



# The Australian Rate Card FY2017/2018

**THE AUSTRALIAN**  \$3.10 (incl. GST)

WWW.THEAUSTRALIAN.COM.AU | FOR THE INFORMED AUSTRALIAN | NEWSPAPER OF THE YEAR

EXCLUSIVE INTERVIEW: **FREEDOM**  
Chris Schepetto humbled by homecoming

EXCLUSIVE INTERVIEW: **HARD TRUTH FOR HILLARY**  
"Don't blame the Romans"

MARGIN CALL: Farrier from boys' VFL & player 1980s - FASHION: Vibe Topshop flipped piece - GRAHAM RICHARDSON: Barbarian on our side

BISHOP: US OFFICIALS SOUND WARNINGS OVER NORTH KOREA

## Asia nuke arms race feared

**EXCLUSIVE**  
Japan's nuclear program has been under development for decades, but it is now under a new, more aggressive leadership. Prime Minister Shinzo Abe has vowed to "normalize" Japan's nuclear program, a move that could lead to a new arms race in the region.

**Late-night armistice delivers Adani deal**  
The deal between the Adani group and the Commonwealth Bank is a landmark moment for the company's expansion into Australia.

**Bank this: how Bligh coup works**  
The headhunters short-listed a dozen candidates. Janet Thorburn and his \$100m bank CEO interview only one: Bligh.

**Pearson backs call for substance over symbols**  
The Australian Banker's Association has called for a focus on economic substance rather than political symbolism.

**EXCLUSIVE**  
LARRY WHITE  
OPINION COLUMNIST

Shoulder aside that Britain has not been the same since the end of the war, and that the country has not been the same since the end of the war.

**Triggs p**  
LARRY WHITE  
OPINION COLUMNIST

# WISH



**CHECK IT OUT**  
THE WORLD'S BEST FOOD, CHATSWORTH HOUSE, THE WHITER BREITLING IN SPARKS, COMME DES GARÇONS AT THE MET, SUNNYLANDS + ACCESSORIES SPECIAL

**THE WEEKEND AUSTRALIAN**  \$3.10 (incl. GST)

WWW.THEAUSTRALIAN.COM.AU | FOR THE INFORMED AUSTRALIAN | NEWSPAPER OF THE YEAR

WIN AUSTRALIAN ANTI-ARCTIC EXPEDITION 2018  
10-day PYRAMT cruise valued at over \$40,000

**1967 A YEAR THAT CHANGED THE WORLD**  
Six days that transformed the Middle East 1958, 1963-70

**50 MAGAZINE TURNING**  
The album that turned its head 1951

**50 How to survive**  
The vote that transformed Indigenous Australia 1958, 1963-70

**MINING TAX-STYLE CAMPAIGN LOOMS**

## Catholics

**On the rocks no more, now just rocking**

MOANA HOPE | TRAVEL | DAVID MICHÓD | FOOD | PHILLIP ADAMS

**WEEKEND AUSTRALIAN**  \$3.10 (incl. GST)

# MAGAZINE

MAY 20 - 31, 2017

**the half-time whistle**



**Sweden drops rape case against Julian Assange**  
The Swedish prosecutor has dropped the rape case against Julian Assange, a decision that has been widely reported.

**ing equals love to faith**

**the half-time whistle**



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# The Australian

The Australian, every day covers the latest and relevant news to an influential and premium audience across a range of topics including Politics, Business, State, National and International news, sport and culture. This content is supplemented by exclusive content from sister titles including The Wall Street Journal, The Times of London and Dow Jones.

The Australian is available across a wide range of platforms that our audience chooses to consume on, from the six day a week newspaper, to web, mobile, the first tablet app in Australia and even new options like Apple Watch and podcasting.

Read by a valuable audience who are the key business decision makers and earn an income well above the national average, The Australian represents an effective way to reach this audience.



Newspaper  
Mon-Sat



Magazines  
Sat weekly  
Fri monthly



Desktop browser  
Every day



Mobile browser  
Mobile apps  
Every day



Tablet browser  
Tablet apps  
Every day

# Newspaper



## Sport chiefs Coates, Wylie as bad as each other, says Olympian

**EXCLUSIVE**  
**INSIDE**  
Olympic chief Mark Coates and Australian Olympic Committee president John Wylie are as bad as each other, says Olympian Michael Dobson. Coates and Wylie are at odds over the Olympic Games and the Australian Olympic Committee's future.

## BID TO 'BLACKMAIL OR BULLY' US MINISTER

**EXCLUSIVE**  
**INSIDE**  
Catholic schools fear a \$100m blow from the federal government's education reforms, saying the move is a "blackmail" attempt.

**EXCLUSIVE**  
**INSIDE**  
If Catholic education is to survive, smaller reforms will be needed to avoid the political and financial risks of a full-scale takeover.

## Power chaos looms amid union row

**EXCLUSIVE**  
**INSIDE**  
The Australian government is facing a power crisis as it struggles to manage a row with the unions over the proposed changes to the Fair Work Act.

## Royal power shifting as Philip steps aside

**EXCLUSIVE**  
**INSIDE**  
The Queen's husband, Prince Philip, is stepping back from public life, and the royal family is preparing for a new era of monarchy.

## Bureaucrats face \$60K pay cut

**EXCLUSIVE**  
**INSIDE**  
The federal government is set to announce a pay cut for its senior bureaucrats, a move that has caused significant concern.

## Housing fall to 'shock' economy

**EXCLUSIVE**  
**INSIDE**  
A sharp drop in house prices is expected to shock the economy, with analysts warning of a potential recession.

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The Australian is the largest national premium publication achieving substantial success in the competitive world of print and digital media. As a prominent and reliable brand that has been well established as the only publication nationwide to provide exclusive content from The Wall Street Journal, MarketWatch, The Times, Dow Jones, The Economist and Newswires, it's evident to see why we cater to over one million people across the nation every week.

Our audience are affluent C-Suites who rely on valuable and exclusive content to engage, inspire and keep them informed on a daily basis. With an in-depth analysis and national perspective coupled with expert commentary from leading industry source for breaking news, business, lifestyle and travel.

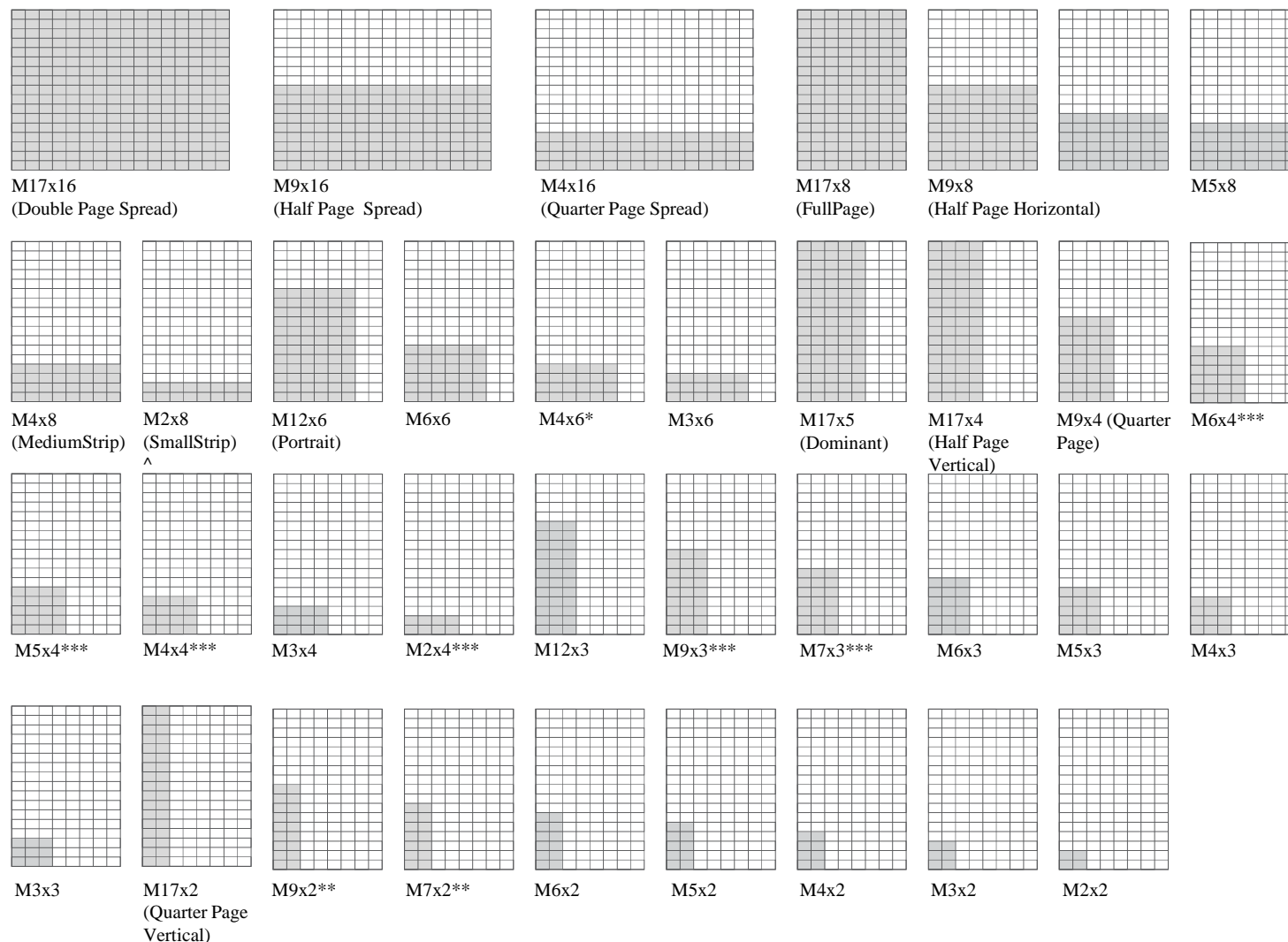
Net paid circulation  
Mon-Fri average: 96,602  
Weekend average: 221,930

Source: emma conducted by Ipsos MediaCT 12 months ending March 2017. Audit Bureau of Circulations Oct-Dec 196.

