17</b>
MAR 18	26TH JAN 18	1ST FEB 18	1ST MAR 18	27TH NOV 17
<b>APR 18</b>	<b>27TH FEB 18</b>	<b>5TH MAR 18</b>	<b>1ST APR 18</b>	<b>29TH DEC 17</b>
MAY 18	28TH MAR 18	3RD APR 18	1ST MAY 18	20TH JAN 18
<b>JUN 18</b>	<b>30TH APR 18</b>	<b>4TH MAY 18</b>	<b>1ST JUN 18</b>	<b>26TH FEB 18</b>
JUL 18	29TH MAY 18	5TH JUN 18	1ST JUL 18	22ND MAR 18
<b>AUG 18</b>	<b>28TH JUN 18</b>	<b>4TH JUL 18</b>	<b>1ST AUG 18</b>	<b>20TH APR 18</b>
SEP 18	31ST JUL 18	6TH AUG 18	1ST SEP 18	20TH MAY 18
<b>OCT 18</b>	<b>28TH AUG 18</b>	<b>3RD SEP 18</b>	<b>1ST OCT 18</b>	<b>22ND JUN 18</b>
NOV 18	28TH SEP 18	4TH OCT 18	1ST NOV 18	22ND JUL 18
<b>DEC 18</b>	<b>30TH OCT 18</b>	<b>5TH NOV 18</b>	<b>1ST DEC 18</b>	<b>22ND AUG 18</b>

\*ALL ADS SUBJECT TO AVAILABILITY AT TIME OF BOOKING. ALL CREATIVE SUBJECT TO VIRGIN AUSTRALIA APPROVAL.

## SPECIFICATIONS

SPECS	BLEED [MM]	TRIM [MM]	TYPE AREA [MM]
DOUBLE PAGE SPREAD	280 H X 420 W	270 H X 410 W	240 H X 380 W
FULL PAGE	280 H X 215 W	270 H X 205 W	240 H X 175 W
HALF PAGE [HORIZONTAL]	137 H X 203 W	127 H X 193 W	107 H X 173 W
HALF PAGE [VERTICAL]	270 H X 106 W	260 H X 96 W	240 H X 76 W
THIRD PAGE [VERTICAL]	270 H X 70 W	260 H X 60 W	252 H X 52 W

# GENERAL SPECIFICATIONS/ INFORMATION

- **FILES ARE TO BE SUPPLIED AS CMYK AND 300DPI.** No calibrated colour is accepted.

➤ **TRIM MARKS & 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 280 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.



## MATERIAL DELIVERY

- PACIFIC + requires advertising material to be supplied via electric transfer, **QUICKCUT** or **ADSEND ONLY**.

**ATTN:**  
**PRODUCTION DEPARTMENT**  
**MEDIA CITY. LEVEL 6 EAST**  
**8 CENTRAL AVENUE. EVELEIGH. NSW 2015**

**ALL PRODUCTION MATERIAL ENQUIRIES**  
**DANIEL MURACE**  
ADVERTISING PRODUCTION COORDINATOR  
+61 2 9394 2994  
DANIEL.MURACE@PACIFICMAGS.COM.AU
- A CHARGE MAY BE INCURRED** to use the services. For Adsend go to [www.adsend.com.au](http://www.adsend.com.au) and follow the prompts. For Quickcut, you must be using Quickprint 3.0.5 or higher. For clients unfamiliar with Quickcut, you may wish to contact the following company which will assist you with sending files and proofs through Quickcut to your specified publication:

**DIGITAL ADS**  
**170 HARRIS STREET. PYRMONT NSW. 2009**  
**+61 2 9552 4733 F +61 2 9552 4766**  
**DIGITALADS.COM.AU**

For assistance with Adsend call 1300 366 156 or email [support@adsend.com.au](mailto:support@adsend.com.au)

# ADVERTISING CONDITIONS

## 1. WHEN DO THESE TERMS APPLY?

**1.1** These terms will apply to you every time you request publication of advertising or services in any Publications owned by Pacific Magazines Pty Ltd (ABN 16 097 410 896) or its subsidiaries, including Pacific+ Pty Ltd (ABN 80 101 323 791) and Pacific Magazines New Zealand. Now referred to as “Pacific”.

