

The Australian Women's Weekly - Readership Profile

Readership Profile

Readership Breakdown	000's	Profile % Mag.	Pop.
Men	465	21.4%	49.4%
Women	1,712	78.6%	50.6%

Women

	000's	Profile % Mag.	Pop.
Age			
14-17	78	4.6%	6.2%
18-24	144	8.4%	11.5%
25-34	211	12.3%	16.4%
35-49	493	28.8%	26.3%
50+	782	45.8%	39.6%
Socio-Economic			
AB	282	16.5%	17.3%
C	373	21.8%	20.5%
D	337	19.7%	19.8%
E	352	20.6%	20.2%
FG	367	21.4%	22.2%
Work Status			
Full - time	438	25.6%	27%
Part - time	451	26.4%	25.8%
Not Employed	822	48%	47.2%

Women Full-Time Workers

	000's	Profile % Mag.	Pop.
Personal Occupation			
Professional/Manager	175	10.2%	11.4%
White Collar Workers	189	11%	10.9%
Skilled Workers	11	.7%	.8%
Semi/Unskilled	57	3.3%	3.7%
Personal Income			
Under \$20000	16	1%	1.3%
\$20000- \$29999	38	2.2%	2.4%
\$30000- \$39999	82	4.8%	5%
\$40000- \$49999	85	4.9%	5.2%
\$50000- \$59999	62	3.6%	3.8%
\$60000 +	155	9.1%	9.3%

Source: Source: Source: Roy Morgan Research, Jul'08-Jun'09
 Note: Profile figures for the Full-Time Worker section are as a % of the number of full-time working readers; not the total number of readers of the magazine

The Australian Women's Weekly - Rates

Standard Rate Card

Spend	Casual	204,720	398,940	582,660	755,880	1,102,320
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Four Colour

Full Page	34,995	34,120	33,245	32,370	31,495	30,620
Double Page Spread	66,490	64,830	63,165	61,505	59,840	58,180
Half Page	26,245	25,765	25,105	24,445	23,785	23,120
Third Page	19,250	18,770	18,290	17,805	17,325	16,845

State Editions

Spend	NSW	VIC	QLD
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Full Page Colour Only

Full Page Colour Only	24,495	22,745	17,500
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Bound + Loose Inserts

Spend	2PP	4PP	8PP	12PP	16PP	24PP
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Inserts

Cost Per '000	90	135	189	246	295	POA
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40% load for subscriber inserts

Signature Positions

Spend	%
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Loadings %

Inside Front Cover Spread	40
Outside Back Cover	40
Opposite Contents	40
Opposite Editor's Letter	40
Inside Back Cover	20
1st Quarter	30
1st Third	25
1st Half	20
Guaranteed Positioning	10

*Signature Sites include Opposite Editor's Letter & Opposite Contents

NOTE: THE ABOVE RATES DO NOT INCLUDE GST.

Rates do not include the Goods & Services Tax (GST). GST of 10% will be added to above rates with invoicing.

Digital Ratecard

Spend	Tier 2
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Ad Placements

Tower 120 x 240	\$30
Leaderboard 728 x 90	\$40
Wide Skyscraper 160 x 600	\$40
Medium rectangle 300 x 250	\$60
E-mail newsletters	\$2,000

Please note: prices are cost per thousand (cpm)

Creative Online Packages

\$5,000: 1 Leaderboard and 100,000 page impressions or One Solus DM and linked competition promotions page

\$10,000: 1 Leaderboard, 1 MPU and 250,000 page impressions or One Solus eDM, linked to a competition or promotions page, 1 Leaderboard and 100,000 page impressions

\$15,000: 1 Leaderboard, 1 MPU and 500,000 page impressions and a bespoke competition or promotions page or One Solus eDM, a competition or promotions page, 1 Leaderboard, 1 MPU and 250,000 page impressions

\$20,000: 1 Leaderboard, 1 MPU, 1 Sky & 1, 000,000 page impressions and a bespoke Microsite or One Solus eDM, a bespoke Microsite, 1 Leaderboard, 1 MPU and 500,000 page impressions

*production not included media rates only

*please note all subscriber only inserts will incur a 40% load.

The Australian Women's Weekly - Deadlines

Issue Name	On Sale Date	Booking Deadline	Advertorials and Broken Space Deadline
June 2009	27-May-2009	22-Apr-2009	20-Apr-2009
July 2009	24-Jun-2009	19-May-2009	15-May-2009
August 2009	22-Jul-2009	17-Jun-2009	15-Jun-2009
September 2009	26-Aug-2009	22-Jul-2009	20-Jul-2009
October 2009	23-Sep-2009	19-Aug-2009	17-Aug-2009
November 2009	28-Oct-2009	22-Sep-2009	18-Sep-2009
December 2009	25-Nov-2009	21-Oct-2009	19-Oct-2009

The Australian Women's Weekly - Specifications

Insertion	Bleed	Type	Trim
Full Page	285x230	235x180	275x220
Double Page Spread	285x450	235x400	275x440
Half Page Vertical	285x118	240x83	275x108
Half Page Horizontal	146x230	115x180	136x220
Third Page Vertical	285x87	240x52	275x77
Third Page Horizontal	103x240	70x180	93x220

Technical Information

Supplying Digital Material to ACP Magazines

ACP will only accept ads via Quickcut. Digital files will not be accepted on disk or via email. For more information about this service please contact: Quickcut (02) 9938 7500. ACP Magazines can only take responsibility for accurate colour reproduction of a digital file if a digital proof is supplied in accordance with 3DAP v3 guidelines.

Full details of the proofing procedure and how to obtain 3DAP v3 approval is available at www.3dap.com.au

Please despatch a digital proof to the following address: Production Department, Cosmopolitan, ACP Magazines, 197 Elizabeth Street Sydney NSW 2000. Refer for the relevant production contact here.

All double page spreads must be supplied as 2 separate PDF files (LHP & RHP) through Quickcut. Combined Double Page Spread files will be rejected but this will not impact the cost of sending through Quickcut.

For more information regarding specifications of digital advertising material, please refer to the ACP website at

<http://www.acpmagazines.com.au>

ACP Magazines will store digital ads for 3 months after the last insertion date.

Only streamer headings or baselines of very large type can run across the gutter of a double page spread. All type must clear the gutter by 7.5mm each side.

Any critical crossovers should be double imaged across the gutter. Double image allowance is 3mm from each side of centre to be included within the double page trim area ie. the spread will carry a 6mm

The Australian Women's Weekly - Contacts

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