# Newspaper - specifications

Broadsheet 580mm (h) by 405mm (w)

Ad Size (Name)	Depth mm	Width mm
M17x16 (Double Page Spread)	540	774
M9x16 (Half Page Spread)	284	774
M4x16 (Quarter Page Spread)	124	774
M17x8 (Full Page)	540	372
M9x8 (Half Page Horizontal)	284	372
M6x8 (Large Strip)	188	372
M5x8	156	372
M4x8 (Medium Strip)	124	372
M2x8 (Small Strip)^	60	372
M12x6 (Portrait)	380	278
M6x6	188	278
M4x6*	124	278
M3x6	92	278
M17x5 (Dominant)	540	231
M17x4 (Half Page Vertical)	540	184
M9x4 (Quarter Page)	284	184
M6x4***	188	184
M5x4***	156	184
M4x4***	124	184
M3x4	92	184
M2x4***	60	184
M12x3	380	137
M9x3***	284	137
M7x3***	220	137
M6x3	188	137
M5x3	156	137
M4x3	124	137
M3x3	92	137
M17x2 (Quarter Page Vertical)	540	90
M9x2**	284	90
M7x2**	220	90
M6x2	188	90
M5x2	156	90
M4x2	124	90
M3x2	92	90
M2x2	60	90



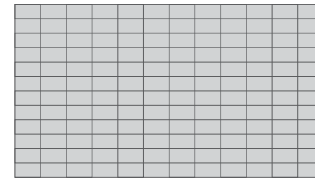
^Only available for EGN Front Page strips. \*Only available for Real Estate. \*\*Only available for Recruitment & Notices. \*\*\*Only available for Recruitment, Notices and Real Estate



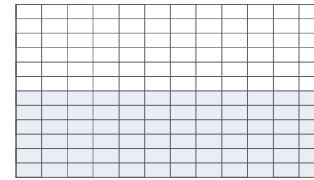
# Newspaper - specifications

Tabloid 405mm (h) by 290mm (w)

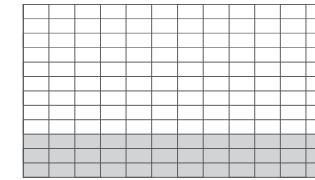
Ad Size (Name)	Depth mm	Width mm
M12x12 (Double Page Spread)	380	551
M6x12 (Half Page Spread)	188	551
M3x12 (Quarter Page Spread)	92	551
M12x6 (Full Page)	380	262
M6x6 (Half Page Horizontal)	188	262
M4x6 (Large Strip)	124	262
M3x6 (Medium Strip)	92	262
M2x6 (Small Strip)	60	262
M12x4 (Dominant)	380	174
M9x4 (Portrait)	284	174
M3x4	92	174
M12x3 (Half Page Vertical)	380	129
M6x3 (Quarter Page)	188	129
M5x3	156	129
M4x3	124	129
M3x3	92	129
M12x2 (Third Page Vertical)	380	85
M6x2	188	85
M5x2	156	85
M4x2	124	85
M3x2	92	85
M2x2	60	85



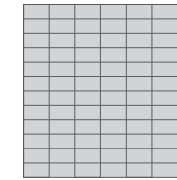
M12x12  
(Double Page Spread)



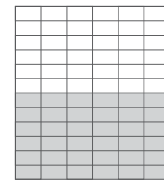
M6x12  
(Half Page Spread)



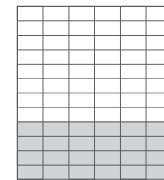
M3x12  
(Quarter Page Spread)



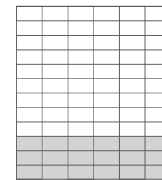
M12x6  
(Full Page)



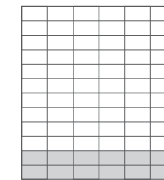
M6x6  
(Half Page  
Horizontal)



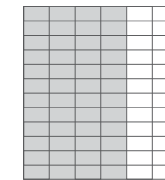
M4x6  
(Large Strip)



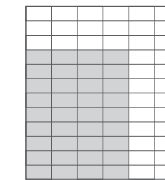
M3x6  
(Medium Strip)



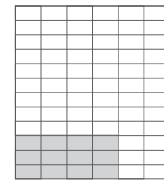
M2x6  
(Small Strip)



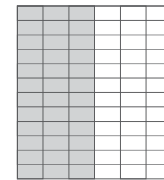
M12x4  
(Dominant)



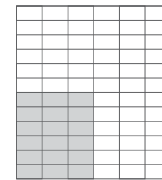
M9x4  
(Portrait)



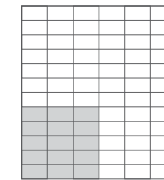
M3x4



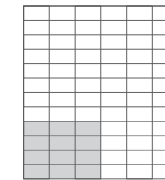
M12x3  
(Half Page Vertical)



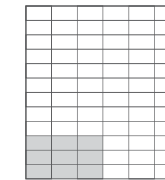
M6x3  
(Quarter Page)



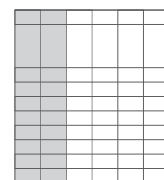
M5x3



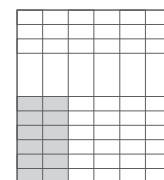
M4x3



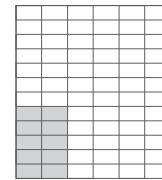
M3x3



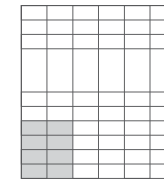
M12x2  
(Third Page Vertical)



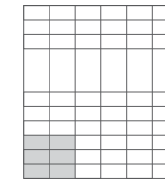
M6x2



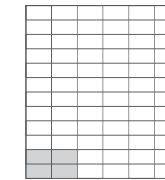
M5x2



M4x2



M3x2











M2x2

# Newspaper - material

All digital material should be supplied electronically via Adstream, Adsend or Digitalads

## Spot colour

There are eight News Corp spot colour inks available and each of these can be broken down into process with one solid ink element. Therefore spot colour jobs should be supplied as process 'spot ready' separated digital files, to take advantage of the increased placement options within our publications.

Newscolour spot colour selections		
Spot colour 1		100% magenta
Spot colour 2		100% cyan / 95% yellow
Spot colour 3		100% yellow
Spot colour 4		100% cyan / 60% magenta
Spot colour 5		100% cyan
Spot colour 6		100% magenta / 90% yellow
Spot colour 7		100% yellow / 50% magenta
Spot colour 8		100% cyan / 40% magenta

Note: Certain PMS colours are difficult to emulate with process colours on newsprint. The News Corp Advertising Quality Control Manager in your state will be happy to assist you in this selection if you have difficulty. In NSW, please telephone (02) 9689 5582/5586.

## Panorama advertisements

Panorama advertisements, which utilise the gutter image area are available, but only on the centre spread of a book. Material should be supplied as one complete digital file 7 working days prior to the deadline for that section. All deadlines should be confirmed at the time of booking. Please contact the Quality Control Manager on (02) 9689 5582/5586 for measurements required when booking advertisement.

NB: Panorama ads will not be replicated in Tasmania due to the size variation of their books, meaning that panoramas will still publish in colour but not appear across the fold.

## Digital/electronic delivery of material

News Corp promotes the delivery of advertising material electronically via Adstream, Adsend and Digitalads.com.au. As with all supplied material, our specifications listed below need to be taken into consideration. Inquiries with regard to digitally transmitted material should be directed to the Advertising Production Manager on (02) 9689 5582/5586.

Adstream (02) 9467 7500 [www.quickcut.com.au](http://www.quickcut.com.au)

Adsend: 1300 798 949 [www.atsend.com.au](http://www.atsend.com.au)

Digitalads: (02) 9818 1965 [www.digitalads.com.au](http://www.digitalads.com.au)

Tonal reproduction guidelines		
A	Catchlights	0%
	Highlights	0%
	Non-essential whites	0%
	Essential whites	2%
B	Midtones	Allow 30% dot gain
C	Shadow	92%

Screen ruling: 100 LPI (40LPC)

# Newspaper - material

All digital material should be supplied electronically via Adstream, Adsend or Digitalads

Four colour	
Image resolution	200DPIAT 100%
Screen rulings	100LPI (40LPC)
Screen angles	C=75 / M=14 / Y=90 /K=45 or quark angles
Print sequence	Cyan, magenta, yellow, black
Dot shape	Round

Note: Mono Versions (of colour material). A mono version of all colour ads must also be supplied with colour separations for use at sites without four colour presses. The Australian newspaper prints on multiple presses around the country. News Corp does not accept complete material on disk or via email.