**1.2** “Publications” refers to any media published by Pacific or its subsidiaries. **1.3** These terms do not apply to services where Pacific acts as a third party reseller. If you request advertising or services where Pacific acts as a third party reseller, by accepting Pacific’s Booking Order Approval, you accept the terms and conditions of that third party.

## 2. HOW DO I PLACE ADVERTISING?

**2.1** You can request advertising or services in any Publications owned by Pacific at any time directly with Pacific or agents approved by Pacific. **2.2** Pacific will, if it accepts your request, send you a Booking Order Approval which will contain the specific terms that will apply to the publication of your advertising to which you must reply with your acceptance.

## 3. WHAT RIGHTS DOES PACIFIC HAVE?

**3.1** Pacific can reject advertising at any time for any reason. Pacific can withdraw advertising or withdraw publications from the public at any time and for any reason. Pacific is not liable to you if it does reject your advertising, withdraw your advertising or

withdraw a publication that contains your advertising. **3.2** Advertising material must be supplied as per agreed deadline at time of booking. All advertising material is subject to editorial approval to ensure the material complies with “body Image” and sexualisation guidelines. This deadline allows advertisers time to amend the material if it does not comply with industry standards. **3.3** Pacific will try to place your advertising in the position that you request, but it cannot always do so. Pacific is not liable to you if your advertising does not appear in the place that you request. **3.4** Pacific takes all reasonable endeavours to run bonus space in the magazine issue as agreed, however it reserves the right to move bonus space into a future issue if deemed necessary. **3.5** If your advertising is editorial in style, Pacific can add the word “advertising” above or below the advertising.

## 4. SPECIFICATIONS AND DEADLINES

**4.1** You must deliver the materials required to produce your advertising (Materials) to Pacific by the date Pacific specifies. If you do not, Pacific may not be able to publish your advertising and Pacific is not liable to you for this. You will still be liable for the price quoted in the Booking Order Approval. **4.2** The Material must be in the form that Pacific requires for the Publication in which the advertising is to be published. If you do not deliver the Material in the required form, Pacific can engage a third party to convert the Material to Pacific’s requirements. You must,

within 14 days, pay Pacific for the costs of the conversion, plus a handling fee of 25%. **4.3** You may request for the return of your material from Pacific prior to the publication material deadline. You must pay the expenses incurred by Pacific along with your Fee. **4.4** Pacific can change the on sale date of Publications at anytime without notice.

## 5. PAYING FOR ADVERTISING

**5.1** The Booking Confirmation will contain the amount you have to pay for the advertising (Fee). The Fee does not include GST. Pacific will provide you with an invoice stating the Fee and the GST payable. **5.2** You must pay the Fee within the terms set by Pacific. You cannot alter the Fee, even if you feel that the advertising was not placed or published in the manner that you expected. **5.3** If you dispute the Fee, this claim must be made within 30 days of the invoice date to Pacific otherwise you must pay the Fee and GST payable as invoiced.

**6. AGENCY REBATE** **6.1** If you are an advertising agent, Pacific may agree that you will get a rebate on the Fee, but the rebate will only apply if you pay the Fee (less the rebate, plus the GST payable) before the invoice due date. If you don’t pay the Fee (less the rebate) by that date, you cannot claim the rebate — you must pay the Fee and the GST payable.

## 7. HOW CAN I CANCEL ADVERTISING?

**7.1** With the exception of advertising in Pacific’s online publications, if you cancel

advertising up to 10 weeks before the scheduled date of publication of the magazine (Cancellation Deadline), you will not have to pay the Fee. **7.2** You cannot cancel an advertising request to any of Pacific’s online publications. You may request to run your advertising within 12 months of the original scheduled advertising request if agreed by Pacific. **7.3** If you cancel after the Cancellation Deadline, you have to pay the Fee. This applies even if you booked the advertising after the Cancellation Deadline.

## 8. WARRANTIES FROM YOU

**8.1** You warrant to Pacific that your advertising or services:

- a) is true and accurate in all respects;
- b) does not infringe any rights of any person (such as copyright and trademark rights);
- c) does not use the name and image of any person without their consent;
- d) is not obscene, indecent or defamatory; and
- e) does not contravene any federal, state or territory statute, regulation or other law including the Trade Practices Act 1974 (CTH).

