



NATASHA PERERA
Editor, *home* magazine

A LETTER FROM THE EDITOR

Finding a home that's right for you really is about finding the right fit. It has to suit your lifestyle and needs. It has to feel like home.

And when you think about it, that's what our magazine offers its advertisers - the perfect fit for builders, developers, building suppliers, furnishing and decorating retailers, landscapers, renovating specialists, all those who have the home at the core of their business.

After 14 years, *home* magazine remains the market leader for new homes and land and a proven reference point for our readers.

People turn to us for ideas, inspiration and information on the housing scene.

With its strong focus on new homes and land, *home* magazine is balanced with a lifestyle element, including the latest decorator looks for the home, garden makeovers, famous personalities at home, renovations, profiles of local designers and artisans, the latest homemaker gadgets, green living and do-it-yourself projects.

The clever balance has helped the publication leap ahead of its competitors, and provide a strong advertising environment for your business.

This year we launched *Land for Living* - a new section which puts Melbourne's land market in the spotlight. Buyers can make a more informed choice each week on where they want to live through our comprehensive estate reviews, suburb profiles and detailed listing of where to buy. Another new move was the introduction of our Greenhouse page which focuses on sustainable living, building, design and products.

And buyers planning on entering the market for the first time can't afford to miss *Starting Out*, a special supplement aimed at showing them how to get that toe-hold and realise their dream.

And let's not forget those looking for a sea-change or a tree-change. Our Country & Coastal supplement highlights the attraction of making this lifestyle move.

Readers are also catered for with homemaker features in the 12 *athome* supplements produced each year, another successful extension of *home* magazine.

Being a weekly product, we have the ability to keep our readers informed of the latest developments as they happen in an easy-to-read format, with strong editorial, pictorial and design concepts.

And don't forget the strength of our readership. With more than one million* readers every Saturday, it certainly makes sense to make our *home* your home.

*Source: Roy Morgan Research June 2008.

THE NEWS CUSTOM PUBLISHING MIX OF HOME AND LIFESTYLE

We invite you to explore the opportunities presented by our unique mix of consumer and trade related home and lifestyle publications.



HERALD SUN *home* MAGAZINE

home is a premium product that forms the core of the Saturday *Herald Sun* in Victoria. Each week *home* magazine readers find new and exciting renovating ideas, as well as tips on how to improve their homes. It also showcases the top new homes and land in an ever-growing property market.



athome LIFTOUT

athome is a themed supplement inserted into *home* magazine 12 times per year. It focuses on giving homes a sense of identity through special touches inside and out. *athome* is the ideal environment for Victoria's leading retail and homemaker operators, who know they can't afford to leave *athome* off their media schedule.



DISPLAY HOMES

Display Homes magazine is Victoria's premium glossy magazine containing the latest new homes and land estates available from the State's top builders and developers. On sale in April and October each year and distributed throughout Victoria, *Herald Sun Display Homes* magazine targets a captive audience of consumers who are intending to build a new home.



HIA TOP HOMES

top homes magazine, in conjunction with the HIA Victorian Housing Awards, is an annual magazine that is distributed each November. *top homes* showcases the winners of each of the major categories from the awards and is available from newsagents throughout Victoria. The tradition of *top homes* has been to target both the trade industry and the general consumers.

OUR SATISFIED CUSTOMERS



HENLEY PROPERTIES GROUP • Peter Hayes - Managing Director

"From the beginning of the Henley Properties Group, the *Herald Sun* newspaper has been our first choice for communicating our product to our prospective customers.

It's a first-class publication and there has hardly been a campaign or market strategy we have developed that has not been reflected in the pages of the newspaper.

This applies especially to the quality and professionalism of *home* magazine and its staff.

It is fair to say we have been its strongest supporter since it began, which in itself speaks volumes for the high regard we have for it."



METRICON HOMES PTY LTD • Gideon Kline - General Manager West Region

"*home* magazine continues to go from strength to strength. We continue to enjoy a great working relationship with the team at *home* magazine and find that our presence in the magazine plays a vital role in our overall communications mix.

There is no better media to use to reach the en masse new home buying market."



NATIONAL BUILDERS GROUP • Barry Suckling - Managing Director

"National Builders Group has been a long time advertiser in the *Herald Sun's home* magazine because of the quality of the publication and it is a "must read" for new home buyers."

AVJennings

AV JENNINGS HOMES • Neil Dornbusch - General Manager, Victoria

"AV Jennings choose to use *home* magazine as our primary advertising medium for new homes. There is no other medium that can provide mass reach, as well as being highly targeted at customers in the market to buy a new home. It truly is the 'bible' for new home buyers."