## GCR separation

News Corp requires GCR (Grey Component Replacement) separation technique.

Note: replacement of more than 70% of the grey component may result in a coarse (grainy) reproduction, therefore it is essential the imaging operator assess the original material and use the appropriate percentage of GCR. Our Advertising Quality Control Manager in your state will assist you with expert knowledge and printed colour charts outlining the GCR process.

## Proofing

National advertising requires one colour proof.

## Digital supply

When advertising material is supplied digitally via Adstream, Adsend or Digitalads, it is the responsibility of the supplier to generate a digital proof to News Corp specifications for client approval. A similar proof will be generated at News Corp for internal quality control checks.

Tone reproduction guidelines four colour				
A:	C	M	Y	K
Catchlights	0%	0%	0%	0%
Highlights	0%	0%	0%	0%
Non-essential whites	0%	0%	0%	0%
Essential whites	3%	2%	2%	0%
B: Midtones				
Allow for 30% dot gain				
Keep midtones open for newspaper stock (More than for magazine separations, to compensate for dot gain)				
C: Shadows				
1. A maximum total shadow end density not to exceed 230%				
2. Limit cyan, magenta and yellow to 90% at the shadow end				
3. Halftone black limit is 80%				

Note: These limits are for Halftone reproduction only. Display type and background tints can use solid colours, however large and heavy areas of colour should allow for ink trapping by limiting CMYK to 90%. Total ink weight is not to exceed 230%. Unsharp masking should be increased to levels higher than normal to counter the softening effect experienced on newsprint.

## Type styles and sizes, reverse panels

Type size: minimum 7 point

Single colour reverse type minimum 8 point. Four colour reverse type minimum 10 point. It is recommended you consider the quality of your advertisement by selecting the type most suitable. When reversing text out of multiple colours, a sans serif font is recommended, to avoid the text filling in on the press. Colour text should also be sans serif. Minimum point size acceptable is 10 point.



# Newspaper - deadlines

All deadlines in this document refer to AEST.  
Material must be received at The Australian's  
Sydney office by the designated deadlines.

Section	Day(s)	Booking & Cancellation Deadline	Material Deadline
Arts	Monday - Friday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Aviation	Friday	2pm Wednesday prior to publication	10am, 1 business day prior to publication
Business Review	Monday - Saturday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Classifieds - Notices & Tenders	Monday - Saturday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
EGN / News Pages	Monday - Saturday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Higher Education	Wednesday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Legal Affairs	Friday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Mansion (Residential Property)	Saturday	10am, 3 business days prior to publication	10am, 2 business days prior to publication
Media	Monday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Primespace (Commercial Property)	Monday - Friday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Review	Saturday	2pm Friday, 6 business days prior to publication	10am, 4 business days prior to publication
Industrial Shares	Tuesday - Saturday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Sport	Monday - Saturday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Technology	Tuesday	12noon, Thursday prior to publication	10am, 2 business days prior to publication
Thoroughbreds	Monday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Travel & Indulgence	Saturday	4pm Friday, 6 business days prior to publication	4pm Monday, 5 business days prior to publication
Wealth	Tuesday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Weekend Inquirer	Saturday	10am, 3 business days prior to publication	10am, 1 business day prior to publication
Weekend Professional	Saturday	10am, 2 business days prior to publication	10am, 1 business day prior to publication
Special Reports*	Monday - Saturday	10am, 7 business days prior to publication	10am, 4 business days prior to publication

\*Deadlines may vary for preprinted reports. Please contact your Advertising Representative or nearest office of The Australian for a content specific reports calendar.

The Australian does not publish on Good Friday and Christmas Day

Cancellation after deadline may incur cost/ will be charged accordingly

Each Creative Opportunity/shape incurs their own booking, creative and cancellation deadlines. Please contact your Advertising Representative to confirm these dates at time of booking.



# Newspaper - inserts

## Inserts

The Australian offers a range of insert options for advertisers for each day the newspaper is printed, from full national run, state/territory specific runs to targeted runs for metro and CBD locations.

To understand what runs are available, to obtain quantities required for each site for a specific date or how many inserts are required for a national run, please contact your Advertising Representative or email [TheAustralian.sales@news.com.au](mailto:TheAustralian.sales@news.com.au)

## Insert options

Insert options
Full run - newspaper
State/territory specific - newspaper
Metro - newspaper
CBD - newspaper
The Deal
The Weekend Australian Magazine

## Print sites

Location of print sites
Sydney
Melbourne
Hobart
Brisbane
Townsville
Adelaide
Perth
Darwin

Please note

Brisbane metro - includes Gold Coast and Sunshine Coast

Adelaide metro - includes Mt Barker & Victor Harbor

Adelaide CBD Saturday figure - includes Glen Osmond run

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# Newspaper - inserts

## Inserts deadlines

### **Booking deadlines:**

Availability should be checked as soon as a preferred date for insertion is available, at least 21 days.

### **Delivery deadlines:**

Inserts must be delivered 10am, 10 working days prior to the date of intended publication. Additional charges will apply if delivery deadlines are not adhered to.

### **Cancellation:**

Cancellation must be verified 21 days prior to deadline of booked publication date.

November/December cancellations must be verified 12 weeks prior to the booked publication date.

## Publisher's conditions

All inserts are subject to approval of the publisher, who reserves the right to refuse any material considered unsuitable for publication.

Whilst every effort will be made to publish inserts as ordered, no liability can be accepted for misplacement or omission.

The publisher does not guarantee a level of response regarding an insert.

The advertiser undertakes that there is nothing misleading or deceptive in the insert material submitted for publication and that it does not contravene any Federal or State advertising laws or advertising industry codes.

Both the advertising principal and the accredited agency jointly and severally agree to indemnify News Australia publications against any liability for any penalty, damages, costs or otherwise arising from publication of the insert.

The publisher reserves the right to abort insertion of products outside of specification if it disrupts production.

Commercial inserts may appear in any section within the booked day's publication.

News Australia cannot guarantee that insert customers have solus positioning within the book, or will not conflict with like businesses. News Australia will give first right of refusal for insert berths to advertisers that book regular activity.

If you have any questions regarding inserts or for technical support please call our Inserts & Operations Manager on 02 9689 5304.

# Newspaper - inserts

## Acceptable inserts

All paper weight specifications are the minimum acceptable. Please see following page for detailed information on acceptable sizes and stock weights.



## Acceptable folds



## Unacceptable folds

No single spine. Uneven stack height will cause jamming.



## Tabloid inserts

Four and eight page tabloid products, less than 100 gsm, must be quarter folded. Prior to acceptance tabloid products must be inspected to determine whether a quarter fold is required. Maximum size is 390mm deep x 285mm wide.

## Card and envelope inserts

Cards and envelope inserts should be stacked flat in cartons with no turns. Packing should be used to fill gaps in rows. The weight of the carton should not exceed 15kg. The cartons should then be palletised and strapped as per palletising illustration.

## Maximum insert thickness

The normal acceptable size (pagination) is 48 pages. Acceptance of inserts above this size will require consultation with the Publishing Manager.

## Use of unsuitable products

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. Faulty products will be referred to clients for clearance prior to inserting.

## Stapled inserts

Inserts less than 24 pages should not be stapled; a glued spine is the preferred option. Any insert that is stapled must have the staples firmly attached so they are not able to pull free and jam up the equipment. If staples are used they must not exceed the thickness of the product and be placed perfectly within the fold of the product.

## Unusual inserts

Any card, envelope, perforated insert, stickers, part fold backs, index folds or steps, or other insert material of an unusual nature, will require a dummy sample of the product to be viewed by the Publishing Manager prior to acceptance.

Testing of unusual products may be required, a minimum of 500 samples will be required, 6 weeks in advance of intended publication date. Inserts containing metal or sharp objects, such as keys, coins, razor blades etc, will not be accepted. Clients are advised to seek assurance from printers that gloss surfaces will not be sticky or compacted into unmanageable bricks. Excessive slip may affect the insertion or retention of the insert into the paper.

## Inserts with externally printed magazines.

### Loose inserts

Minimum size of the insert must be no less than 75% of the height and width of the product which it is being inserted into. Maximum size of the insert must be 20mm smaller than the width (spine to foreedge) and 30mm smaller than the length (head to tail) of the product which it is being inserted into.

### Bound inserts

Inserts which fall below the above loose insert specification bound-in inserts are the preferred option. Small bound inserts still present issues winding the host product onto disk and consultation with publishing management is required prior to approval. Bound insert specifications and guidelines will need to be coordinated with the commercial printer supplying the host product.

### Inserting conditions

Whilst the specification table allows for some landscape shaped inserts it is preferred that the spine is the longest edge. Some high gloss inserts are difficult to insert and may require approval prior to insertion. Maximum size inserts (390mm x 285mm) run the risk of damage during the inserting and packaging processes.

Inserts below the winding capabilities (smaller than A4) will require direct (hopper) feeding into the publication and a surcharge may be applied to cover additional processing costs. No guarantee is given for full coverage of these inserts in the distribution areas.



