

MEDIA INFORMATION

2008

THE MAGAZINE

Established for over 28 years, *This Week in Darwin* is an insider's guide to the city, providing visitors with comprehensive and targeted editorial that brings visitors to your establishment. Every issue of *This Week* offers the visitor essential quick points of reference covering seasonal highlights, a calendar of events, day tours and essential listings on the best shopping, dining, entertainment, sights and attractions that Darwin and surrounding areas have to offer. In addition, the publication has great maps that highlight all the key attractions.

- **CAB audited:** Over 160,000 copies of *This Week in Darwin* distributed each year.
- **Accredited by The National Tourism Accreditation Program** that endorses best practices in the tourism industry. Accreditation provides the consumer and the industry with an assurance that our business is committed to quality practices and professionalism.
- **Distribution:** *This Week in Darwin* has a guaranteed presence in popular hotels, airports and important tourism outlets, visitor information centres and on major transport links. Distribution points are restocked throughout the season to ensure the guide is constantly available and advertisers marketing messages remain visible.



July/August/September 2007
www.thisweekindarwin.com

this week

THE GUIDE TO THE BEST

FREE

FOLD-OUT MAP INSIDE

IN DARWIN AND THE TOP END

Walking with Spirits. Malkgulumbu, Beswick Falls • See page 4

ATTRACTIONS RESTAURANTS + SHOPPING

21st Birthday Special All Cruises \$21.00 pp

CELEBRATE WITH THE ORIGINAL FAMOUS JUMPING CROCODILES on board the ADELAIDE RIVER QUEEN

TO BOOK PHONE 8988 8144

GALLERIES ENTERTAINMENT + WHAT'S ON

MindIt Beach Markets • See page 25

ADVANCE Car Rentals

FREECALL 1800 00 2227

ALSO ON LINE

www.thisweekindarwin.com

This Week in Darwin is now online at www.thisweekindarwin.com and will link to our national titles *This Week in Sydney/Melbourne/Tasmania/Canberra*.

- **Information:** With interstate and overseas visitors frequently doing their research before departing, *This Week in Darwin* online will provide essential information for visitors. By providing up to the minute information accessible all day, every day, *This Week In Darwin* online is the ideal environment for advertisers to promote their brands and services to an audience actively seeking information.
- **Link through:** There is also the opportunity to link through to your existing website providing valuable additional traffic.
- **Marketing:** www.thisweekindarwin.com is currently attracting 21,000 unique visitors each month.



ADVERTISING RATES

SECTION AND FEATURE ADVERTISING

SIZE	CASUAL	Including GST	X2	Including GST	X3	Including GST	X4	Including GST
Full Page	\$2040	\$2244	\$1940	\$2134	\$1820	\$2002	\$1730	\$1900
1/2 Page	\$1290	\$1419	\$1230	\$1353	\$1160	\$1276	\$1110	\$1221
1/3 Page	\$890	\$979	\$840	\$924	\$800	\$880	\$760	\$836
1/5 Page	\$480	\$528	\$450	\$495	\$430	\$473	\$410	\$451

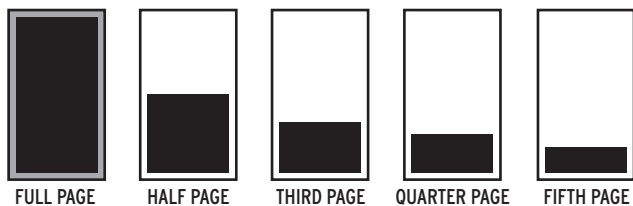
Covers (Add 15% loading to Full Page Rates)

ONLINE ADVERTISING

Banner Ad	\$800	\$880	\$760	\$836	\$720	\$792	\$680	\$748
Tile Ad	\$400	\$440	\$380	\$418	\$360	\$396	\$340	\$374

