



NATASHA PERERA  
Editor, *athome* magazine

#### A LETTER FROM THE EDITOR

Making a house a home is all about those special little touches. It's a personal imprint that turns it into your sanctuary - a place of retreat.

But creating a harmonious look indoors and out is not as easy as it sounds. That's why we seek experts to guide us and help transform our living space into a haven.

People want inspiration, ideas and direction on how to bring their homes to life with heart and soul. That's where you come in.

Our successful *athome* series of themed supplements focus on giving the home identity and provide the ideal forum to showcase your business and product range.

Part of the *home* magazine stable since 2001, *athome* provides a viable retail opportunity for retail-based clients with a homemaker emphasis.

It is a market-established publication with a strong reader following.

There are 12 supplements published throughout the year that look at different aspects of home and lifestyle. It has popular titles, with one of our latest being *athome* kids, a family-focused issue that highlights a growing market in groovy children's homewares and furnishings. Other *athome* favourites include renovations, which highlights ways to change the look and feel of your home as your needs and tastes change.

And there's the seasonal themes of spring, summer, autumn and winter, with tips and advice on changing home decor to suit the shift in seasons. It inspires a fresh take on home style.

There's also an issue dedicated to outdoor living, reflecting our love of the "green room", and the concept of the garden as an extension of the indoor living space. Being outdoors is a natural part of the Aussie lifestyle, and through this supplement we show readers how to make it more of a year-round experience. *athome* is a forum where readers gain knowledge that will make the choices easier. It also provides them with vital contacts.

*athome* sits well within *home* magazine as an extension of the brand, and is a great opportunity to showcase your product in style to a strong and loyal readership of more than 1.1 million\* readers. So, it's easy to see why you should make yourself *athome*.

\*Source: Roy Morgan Research June 2008.

**athome MAGAZINE FEATURES (2009-2010)\***

FEATURE TITLE (2009)	ON SALE	BOOKING	AD DESIGN MATERIAL	COMPLETE MATERIAL
Renovations	July 25	July 8	July 9	July 15
Outdoor Living	August 22	August 5	August 6	August 12
Spring	September 19	September 2	September 3	September 9
Kids	October 17	September 30	October 1	October 7
Summer	November 14	October 28	October 29	November 4
Christmas	December 5	November 18	November 19	November 25

FEATURE TITLE (2010)	ON SALE	BOOKING	AD DESIGN MATERIAL	COMPLETE MATERIAL
Trends	February 6	January 20	January 21	January 27
Autumn	March 13	February 24	February 25	March 3
D.I.Y	April 10	March 24	March 25	March 31
Shopping	May 1	April 14	April 15	April 21
Kitchens & bathrooms	May 29	May 12	May 13	May 19
Winter	June 26	June 9	June 10	June 16

*\*Please note dates and themes may be subject to change*

**For all advertising enquiries contact:**

**Andrew Kaye - Advertising Co-ordinator** • Phone: (03) 9292 2325 • Fax: (03) 9292 2442 • Email: kayea@hwt.com.au

**athome MAGAZINE RATES (July 1, 2009 - June 30, 2010)**

SIZE:	FULL PAGE	HALF PAGE	THIRD PAGE	QUARTER PAGE
<b>CASUAL:</b>				
Rate (exc. GST)	\$17,303.84	\$10,143.63	\$6,804.50	\$5134.93
GST	\$1,730.38	\$1014.36	\$680.45	\$513.49
<b>Total (inc. GST)</b>	<b>\$19,034.22</b>	<b>\$11,157.99</b>	<b>\$7,484.95</b>	<b>\$5,648.42</b>
<b>X4 INSERTIONS:</b>				
Rate (exc. GST)	\$15,571.16	\$9128.13	\$6,121.74	\$4,618.56
GST	\$1,557.12	\$912.81	\$612.17	\$461.86
<b>Total (inc. GST)</b>	<b>\$17,128.28</b>	<b>\$10,040.94</b>	<b>\$6,733.91</b>	<b>\$5,080.42</b>
<b>X8 INSERTIONS:</b>				
Rate (exc. GST)	\$13,844.27	\$8112.61	\$5,444.21	\$4,102.20
GST	\$1,384.43	\$811.26	\$544.42	\$410.22
<b>Total (inc. GST)</b>	<b>\$15,228.70</b>	<b>\$8,923.87</b>	<b>\$5,988.63</b>	<b>\$4,512.42</b>
<b>ALL 12:</b>				
Rate (exc. GST)	\$11,933.68	\$5,966.84	\$4,773.47	\$3,580.10
GST	\$1,193.37	\$596.68	\$477.35	\$358.01
<b>Total (inc. GST)</b>	<b>\$13,127.05</b>	<b>\$6,563.52</b>	<b>\$5250.82</b>	<b>\$3,938.11</b>

*\*Page Loading: 30% page loading for preferred positions.*

TECHNICAL DETAILS

ADVERTISEMENT SIZES	DIMENSIONS (height x width)
Double page spread (text)	290mm x 530mm
Double page spread (trim)	310mm x 550mm <i>(plus 5mm bleed)</i>
Full page (text)	290mm x 255mm
Full page (trim)	310mm x 275mm <i>(plus 5mm bleed)</i>
Half page horizontal (text)	142.5mm x 255mm
Half page vertical (text)	290mm x 125mm
Third page horizontal	93.5mm x 255mm <i>(plus 5mm bleed)</i>
Third page vertical	290mm x 81.5mm <i>(no bleed available)</i>
Quarter page	142.5mm x 125mm <i>(no bleed available)</i>

ADVERTISING DESIGN SERVICE

- For both the *home* and *athome* publications, a professional, high quality graphic design and artwork service is available to advertisers at minimal cost.
- PLEASE NOTE: Your sales consultant must be briefed and material (eg. photographs, logos) must be supplied 14 days prior to the advertisement appearing in the publication.