# Newspaper - inserts

### Single sheet

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240	250	260	265	270	280	285	Wide
200	135	135	135	135	135	140	140	140	145	145	145	145	150	
210	135	135	135	140	140	140	145	145	145	145	145	150	150	
220	135	135	135	140	140	140	145	150	150	150	150	150	150	
230	135	135	140	140	140	145	145	150	150	150	150	150	150	
240	135	140	140	140	145	145	150	150	150	150	150	150	150	
250	140	140	140	145	145	150	150	150	150	150	150	150	160	
260	140	140	145	145	150	150	150	150	150	150	150	150	160	
270	140	145	145	145	150	150	150	150	160	160	160	160	160	
280	140	145	145	150	150	150	150	150	160	160	160	160	160	
290	145	145	150	150	150	150	160	160	160	160	160	160	160	
300	145	150	150	150	150	160	160	160	160	160	160	160	160	
310	150	150	150	150	160	160	160	160	160	160	160	160	180	
320	150	150	150	160	160	160	160	160	160	160	160	180	180	
330		150	150	160	160	160	160	160	160	160	180	180	180	
340		150	160	160	160	160	160	180	180	180	180	180	180	
350		150	160	160	160	160	180	180	180	180	180	180	180	
360			160	160	160	160	180	180	180	180	180	180	180	
370				160	160	180	180	180	180	180	180	180	180	
380					180	180	180	180	180	180	180	180	180	
390						180	180	180	180	180	180	180	180	

### Single sheet folded (4 pages or up to 6 pages)

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240	250	260	265	270	280	285	Wide
200	85	85	85	85	85	85	85	85	85	85	85	85	90	
210	85	85	85	85	85	85	85	85	85	85	85	85	90	
220	85	85	85	85	85	85	85	85	90	90	90	90	90	
230	85	85	85	85	85	85	85	90	90	90	90	90	90	
240	85	85	85	85	85	85	90	90	90	90	90	90	90	
250	85	85	85	85	85	85	90	90	90	90	90	90	90	
260	85	85	85	85	85	90	90	90	90	90	90	90	90	
270	85	85	85	85	90	90	90	90	90	90	90	90	90	
280	85	85	85	85	90	90	90	90	90	90	90	90	90	
290	85	85	85	85	90	90	90	90	90	90	90	90	90	
300	85	90	90	90	90	90	90	90	90	90	90	90	90	
310	90	90	90	90	90	90	90	90	90	90	90	90	100	
320	90	90	90	90	90	90	90	90	90	90	90	100	100	
330		90	90	90	90	90	90	90	90	90	100	100	100	
340		90	90	90	90	90	90	90	100	100	100	100	100	
350			90	90	90	90	100	100	100	100	100	100	100	
360				90	90	90	90	100	100	100	100	100	100	
370					100	100	100	100	100	100	100	100	100	
380						100	100	100	100	100	100	100	100	
390							100	100	100	100	100	100	100	

### From 8 to 10 pages

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240	250	260	265	270	280	285	Wide
200	65	65	65	65	65	65	65	65	65	65	65	65	65	
210	65	65	65	65	65	65	65	65	65	65	65	65	65	
220	65	65	65	65	65	65	65	65	65	65	65	65	65	
230	65	65	65	65	65	65	65	65	65	65	65	65	65	
240	65	65	65	65	65	65	65	65	65	65	65	65	65	
250	65	65	65	65	65	65	65	65	65	65	65	65	65	
260	65	65	65	65	65	65	65	65	65	65	65	65	65	
270	65	65	65	65	65	65	65	65	65	65	65	65	65	
280	65	65	65	65	65	65	65	65	65	65	65	65	65	
290	65	65	65	65	65	65	65	65	65	65	65	65	65	
300	65	65	65	65	65	65	65	65	65	65	65	65	65	
310	65	65	65	65	65	65	65	65	65	65	65	65	65	
320	65	65	65	65	65	65	65	65	65	65	65	65	65	
330		65	65	65	65	65	65	65	65	65	65	65	65	
340			65	65	65	65	65	65	65	65	65	65	65	
350				65	65	65	65	65	65	65	65	65	65	
360					65	65	65	65	65	65	65	65	65	
370						65	65	65	65	65	65	65	65	
380							65	65	65	65	65	65	65	
390								65	65	65	65	65	65	

### From 12 to 16 pages

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240	250	260	265	270	280	285	Wide
200	54	54	54	54	54	54	54	54	54	54	54	54	54	
210	54	54	54	54	54	54	54	54	54	54	54	54	54	
220	54	54	54	54	54	54	54	54	54	54	54	54	54	
230	54	54	54	54	54	54	54	54	54	54	54	54	54	
240	54	54	54	54	54	54	54	54	54	54	54	54	54	
250	54	54	54	54	54	54	54	54	54	54	54	54	54	
260	54	54	54	54	54	54	54	54	54	54	54	54	54	
270	54	54	54	54	54	54	54	54	54	54	54	54	54	
280	54	54	54	54	54	54	54	54	54	54	54	54	54	
290	54	54	60	60	60	60	60	60	60	60	60	60	60	
300	54	60	60	60	60	60	60	60	60	60	60	60	60	
310	54	60	60	60	60	60	60	60	60	60	60	60	60	
320	60	60	60	60	60	60	60	60	60	60	60	60	60	
330		60	60	60	60	60	60	60	60	60	60	60	60	
340			60	60	60	60	60	60	60	60	60	60	60	
350				60	60	60	60	60	60	60	60	60	60	
360					60	60	60	60	60	60	60	60	60	
370						60	60	60	60	60	60	60	60	
380							60	60	60	60	60	60	60	
390								60	60	60	60	60	60	

### From 18 to 24 pages

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240	250	260	265	270	280	285	Wide
200	48	48	48	48	48	48	48	48	48	48	48	48	48	
210	48	48	48	48	48	48	48	48	48	48	48	48	48	
220	48	48	48	48	48	48	48	48	48	48	48	48	48	
230	48	48	48	48	48	48	48	48	48	48	48	48	48	
240	48	48	48	48	48	48	48	48	48	48	48	48	48	
250	48	48	48	48	48	48	48	48	48	48	48	48	48	
260	48	48	48	48	48	48	48	48	48	48	48	48	48	
270	48	48	48	48	48	48	48	48	48	48	48	48	48	
280	48	48	48	48	48	48	48	48	48	48	48	48	48	
290	48	48	48	48	48	48	48	48	48	48	48	48	48	
300	48	48	48	48	48	48	48	48	48	48	48	48	48	
310	48	48	48	48	48	48	48	48	48	48	48	48	48	
320	48	48	48	48	48	48	48	48	48	48	48	48	48	
330		48	48	48	48	48	48	48	48	48	48	48	48	
340			48	48	48	48	48	48	48	48	48	48	48	
350				48	48	48	48	48	48	48	48	48	48	
360					48	48	48	48	48	48	48	48	48	
370						48	48	48	48	48	48	48	48	
380							48	48	48	48	48	48	48	
390								48	48	48	48	48	48	

### From 26 to 48 pages

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240
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# Newspaper - inserts

## Packaging

- Full packaging and delivery instructions must be supplied to the commercial printer. Please provide printer's name, address and phone number to your News Corp representative.
- Inserts are to be turned so that the minimum turned height is 100mm (as per illustration). Spine of the insert to be packed all the one way within a bundle or turn.
- Bundles must contain a maximum of one turn with a maximum bundle weight of 10kg.
- Bundles may be strapped from top to bottom, single tie only (the wider the strapping the better). The tension of the strapping should not in any way damage the bundle.
- Boxes or cartons for packing should only be used at publishing managers request if neat bundles can not be achieved. If packed in cartons inserts should be stacked flat with no turns. The weight of the carton should not exceed 15kg.
- Pallets should be Australian standard size 1165mm x 1165mm and in good condition, without loose or broken timbers. CHEP pallets are not to be used and will result in stock being rejected.
- Maximum height of pallet to be 1200mm including pallet runners and the maximum weight not to exceed 1000kg.
- If the pallet does not have a solid smooth base, a piece of wood or a substantial piece of cardboard should be placed over the pallet before stacking.
- The use of a sturdy piece of cardboard at even intervals throughout the stack will help keep the inserts flat, and avoid shifting during transportation. Gaps between bundles on the pallet should be kept to a minimum.
- A solid piece of wood, the same dimensions as the base of the pallet, should be placed on top of the stacked bundles to prevent strap damage.
- Inserts are to be stacked squarely on pallets with cardboard corners and shrink wrapped.

- Outside edges should be vertically even and the inserts should be stacked so that they do not protrude beyond the limits of the pallet.
- The pallets should be strapped four ways as per the following illustration.
- The pallet should be wrapped in plastic with cardboard corner protection and shrink wrapped for further protection.
- The Publisher reserves the right to refuse inserts which have been damaged in the process of printing, packaging and transportation.

## Deliveries

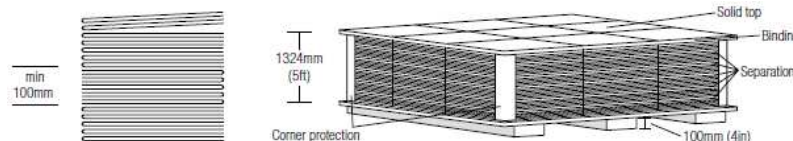
All deliveries must be accompanied by a delivery docket which must indicate the following details:

- The name of insert and key number or code if available.
- The total number of pallets for delivery.
- The total amount of copies on each pallet.
- The number of pallets on each vehicle.
- When more than one delivery is used the last docket is to be marked 'final'.