**8.2** You indemnify Pacific for all costs (including legal costs on a solicitor client basis), expenses, claims, demands, damages and losses of any kind arising from or attributable to the publication of the advertising or otherwise arising from a breach by you of these terms. **8.3** To the extent permitted by law, all conditions and warranties implied by law or otherwise not expressly set out in these terms and conditions are excluded.

## 9. LIMITATION OF LIABILITY

**9.1** To the extent permitted by law, under these terms or otherwise in connection with your advertising, and the publication of that advertising by Pacific:

- a) Pacific excludes liability for all indirect, consequential or special losses or damages including loss or profits howsoever arising; and
- b) The total

liability of Pacific howsoever arising is limited to the supply of the relevant advertising again or the payment of the cost of having those services supplied again, whichever Pacific determines in its absolute discretion. **9.2** Pacific will not be liable to you or any other person for any loss of whatever kind suffered as a result of an advertisement not being available for publication or not being published where such event arises from any cause beyond Pacific’s reasonable control.

## 10. LIABILITY OF AGENTS

**10.1** If you carry on business as an advertising agent you acknowledge that you contract with Pacific in your own right. You are principally liable under any contract entered into with Pacific.

## 11. GENERAL

**11.1** These terms are governed by the laws in force in New South Wales, Australia. **11.2** You may not assign or otherwise transfer any of your rights or obligations under these terms to any other person without Pacific’s consent. Pacific may assign or otherwise transfer any of its rights or obligations under these terms without your consent. **11.3** If Pacific fails to enforce, or delays in enforcing, any of these terms, this will not operate as a waiver and will not affect Pacific’s right to later require strict compliance with these terms. **11.4** The terms of the Booking Confirmation and this agreement record the entire agreement between you and Pacific relating to the matters dealt with in this agreement and supersede all previous arrangements, understandings or representations, whether written, oral or both, relating to these matters. **11.5** The information in this Proposal and all matters connected with and relating to the Proposal are to be treated as Confidential Information. The Recipient/Client agrees to

maintain the confidence of the Confidential Information; prevent the unauthorised use or dissemination of the Confidential Information; and return to Pacific or, if necessary, erase all Confidential Information immediately on being asked by Pacific to do so.

## 12. FOR CONTRA ADVERTISING ONLY

**12.1** If you agree with Pacific that you will supply goods or services (Prize) as non-monetary consideration for advertising space, you must provide a valid tax invoice to the same value of the Fee and the GST payable. **12.2** You and Pacific agree that neither will pay money to each other, on the basis that the GST inclusive value of the Space is to equal the GST inclusive value of the Prize. The parties must simultaneously give each other tax invoices for each supply of the same value. You will accept recipient-created tax invoices issued to you by Pacific if you have not sent a tax invoice to Pacific within 28 days of the draw date of the applicable competition, or the on-sale date of the relevant magazine, whichever is earlier. **12.3** If the product or service you supply is not GST applicable, you may be liable to pay the GST to Pacific. **12.4** Without limiting warranties and other terms implied into any contra agreements by law, you warrant to Pacific that all Prizes will be fit for their purpose, of merchantable quality and supplied in full compliance with all representations made in applicable advertising materials.

## 13. FOR ONLINE ADVERTISING ONLY

**13.1** Pacific makes no guarantees with your advertising, the usage statistics, user clicks or level of impressions for Pacific’s online publications. **13.2** You accept that the statistics provided by Pacific are the official, definitive measurements of Pacific’s online publications.

# CONTACTS

**JACKIE FRANK**  
**PUBLISHER**

**KRISTA WALTON**  
**SALES DIRECTOR**  
+612 9394 2404  
KRISTA.WALTON@PACIFICMAGS.COM.AU

## NSW/ACT & QLD

**CHRIS MATTHEWS**  
+612 9394 2639  
CHRISTOPHER.MATTHEWS@PACIFICMAGS.COM.AU

**GRAHAM HEARD**  
+612 9394 2994  
GRAHAM.HEARD@PACIFICMAGS.COM.AU

## VIC/TAS & WA

**EMMA HINGSTON**  
+613 8636 7524  
EMMA.HINGSTON@PACIFICMAGS.COM.AU

## WA

**DANIELLE COFFEE CARTER**  
+618 72315909