SIMONDS HOMES • Gary Simonds - Managing Director

"Simonds has enjoyed a strong relationship with the *Herald Sun's home* magazine for many years for two very simple reasons:

1. It's a Melbourne home-building institution.
2. It gets results.

If you're not in *home*, you're not on the shopping list."

home MAGAZINE ADVERTISING RATES (2009-10)				
UNITS	1	(Quarter Pg) 10	(Half Pg) 20	(Full Pg) 40
CASUAL				
Rate	\$608.16	\$6081.60	\$12,163.20	\$24,326.40
GST	\$60.82	\$304.08	\$1,216.32	\$2,432.64
TOTAL (inc. GST)	\$668.98	\$6689.76	\$13,379.52	\$26,759.04
\$50,000 (exc. GST) Monetary Order Level				
\$55,000 (inc. GST)				
Rate	\$573.73	\$5,737.30	\$11,474.60	\$22,949.20
GST	\$57.37	\$573.73	\$1,147.46	\$2,294.92
TOTAL (inc. GST)	\$631.10	\$6,311.03	\$12,622.06	\$25,244.12
\$100,000 (exc. GST) Monetary Order Level				
\$110,000 (inc. GST)				
Rate	\$562.27	\$5,622.70	\$11,245.40	\$22,490.80
GST	\$56.23	\$562.27	\$1,124.54	\$2,490.08
TOTAL (inc. GST)	\$618.50	\$6,184.97	\$12,369.94	\$24,739.88
\$250,000 (exc. GST) Monetary Order Level				
\$275,000 (inc. GST)				
Rate	\$539.31	\$5,393.10	\$10,786.20	\$21,572.40
GST	\$53.93	\$539.31	\$1,078.62	\$2,157.24
TOTAL (inc. GST)	\$593.24	\$5,932.41	\$11,864.82	\$23,729.64
\$500,000 (exc. GST) Monetary Order Level				
\$550,000 (inc. GST)				
Rate	\$504.96	\$5,049.60	\$10,099.20	\$20,198.40
GST	\$50.50	\$504.96	\$1,009.92	\$2,019.84
TOTAL (inc. GST)	\$555.46	\$5,554.56	\$11,109.12	\$22,218.24

PAGE LOADINGS

PAGE	LOADING
First 12 pages	25%
Home Front	25%
Opposite home reviews	25%
Opposite Inside back cover	20%
Outside back cover	25%
Preferred positions	15%

LINEAGE RATES

DISPLAY HOMES AND LAND LISTINGS	
Rate	\$21.12 <i>per line</i>
GST	\$2.11
Total	\$23.23 <i>per line</i>

For all advertising enquiries contact:
Andrew Kaye - Advertising Co-ordinator
 Phone: (03) 9292 2325 Fax: (03) 9292 2442
 Email: kayea@hwt.com.au

ADVERTISING DESIGN SERVICE

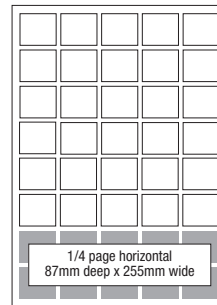
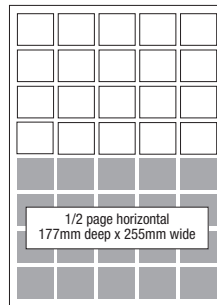
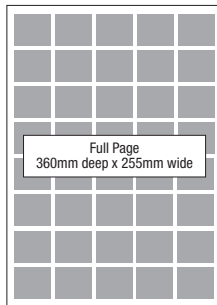
- For both the *home* and *athome* publications, a professional, high quality graphic design and artwork service is available to advertisers at a minimal cost.
- **PLEASE NOTE:** Your sales consultant must be briefed and material (eg. photographs, logos) must be supplied 14 days prior to the advertisement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

DEADLINES

- **BOOKINGS** Tuesday 12pm (11 days prior) - unless fully booked prior
- **CANCELLATIONS** In writing only by Tuesday 12pm (11 days prior)
- **ADVERTISING DESIGN MATERIAL** Wednesday 12pm (10 days prior)
- **FINAL MATERIAL** Friday 4pm (8 days prior)

TECHNICAL DETAILS

Each page of *home* is divided into 40 advertising units, each measuring 42mm x 47mm. There are 8 units vertically and 5 units (columns) horizontally. The minimum advertising size is 2 units deep x 2 columns wide. A wide variety of advertisement sizes can be created by buying a combination of units as shown. When ordering an advertisement size please state the number of units high by the number of columns wide.



ADVERTISEMENT SIZES

FULL PAGE	
380mm x 275mm (+5mm bleed around all edges)	trim size
360mm x 255mm	text area
DOUBLE PAGE SPREAD	
380mm x 550mm (+5mm bleed around all edges)	trim size
360mm x 530mm	text area
1/2 PAGE HORIZONTAL	
187mm x 275mm (+5mm bleed around all edges)	trim size
177mm x 255mm	text area

UNIT HEIGHTS	
1 unit	42mm
2 unit	87mm
3 unit	132mm
4 unit	177mm
5 unit	222mm
6 unit	267mm
7 unit	312mm
8 unit	360mm
<i>(full page height)</i>	

COLUMN WIDTHS	
1 column	47mm
2 column	99mm
3 column	151mm
4 column	203mm
5 column	255mm
<i>(full page width)</i>	
Minimum size:	
2 units x 2 columns	

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 HOME, followed by the KEY NUMBER on the artwork. Files must also be sent using the corresponding publication code within the **Adstream** or **WebSend** system, ie: HOME 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.

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