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. Faulty products will be referred to client prior to inserting.

The pallets must have shown on at least two sides, the following information:

1. Clients name
2. The name and address of the company and the publication concerned.
3. The publication issue, insertion date or other details for further identification.
4. The estimated weight of the pallet.
5. Total supplied quantity
6. Individual pallet quantity
7. Total number of pallets in consignment



## Inserts delivery address

**Adelaide:** Publishing Manager, Advertiser Newspaper Limited  
Mile End Print Centre, 200 Railway Terrace, Mile End SA 5031  
T: (08) 8206 3224

**Brisbane:** Publishing Manager, Queensland Newspapers  
Cnr Creek & Lytton Roads, Murrarie QLD 4172  
T: (07) 3666 7520

**Melbourne:** Publishing Manager, Herald & Weekly Times  
Westgate Park, 127 Todd Road, Port Melbourne VIC 3207  
T: (03) 9292 3444

**Perth:** Publishing Supervisor, Seven West Media. West  
Australian Newspapers. 54 Hasler Road, Osborne Park WA 6017

**Sydney:** Publishing Manager, Cnr 2 Muir Road & Hume  
Highway Chullora NSW 2190  
T: (02) 9288 1704

**Tasmania:** Publishing Manager, 31 Innovation Drive  
Dowsing Point TAS 7010.  
T: (02) 6230 0790

**Townsville:** Publishing Manager, N.Q. Newspaper Company Ltd  
623-243 Flinders Street, Townsville QLD 4810.  
T: (07) 4722 4705

**Darwin:** Publishing Manager, NT News Loading Dock,  
1 Printers Place, Darwin NT 0800.  
T: (08) 8944 9782

# Newspaper inserted magazines



Newspaper inserted magazines can combine the best of both worlds, a high gloss quality environment for advertisements with the reach of being inserted inside a newspaper.

**The Weekend Australian Magazine** – inserted weekly into The Weekend Australian, it reaches our quality audience with a mixture of in-depth articles and reader favourites. Circulation: 221,930



**WISH Magazine** – inserted monthly into The Australian on the first Friday of the month, Wish reaches an audience interested in luxury and the best. Circulation 83,836

**The Deal** – inserted monthly into The Australian on the third Friday of the month, The Deal is our business magazine with in depth articles on current issues and movers and shakers. Circulation: 98,585

**Mansion Australia** – with nine issues inserted into The Weekend Australian in 2017, this title is about opening the doors to Australia's most prestigious properties. Circulation (host): 221,930

Source: Audit Bureau of Circulations Oct-Dec 2016.

# The Weekend Australian Magazine – deadlines

Effective 1 July 2017

## Position loadings

Page/ position	Loading
Inside front cover spread	30%
2 <sup>nd</sup> inside front cover spread	20%
Opposite contents page	15%
Front half right hand page	15%
Outside back cover	30%
Right hand page	10%
Opposite regular Columnist	15%
Centre Spread	20%
Inside back cover	15%

## Deadlines

**Booking deadline:** 12 days prior to publication date.

**Material deadline:** 11 days prior to publication date.

**Cancellation deadline:** 26 days prior to publication date.

Rates are GST Exclusive

Cancellation after deadline may incur cost/ will be charged accordingly

Each Creative Opportunity/shape incurs their own booking, creative and cancellation deadlines. Please contact your Advertising Representative to confirm these dates at time of booking.





# The Weekend Australian Magazine - Specifications

## Page specifications

Page Dimensions	Trim Size Depth x Width (mm)	Bleed Size Depth x Width (mm)	Type Area Depth x Width (mm)
Double Page Spread	275 x 460	285 x 470	255 x 440
Full Page	275 x 230	285 x 240	255 x 210
1/2 Page horizontal double page spread	135 x 460	145 x 470	115 x 440
1/2 Page horizontal	135 x 230	145 x 240	115 x 210
1/2 Page vertical	275 x 113	285 x 123	255 x 93
1/3 Page horizontal	88 x 230	98 x 240	68 x 210
1/3 Page horizontal double page spread	88 x 460	98 x 470	68 x 440
1/3 Page vertical	275 x 73	285 x 83	255 x 53

## Material specifications

Electronic ad delivery

Quickcut [www.quickcut.com.au](http://www.quickcut.com.au) | Contact (02) 9938 7500

Websend [www.globalmediamovers.com.au](http://www.globalmediamovers.com.au) | Contact (03) 9642 2046

PDF Format

Max. file size: 10 megabytes

Compatibility: Acrobat 4.0

Version: PDF 1.3

Fonts: All fonts must be embedded

Images: 266dpi

Alterations will not be made to ads received via Electronic Delivery.

Please note, currently we cannot support the following:

Adobe Illustrator 10+ elements

Macromedia Freehand 10+ elements

Adobe Photoshop 6+ colour management

Adobe Acrobat 5.0+ level 1.4+ PDF/Postscript level 3 construct.

Indesign non-flattened pdfs

Unsupported smooth shade patterns in pdf

PDFs generated from within an application (e.g Adobe Indesign, Illustrator) must comply with our specifications. Postscripting the file to Acrobat Distiller with the News Corp job options loaded is the preferred method. The PDF viewing file is not colour managed so therefore colour variations will occur when printing.

If there are any other queries regarding material specifications, please call 1300 557 418.

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# The Weekend Australian Magazine - inserts

## Insert specifications

All inserts must conform with the maximum and minimum sizes shown below and the substance weight (gsm) should increase as the insert size increases. Please confirm all details before printing with your Advertising Manager as mentioned at the bottom of the page.

### Insert sizes

Minimum Size: 150mm x 105mm

Maximum Size: 245mm x 210mm

Minimum Weight (1-2 pages): 150gsm

Maximum Weight (1-2 pages): 200gsm

Minimum Weight (4-6 pages): 80gsm

16 Page: by approval

All measurements are spine by width.

Note: Minimum turn size is 50. Four and eight page tabloid products must be quarter folded. Prior to acceptance, all other tabloid products must be inspected to determine whether a quarter fold is required.

### Unusual inserts

Any card, envelope, perforated insert or any insert material of an unusual nature or design must be viewed by our Inserts Manager prior to acceptance. For testing of unusual or unspecified products a minimum of 1,000 samples will be required.

### Maximum insert thickness

The normal acceptable size (pagination) is 16 pages. Acceptance of inserts above this size will require consultation with the Category Manager on +61 (0)2 9074 6481. Weight limitations may apply.

## Insert deadline

**Booking deadline:** 16 working days prior to publication date.

**Delivery deadline:** 10 working days prior to publication date.

**Cancellation deadline:** 16 working days prior to publication date.

## Delivery address:

Hannanprint NSW  
Attention: Insert Manager  
Hannanprint Receiving Dock  
Door 5, 23 Scrivener Street,  
Warwick Farm NSW, 2170  
+61 (0)2 9353 0000

Please indicate the name of advertiser, quantity, insert date and publication insert is for.

Note: Any Inserts outside the above specifications are by consultation only, and may not be acceptable.

# WISH Magazine – deadlines

Effective 1 July 2017

## Position loadings

Page/ position	Loading
Inside Front Cover Spread	40%
Outside Back Cover	40%
2nd Inside Front Cover Spread	30%
3rd, 4th Inside Front Cover Spread	20%
Centre Spread	25%
Opposite Contents	25%
Inside Back Cover	15%
Front Half Right Hand Page	20%
Front Half	10%
Right Hand Page	10%
Opposite Regular Columnist	15%

## Deadlines

Publication Date	Booking Deadlines	Material Deadline	Cancellation Deadline
7th July 2017	5th May 2017	19th June 2017	5th May 2017
4th August 2017	2nd June 2017	17th July 2017	2nd June 2017
1st September 2017	30th June 2017	14th August 2017	30th June 2017
29th September 2017 Chinese Language	28th June 2017	11th September 2017	28th June 2017
6th October 2017	4th August 2017	4th August 2017	7th July 2017
3rd November 2017	1st September 2017	16th October 2017	1st September 2017
10th November 2017 Watch & Jewellery	8th September 2017	16th October 2017	8th September 2017
1st December 2017	29th September 2017	13th November 2017	29th September 2017

Rates are GST Exclusive. Cancellation after deadline may incur cost/ will be charged accordingly

Each Creative Opportunity/shape incurs their own booking, creative and cancellation deadlines. Please contact your Advertising Representative to confirm these dates at time of booking.

Anniversary booking deadlines apply for previous advertisers, please contact your Advertising Representative if these apply.



# WISH Magazine – Specifications

## Page specifications

Page Dimensions	Trim Size Depth x Width (mm)	Bleed Size Depth x Width (mm)	Type Area Depth x Width (mm)
Full page	330 x 270	340 x 280	310 x 250

Note: Bleed is 5mm. Type area parameters are 10mm from both head and foot (depth) and 15mm from both spine and foredge (width). The exceptions are in broken space instances where 10mm applies to horizontal ads from foot trim only and for the vertical ads 10mm applies for the spine and foredge. Production can supply diagrams on request.