DEADLINES

- BOOKINGS Wednesday 12pm (17 days prior) - unless fully booked prior
- CANCELLATIONS IN WRITING ONLY by Wednesday 12pm (17 days prior)
- ADVERTISING DESIGN MATERIAL Thursday 12pm (16 days prior)
- FINAL COMPLETE MATERIAL Wednesday 4pm (10 days prior)

TECHNICAL REQUIREMENTS

- Pictures and graphics should be scanned to 250dpi to accommodate 120lpi printing.
- Colour removal techniques should be used to limit total ink density to a maximum of 300% total colour in the darkest area with allowance for 20% dot gain in mid tone areas.
- All advertisements are to be in CMYK format. **Artwork containing Pantone or spot colours cannot be accepted.**
- Lettering reversed out of colour is to be no less than 10 points, bold type, as it is liable to blur.

ELECTRONIC FILE DELIVERY

- All files supplied are to be in composite PDF, PC format with Adobe Acrobat compression applied.
- All electronic files must be delivered through *Adstream* or *WebSend*. *Adstream* and *WebSend* are third party electronic couriers.

**IMPORTANT:** The file name of supplied material must be **ATHOME**, followed by the **KEY NUMBER** on the artwork. Files must also be sent using the corresponding publication code within *Adstream* or *WebSend* system, ie: **ATHOME** within *The Herald & Weekly Times Pty Ltd*.  
**PLEASE NOTE:** Material supplied on CD, zip disks or email cannot be accepted.  
**FAILURE TO ADHERE TO THESE DELIVERY REQUIREMENTS MAY RESULT IN THE NECESSITY TO RE-SUPPLY MATERIAL AT YOUR EXPENSE.**

FURTHER INFORMATION

- For further information regarding *Adstream*, please contact Technical Support on 1300 768 988
- For further information regarding *WebSend*, please contact Technical Support on 1300 798 949.
- For advice or to arrange a demonstration, contact the Pre-Press Technology Manager on (03) 9292 1482.
- For further technical information contact Quality Control on (03) 9292 1504 or (03) 9292 1322.
- For further material or booking advice please contact *home* magazine advertising co-ordinator on (03) 9292 2325.

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## TERMS AND CONDITIONS

### ADVERTISING CONDITIONS

Advertising accepted for publication in HWT PUBLICATIONS is subject to the conditions set out in their rate cards, space orders and the rules applicable to advertising. Every advertisement is subject to HWT's approval and HWT may, at its discretion, refuse to accept an advertisement for publication. HWT accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear or if it appears in a form which is not in accordance with the instructions received by HWT.

HWT accepts no responsibility for any error when instructions or copy have or has been taken over the telephone unless HWT receives written confirmation of the instructions or copy before the normal copy deadline. It is the responsibility of the advertiser or agent to notify HWT of any error immediately it appears. Unless so notified, HWT accepts no responsibility for any recurring error.

Rates are based on the understanding that the monetary level ordered be used within the period of the order. Maximum period of any order is one year. Should an advertiser fail to use the total monetary level ordered the rate may be amended to that applicable to the amount of space used. Misplacement, rejection or omission of an advertisement does not invalidate a monetary level ordered.

Where a monetary level has been ordered for a period of time and not renewed, casual rates will be charged. HWT reserves the right to cancel or suspend any monetary level ordered at its absolute discretion. Advertising rates quoted are subject to any increase or decrease, which may occur during the period of the order. All advertising space will be charged to the nearest centimetre based on space ordered or size of material lodged, whichever is greater.

Commercial credit facilities may be available subject to HWT's approval and conditional on lodgement of a written approval.

### WARRANTY AND INDEMNITY

Advertisers and advertising agencies upon and by lodging material (including electronic material and data) with HWT for publication or authorising or approving of the publication of any material by HWT INDEMNIFY HWT, its directors, employees and agents against all claims, demands, proceedings, costs (including solicitors and own client costs), expenses, damages, awards, judgements and any other liability whatsoever wholly or partially arising directly or indirectly in connection with the publication of the material, and without limiting the generality of the foregoing, indemnify each of them in relation to defamation, libel, slander of title, infringement of copyright, infringement of trade marks or names of publication titles, unfair competition, breach of trade practices, privacy or fair trading legislation, violation of rights of privacy or confidential information or licences or royalty rights or other intellectual property rights, AND WARRANT that the material complies with all relevant laws and regulations and that its publication will not give rise to any claims against or liabilities in HWT, its directors, employees or agents, and, without limiting the generality of the foregoing, that nothing in the material lodged is in breach of the Trade Practices Act 1974 or the Copyright Act 1968 or the Fair Trading Act 1985 or the defamation, consumer protection and sale of goods legislation of the States and Territories or infringes the rights of any person.

### PROMOTIONS, COMPETITIONS, LOTTERIES

To conduct any game of chance in which the total prize pool has a value in excess of \$5,000 the promoter must obtain a permit from the Victorian Commission for Gambling Regulation.

The number of this permit and date of issue must be contained in all advertisements which make reference to the game of chance. Advertisements, which do not meet these conditions, will be withheld from publication.

*The above terms and conditions are subject to change at the discretion of HWT.*

The Herald & Weekly Times Pty Ltd  
ABN 49 004 113 937