ANNUAL PUBLICATION SCHEDULE

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
January/February/March 2008	Friday, 30 November 2007	Wednesday, 5 December 2007
April/May/June 2008	Friday, 7 March 2008	Wednesday, 12 March 2008
July/August/September 2008	Friday, 6 June 2008	Wednesday, 11 June 2008
October/November/December 2008	Friday, 5 September 2008	Wednesday, 10 September 2008
January/February/March 2009	Friday, 28 November 2008	Wednesday, 3 December 2008



ADVERTISING SIZES

MAGAZINE

Full page	Type area	104 mm (w) x 192 mm (h)
	Trim size	120 mm (w) x 210 mm (h)
	+ 5mm bleed	130 mm (w) x 220 mm (h)
Half page horizontal	Type area	104 mm (w) x 95 mm (h)
Third page horizontal	Type area	104 mm (w) x 57 mm (h)
Quarter page horizontal	Type area	104 mm (w) x 48 mm (h)
Fifth page horizontal	Type area	104 mm (w) x 32 mm (h)

ONLINE

Banner	Type area	468 pixels (w) x 60 pixels (h)
Tile ad	Type area	120 pixels (w) x 60 pixels (h)

ADVERTISING ENQUIRIES

Cheryl Moyd

Northern Territory Sales Manager

P.O. Box 485, Sanderson NT 0813

Tel: (08) 8942 3800

Fax: (08) 8942 3811

Mobile: 0414 854 222

Email: cherylmoyd@hardiegrant.com.au

PLEASE SEND MATERIAL TO:

This Week in Darwin

P.O. Box 485, Sanderson NT 0813

Email: cherylmoyd@hardiegrant.com.au

TERMS & CONDITIONS

The terms and conditions, under which advertising is accepted to appear in *This Week In Darwin*, are detailed at the bottom of the booking confirmation forms.

All material is subject to space availability and publishers approval.

- Rates for multiple insertions apply to the whole term of the contract.
- If the contract is cancelled before the full term, rates will be charged at the number of insertions used.
- Artwork that requires makeup will be charged at 10% of media value.

Bookings for less than \$300 require payment at time of booking.

MAGAZINE: MATERIAL REQUIREMENTS

There are two methods for supplying your advertising material to Hardie Grant Magazines

1: E-MAILED PDF (must be under 8MB)

- Supply of advertising material in this way means you are wholly responsible for any changes to material required by you, Hardie Grant or its clients. Hardie Grant will not edit PDF documents.
- Ensure advertisement is the correct size (including any bleed) and that all images are CMYK and 300dpi and fonts are embedded when creating the PDF file.
- Do not use PDF short cuts within native programs. PDFs must be created as press optimised and include crop, bleed and registration marks.
- Foolproof PDF job options can be downloaded from www.3dap.com.au and it is advised that you use these job options to make your PDF as they are industry standard. PC and Mac versions are available as well as step-by-step instructions.

2: ON CD OR DVD

- Discs must be Mac compatible with artwork prepared in Indesign CS (inx file to be supplied if created in CS2)
- All fonts must be included on the disc in Mac format. Reversed out type must be at least 8pts and small fonts with fine serifs should be avoided.
- All images (links) must be included on disc, scaled to 100% of print size, at least 300dpi (please supply black & white line art at 600dpi) and CMYK.
- Please also supply a proof / printout of the file marked up with any special instructions.
- Please also include a press optimised PDF, prepared in the method outlined below.

PLEASE NOTE:

Do not supply total ad layout in Photoshop, Illustrator, Word, Pagemaker or any other unsupported software. Do not supply advertising material as a TIFF, JPEG or EPS only.

- Advertising material supplied incorrectly may be subject to a production charge if Hardie Grant is required to amend it.

ONLINE: MATERIAL REQUIREMENTS

- Files should be supplied as **gifs** or **jpeg**s at 72dpi in RGB colour format.
- Banner ad maximum file size is **12k**
- Tile ad maximum file size is **8k**



Hardie Grant Magazines