### File delivery and proofing requirements

Digital ad material will only be accepted in PDFv1.4 format via the Quickcut delivery system. This ensures files are created using the guidelines set out by the 3DAPv3 committee, now the industry standard for digital file production. All digital ad files must be accompanied by their individual booking number when being sent via Quickcut.

A digital proof must be supplied for all ad material to ensure the accuracy of content and reproduction of your ad. News Corp will only take responsibility for accurate colour reproduction when a 3DAPv3 certified contract proof is supplied.

Please send hard copy digital proofs to:

PreMedia Production Wish Magazine, Level 2, 61-81 Kippax Street, Surry Hills, NSW, 2010, Australia.

### Layout considerations

Only headlines and baselines of very large type should be run across the gutter of a double page spread. Important live images and product shots should always clear the spine. Where possible type should be kept within the bounds of the type area parameters of the magazines. Very small type, keylines of no less than 0.25pt and small design elements should be reproduced in one ink colour only to avoid registration problems.

### Image preparation and tone density

Printed heat set web offset in four process colours at 150 lines per inch. Images should be 300dpi and all linework 1200dpi. Ink coverage total sum density must not exceed 320%. Dot gain compensation of 20% should be built into image separations. When using solid black backgrounds a 40%-50% Cyan stipple is recommended, do not use registration or a 4 colour black to reinforce solid black print result. Reversed out type should be no less than 8pt and fine serifs should be avoided.

### Quality control

News Corp is committed to producing magazines of the highest calibre. Our expert team will ensure that your ad is reproduced as intended. It is your responsibility to supply material according to these guidelines and formats. Every ad received will be flight checked by our production team, colour checked by our pre-press team and proofed. If we think the supplied ad will not reproduce to expectations of the supplied client proof, the client will be notified.

### Contact us

For more information or advice on specifications and file delivery, please call Mark Soulie on 02 9288 3735

Quickcut digital ad delivery system

Phone: 02 9949 0500

[www.quickcut.com.au](http://www.quickcut.com.au)

# The Deal – deadlines

Effective 1 July 2017

## Position loadings

Page/ position	Loading
Inside Front Cover Spread	30%
2nd Inside Front Cover Spread	20%
Opposite Contents	15%
Front Half Right Hand Page	15%
Outside Back Cover	30%
Right Hand Page	10%
Other Specified Positions	15%
Opposite Regular Columnist	15%
Centre Spread	20%
Inside Back Cover	15%

## Deadlines

Publication Date	Booking Deadlines	Material Deadline	Cancellation Deadline
17 February 2017	25 January 2017	1 February 2017	25 January 2017
17 March 2017	22 February 2017	1 March 2017	22 February 2017
21 April 2017	29 March 2017	5 April 2017	29 March 2017
19 May 2017	26 April 2017	3 May 2017	26 April 2017
16 June 2017	24 May 2017	31 May 2017	24 May 2017
21 July 2017	28 June 2017	5 July 2017	28 June 2017
18 August 2017	26 July 2017	2 August 2017	26 July 2017
15 September 2017	23 August 2017	30 August 2017	23 August 2017
20 October 2017	27 September 2017	4 October 2017	27 September 2017
17 November 2017	25 October 2017	1 November 2017	25 October 2017

Rates are GST Exclusive. Cancellation after deadline may incur cost/ will be charged accordingly

Each Creative Opportunity/shape incurs their own booking, creative and cancellation deadlines. Please contact your Advertising Representative to confirm these dates at time of booking.

# The Deal – Specifications

## Page specifications

Page Dimensions	Trim Size Depth x Width (mm)	Bleed Size Depth x Width (mm)	Type Area Depth x Width (mm)
Double Page Spread	350 x 550	360 x 561	337 x 534
Full Page	350 x 278	360 x 289	337 x 262
1/2 Page Horizontal	180 x 278	190 x 289	167 x 262
1/2 Page Vertical	350 x 145	360 x 156	337 x 129
Third Page Vertical	350 x 101	360 x 112	337 x 85
Large Strip	123 x 278	133 x 289	110 x 262

### Layout considerations

Only headlines and baselines of very large type should be run across the gutter of a double page spread. Important live images and product shots should always clear the spine. Where possible type should be kept within the bounds of the type area parameters of the magazines. Very small type, key lines of no less than 0.25pt and small design elements should be reproduced in one ink colour only to avoid registration problems.

### File delivery and proofing requirements

Digital ad material will be accepted only in PDFv 1.4 format via the Quickcut delivery system or Websend. This ensures files are created using the guidelines set out by the 3DAPv2 committee, now the industry standard for digital file production. A digital proof must be supplied for all ad material to ensure the accuracy of content and reproduction of your ad. News Corp will take responsibility for accurate colour reproduction only when a 3DAPv3 certified contract proof is supplied.

### Quality control

News Corp is committed to producing magazines of the highest calibre. Our expert team will ensure that your ad is reproduced as intended. It is your responsibility to supply material according to these guidelines and formats. Every ad received will be flight-checked by our production team, colour-checked by our pre-press team and proofed. If we think the supplied ad will not reproduce to expectations of the supplied client proof, the client will be notified.

### Contacts

For more information or advice on specifications and file delivery, please contact Media Support on 1300 557 418  
Quickcut Digital Ad Delivery System – 1300 768 988 – [www.quickcut.com.au](http://www.quickcut.com.au) | send – 1300 79 89 49 – [www.send.com.au](http://www.send.com.au)

# Mansion Australia – deadlines

Effective 1 July 2017

## Deadlines

Publication Date	Booking Deadlines	Material Deadline	Cancellation Deadline
25 <sup>th</sup> February 2017	6 <sup>th</sup> February 2017	10 <sup>th</sup> February 2017	6 <sup>th</sup> February 2017
25 <sup>th</sup> March 2017	6 <sup>th</sup> March 2017	10 <sup>th</sup> March 2017	6 <sup>th</sup> March 2017
29 <sup>th</sup> April 2017	10 <sup>th</sup> April 2017	14 <sup>th</sup> April 2017	10 <sup>th</sup> April 2017
27 <sup>th</sup> May 2017	8 <sup>th</sup> May 2017	12 <sup>th</sup> May 2017	8 <sup>th</sup> May 2017
24 <sup>th</sup> June 2017	5 <sup>th</sup> June 2017	9 <sup>th</sup> June 2017	5 <sup>th</sup> June 2017
26 <sup>th</sup> August 2017	7 <sup>th</sup> August 2017	11 <sup>th</sup> August 2017	7 <sup>th</sup> August 2017
30 <sup>th</sup> September 2017	11 <sup>th</sup> September 2017	15 <sup>th</sup> September 2017	11 <sup>th</sup> September 2017
28 <sup>th</sup> October 2017	9 <sup>th</sup> October 2017	13 <sup>th</sup> October 2017	9 <sup>th</sup> October 2017
25 <sup>th</sup> November 2017	6 <sup>th</sup> November 2017	10 <sup>th</sup> November 2017	6 <sup>th</sup> November 2017



Rates are GST Exclusive. Cancellation after deadline may incur cost/ will be charged accordingly

Each Creative Opportunity/shape incurs their own booking, creative and cancellation deadlines. Please contact your Advertising Representative to confirm these dates at time of booking.

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# Mansion Australia – Specifications

## Page specifications

Page Dimensions	Trim Size Depth x Width (mm)	Bleed Size Depth x Width (mm)	Type Area Depth x Width (mm)
Double Page Spread	293 x 534	310 x 550	320 x 561
Full Page	293 x 262	310 x 278	320 x 289
1/2 Page Horizontal	144 x 262	161 x 278	171 x 289

### PDF's

Supplied material must be Press Ready, PDF version 1.4

All PDFs must be CMYK, supplied to the correct dimensions, no printers marks. All files must be supplied before deadline.

Alterations will not be made to supplied PDFs.

Replacement material must be supplied.

### Photoshop setup - CMYK (Gloss)

- Resolution - 266dpi
- Ink Weight - 290%
- Separation Type - UCR
- Black Ink Limit - 90% (recommended)
- Dot Gain - 20%
- Highlight set at a minimum of 3%

### Fonts

All fonts must be embedded. 10pt minimum reverse type, sans serif. Colour type 10pt minimum.

### Spreads

Leave 5mm text free either side of centre.

### Ad Delivery

Press-ready ads can be delivered via Adstream & Adsend. All delivered ads require correct ad number

### Eproof

Eproof is a free online service offered to all advertisers, allowing more control and flexibility when submitting, proofing and approving advertisements.

Telephone 1300 557 418 (option 1)

### Additional enquiries

Contact Media Support on 1300 557 418 (option 1).

### Specifications enquiries

Contact Quality Control on 1300 557 418 (option 2) or email [qcsupport@newsltd.com.au](mailto:qcsupport@newsltd.com.au)

### Bleed setup

Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area to ensure that they don't get cut off when the page is trimmed or advertisement is sitting under editorial or another advertisement.

### Live Type Margins

left - 8mm	top - 8.5mm
right - 8mm	bottom - 8.5mm

### Bleed

left - 5.5mm	top - 5mm
right - 5.5mm	bottom - 5mm

Please Note: Any Bleed ad that is not full width or full height, ad will cut of at Live Type area where it butts up against Editorial.

Bleed is not applicable for all sizes for some products. Please consult your News Corp Sales Representative.



# Digital



The Australian desktop and mobile sites offers our audience the best of breaking news, in-depth analysis and content from our printed products, The Times (London), Wall Street Journal and the wider News Corp Australia group including content from Fox Sports.

While our tablet and mobile apps allow our audience to easily receive the same experience of reading the newspaper in the format of their choosing.

Our digital subscribers, now numbering more than 85,000, are an even more affluent audience and are dedicated, spending over 120 minutes a week on our platforms.

Average daily unique browsers (March 2017)

Desktop site: 162,980

Mobile site: 101,794

Mobile and tablet apps: 24,492

**For a full list of products and rates for The Australian, please contact your digital advertising representative to discuss opportunities.**

Source: Adobe Analytics, March 2017

# Digital - specifications

To obtain the current specifications for digital advertising with News Corp Australia, please visit

<http://www.news corpora australia.com/ad-specs>

Please note:

Not all options listed at the above web address are available on The Australian suite of digital products or across all pages within The Australian, please confirm with your advertising representative at the time of booking on what is and is not available



# Digital - deadlines

## Ad submission guidelines

Please note the following creative and campaign setup/turn-around times, commencing from receipt of all required and correct creative materials. Failure to provide creative within these deadlines may result in delays in campaign commencement.

Creative Type	Description	Setup / Turn-around Time
Standard creatives	Site-served image, non-rich media 3rd party redirects	2 full working days
Complex creatives	Large volumes (eight or more) of standard creatives, 3rd party rich media expanding/polite redirects	3 full working days
Advanced creatives	Billboards, crawlers, sidekicks, OTPs, in-stream video, all News Australia Rich Media, solus emails etc	5 full working days
Mobile and tablet creatives	HTML5 ads for mobile/tablet app and mobile sites	7 full working days (templated ads), 10 full working days (custom)
Custom integration	Advertorials, bespoke content integration, half-page minisites	Available on application

## Ad serving guidelines & creative acceptance policies

All 3rd party redirects must be live when submitted, to enable thorough testing before creatives go live. All 3rd party ad serving charges are the responsibility of the advertiser or agency.

The Australian reserves the right to remove from rotation or request the removal/revision of any creative that is deemed unsuitable for the users of our sites.

Cancellation after deadline may incur cost/ will be charged accordingly

The Australian may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to the advertiser shall be incurred.

The Australian reserves the right to remove any creative from rotation that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.

The setting of 3rd or 4th party cookies on News Corp sites for re-targeting or any other user tracking purposes is not permitted without prior approval from The Australian. Creatives featuring unauthorised connections to external servers for the purposes of user tracking will be removed from rotation. Creatives can be returned to rotation once unauthorised connections have been removed.

# Enhanced advertising opportunities



The Australian offers a range of innovative ways to reach our influential audience. We can do so much more than just a half page ad in paper or med rec on the website. There are a range of extra options to support and enhance your advertising.

Talk to your advertising representative for an understanding of exactly what can be created with The Australian.

Options include:

- Custom publishing
- Creative shapes
- Wraps
- Adnotes
- Bespoke digital offerings
- News Connect
- Partnerships



# Custom publishing

The Australian can assist in creating and providing custom content and products, from producing a tabloid printed product to be inserted into the newspaper, a special two page advertising feature through to creating and hosting content within a special micro site on The Australian website.

Custom publishing can be used as part of a wider campaign and can also assist in transferring in-depth information to our wealthy and powerful audience.

Custom publishing can also be used collaboratively with events to add impact and promote an event, with content to run before, during and after the event.

To find out more details regarding costs and for further information, talk to your advertising representative. Custom publishing subject to editorial approval and availability.



# Creative shapes

We can go beyond a medium strip advertisement in newspaper or a medium rectangle digital advertisement on the website.

The Australian can also offer shapes and placements which can be used for impact, to compliment the content of the advertisement or just to be a bit different to the norm.

Talk to your advertising representative for an understanding of exactly what can be done with The Australian or for more ideas visit

[www.newscorpaustralia.com/ad-specs](http://www.newscorpaustralia.com/ad-specs)

Please note: not all options listed at the above web address are available on The Australian suite products or across all pages within The Australian, please confirm with your advertising representative at the time of booking on what is and is not available



Inverted shape



Fireplace



# Creative shapes - options

Designed to deliver dominance on any platform, our wide range of creative options is a great way to take your brand to market and raise your company profile. A specially designed package can be created to fulfil your business objectives within budget.



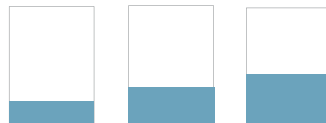
6 horizontal wrap



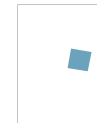
Platinum wrap



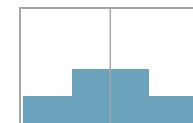
Half price gatefold



Building blocks



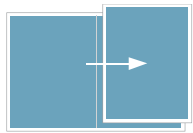
Adnote



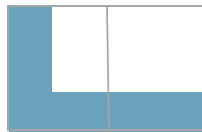
Podium



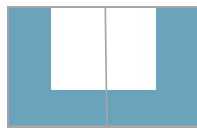
DPS



DPS slide



L-shape



U-shape



Inverted T shape



Spinal gap



Steps



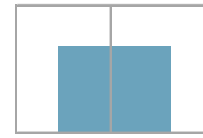
Tab Slide



Z-shape



Bookends



Fireplace

## Please note

Subject to availability at time of booking.

The Australian reserves the right to cancel any execution if deemed inappropriate.

Page positioning will not be guaranteed.

Limited to one execution per issue or at the discretion of The Australian General Manager - Sales/Editor.

Creative shapes may be limited to certain sections so please check with your account manager.

Each individual Creative Opportunity incurs its own booking, creative and cancellation deadline. Please contact your Advertising Representative to confirm these dates at time of booking.

# Creative shapes - wraps

The Australian can offer a number of different options when it comes to using a wrap as a creative option. A wrap can be used to enclose the front page of The Australian newspaper or to cover a section, can completely cover a page or only half a page and can be placed on every single copy of the newspaper or with limited runs to just airport lounges.

A wrap can also be used as part of a section takeover, available with certain sections of The Australian in print.

Talk to your advertising representative for an understanding of exactly what can be created within The Australian.

## Booking and cancellation deadline

10 working days prior to publication date





# Creative shapes - AdNotes

The adhesive AdNotes format provides advertisers with yet another advertising solution – with a range of creative options to engage and elicit responses from The Australian’s readers.

AdNotes has proven to be a highly effective solution across a number of categories both internationally and here in Australia.

AdNotes solutions can be tailored to a variety of full colour formats to meet a clients needs and maximise consumer interaction.

Standard Notes with backside printing

- Tear Off Coupon
- Die cut shaped notes
- Loyalty Cards
- 4, 6 or 8 Page Mini book
- Scratch Off, Scratch and Sniff
- Variable Data, Barcode Printing, Consecutive Numbering
- Magnets
- Large Format

**Please note:** Minimum 100,000 units required for run. Minimum 3 week lead in time required to produce and run AdNote. Editorial approval is required for all AdNotes.

Please contact your advertising representative for more details or go to <http://www.newscorpaustralia.com/products/print>

# Bespoke digital offerings

The Australian's group of digital assets are no longer limited to traditional standard display. We are able to offer advertising solutions on multiple platforms to showcase your message and product features; including ownership or sponsorship of particular sections, bespoke advertising solutions, audience targeting, rich media, video and other interactive functionalities.

Our experienced team is also here to help devise the best marketing plan to ensure optimised exposure for your brand to reach your key audience.

Talk to your advertising representative for an understanding of exactly what can be created within The Australian.



Homepage buyout



Captivate

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# News Connect

News Connect is a digital advertising targeting capability which combines what people watch and read, with what they buy to create the News Purchase Graph; allowing you to reach your most valuable, future customers with great precision.

## **The News Connect Process**

**Data inputs:** We identify the target audience through a Connect Panel Survey or anonymised Quantum transaction data

**News Purchase Graph:** We match what these people buy with what they watch and read across the network

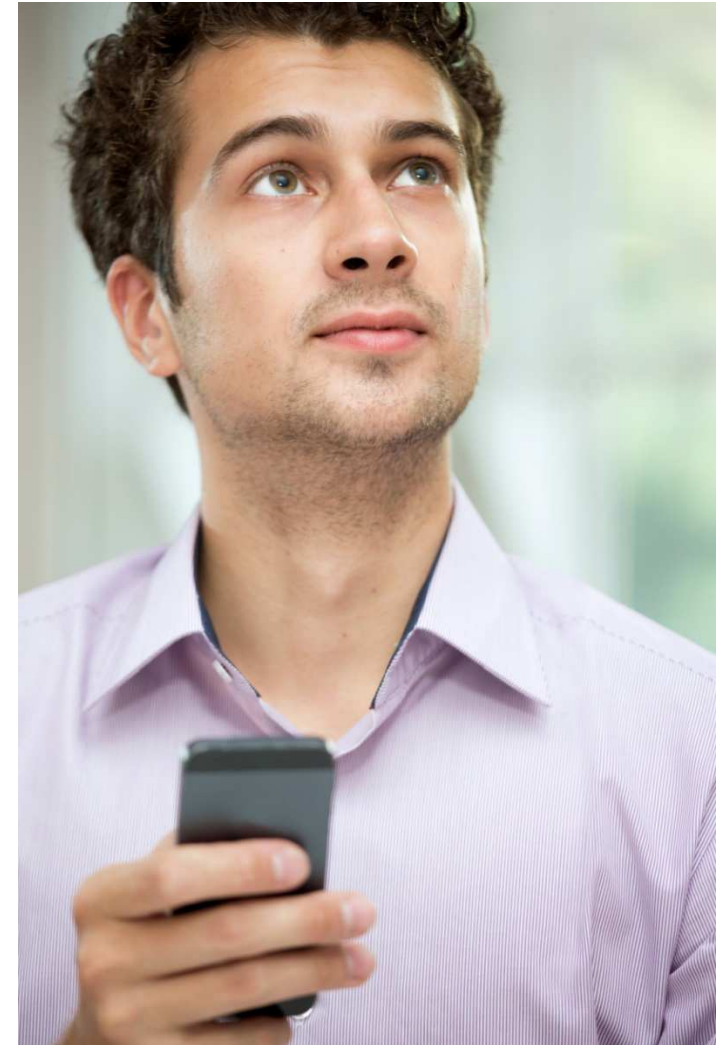
**Highly qualified segments:** This News Purchase Graph is applied to New Corp's addressable readership of 11+ Million people.

You can choose to have your digital advertising served to a range of off the shelf segments or we can create your own bespoke advertising target.

To find out more, please contact your Advertising Representative.

Please note: there are minimum advertising spend requirements for using News Connect

News Connect incurs its own booking, creative and cancellation deadline. Please contact your Advertising Representative to confirm these dates at time of booking.

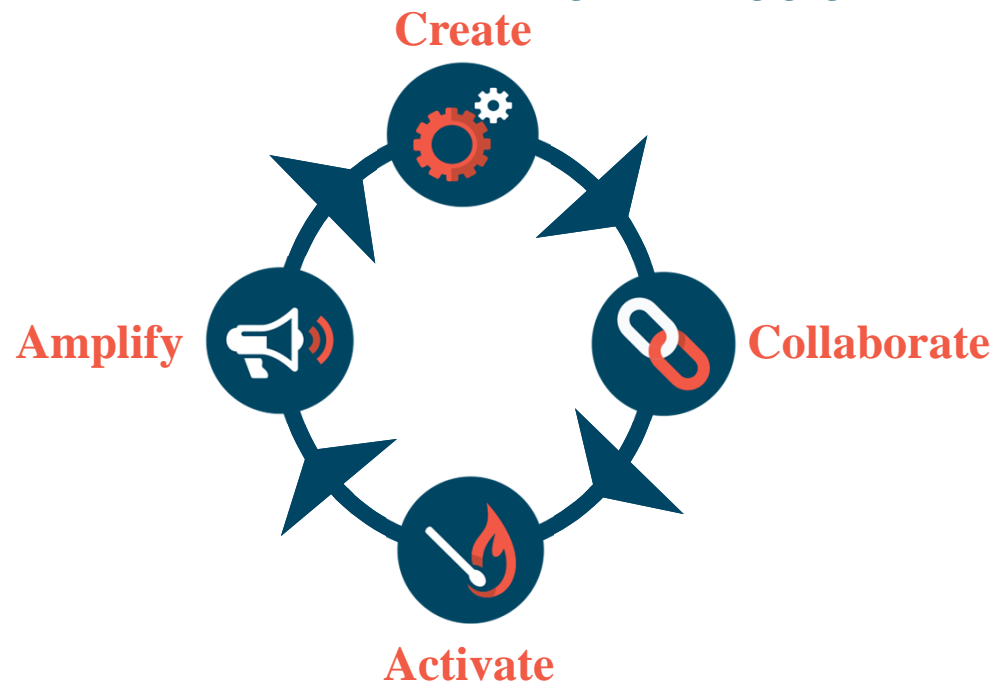


# Commercial Partnerships

The Australian Advertising has a dedicated team committed to working strategically with advertisers and our editorial teams to develop rich content and integrated platforms that compliment their brand and our own.

**The Australian will work with partners to understand your wider business objectives identify an editorial narrative and core themes for a partnership which not only meets commercial objectives – but also ensures that it is on the The Australian’s agenda and engaging to our audience.**

**The content created for this campaign will be distributed across all relevant platforms – The Australian, and wider News and WSJ. The Australian will develop an upfront strategy to deliver audience views, and amplify this narrative.**



**The Australian will create authentic and original content and strategy for a partnership which will be created in whatever format deemed relevant – from video to podcasts, and long form to words and images.**

**The Australian has the ability to bring campaigns to life with live activations – convening high level discussions, encouraging rigorous debate amongst high level national influencers.**



# News Corp Australia

News is Australia's leading publisher, producing over 7.5 million newspapers each week, and distributing an additional 4.5 million community titles. We publish seven of the top ten newspapers sold across the country including the highest selling weekday and Sunday papers.

Our digital sites have a monthly unique audience of more than 11 million. We also have the biggest mobile news network in the country, plus a portfolio of world class mobile and tablet apps.

We are multiplatform leaders in food, health, parenting, style, sport, business and property. Across all our brands reach over 16 million Australians every month.

Adding The Australian to one of many News Corp Australia properties can help extend the reach of a campaign, compliment these properties and also reach an powerful, exclusive audience that only The Australian can reach.

For example combining BusinessDaily with The Australian allows an advertiser to reach an audience interested in the latest business news and analysis, while adding moneysaverHQ allows unrivalled reach into those actively maintaining superannuation and other investments.

Information about our print and digital products can be found on

[www.news corpora australia.com](http://www.news corpora australia.com)



Source: emma conducted by Ipsos MediaCT 12months ending March 2017. Nielsen Digital Ratings March 2017. Publishers Statement March 2017.

# Advertising terms and conditions

To obtain the current terms & conditions for advertising with The Australian, please visit

<http://www.news corpora australia.com/national-advertising-terms-conditions>

**THE AUSTRALIAN**  
 WWW.THEAUSTRALIAN.COM | FOR THE INFORMED AUSTRALIAN | PAGE 1 OF THE YEAR  
 WEDNESDAY May 3, 2017 \$3.00

**NEWS 1PM BY GEORGE**  
 Christensen's radical strategy in Asia to remove 100 per cent of his interests

**NEWS 1PM MET GALA**  
 Fashion's answer to the Oscars

**MARGIN CALL BRACKS V COSTELLO**  
 Who scored Melbourne's plum sports job? (p.19)

**CELEBRITY FELD** from Melan named in court fight (p.19) • **PHIL KELLY** Turnbull part Whitlam, part Fraser (p.4) • **WAR CRIM** US bombers over Nth Korea (p.6) • **HOPEING** BACKLASH! Bid to erase world record (p.1)

**CATHOLIC SYSTEM FACES CUT AS TURNBULL SIGNS UP GONSKI IN BID TO LIFT STUDENT RESULTS**  
**PM risks school funding row**

**Aussie's ticket tipped off drug cops**

**Badgers seals record infrastructure drive**

**Coalition locks in Badgers' Plan B**

**Crime crisis drives explosion in state's wages bill**

**MOBILE**  
 3GB UNLIMITED CALLS & SMS  
 100 INTERNATIONAL MINUTES  
 \$15 per month  
 No lock-in contract



# Contact us

## National advertising sales office

### Adelaide

3rd Floor, 31 Waymouth Street  
Adelaide SA 5000  
GPO Box 339 Adelaide SA 5001  
Telephone (08) 8206 2332

### Brisbane

28 Mayne Road  
Bowen Hills QLD 4006  
GPO Box 2145 Brisbane QLD 4001  
Telephone (07) 3666 7418

### Hobart

Hutchison Media  
8 Mitah Crescent  
Sandy Bay TAS 7005  
Telephone (03) 6225 1049  
E: graeme@hutchisonmedia.com.au

### Melbourne

Level 4, HWT Tower  
40 City Road  
Southbank VIC 3006  
PO Box 14999 Melbourne City  
MC VIC 8001  
Telephone (03) 9292 2342

### Perth

34-42 Stirling Street  
Perth WA 6000  
Telephone (08) 9326 9805

### Sydney

Head Office  
Level 2, 2 Holt Street  
Surry Hills NSW 2010  
GPO Box 4245 Sydney NSW  
2001  
Telephone (02) 9288 3333

## Departmental contacts

### The Weekend Australian Magazine and Wish Advertising Department

Level 2, 2 Holt Street  
Surry Hills NSW 2010  
Telephone (02) 9288 2791

### The Australian Editorial

Level 2, 2 Holt Street  
Surry Hills NSW 2010  
Telephone (02) 9288 2317

### The Australian Advertising Production

Telephone 1300 557 418 / (02) 9689 5586

## International contacts

### New Zealand

Associated Media Representatives  
PO Box 38 -268 Howick, Auckland,  
New Zealand  
Telephone (64) 9 307 8082  
Email [steve@amrmediareps.co.nz](mailto:steve@amrmediareps.co.nz)

For all other international media  
inquiries, please email  
[TheAustralian.sales@news.com.au](mailto:TheAustralian.sales@news.com.au)

Or visit  
[www.newscorpaustralia.com.au](http://www.newscorpaustralia.com.au)