

AUSTRALIAN MOUNTAIN BIKE

AMB

MEDIA KIT :: 2017



THE MAGAZINE

7 issues per year

PRINT 30,000

READERSHIP 100,000

For 25 years *Australian Mountain Bike (AMB)* has been the number one mountain biking magazine in Australia. With credibility unmatched by any other mountain bike magazine our heritage is long and proud, and we celebrated with our 150th issue in late 2015.

Australian Mountain Bike magazine is inclusive, not exclusive. We include stories from everyday riders and professionals alike, and focus on local trail developments as well as dream locations in far flung destinations. As the sport of mountain biking continues to grow and evolve, we have been sure to keep our scope broad. We are not a specialist magazine for cross-country, downhill, enduro or trail riding - instead we incorporate all aspects of what makes mountain biking great in Australia.

At *AMB* we aim to have something for every rider in each issue - whether picking up the magazine is part of a rider's introduction to the sport, or a connection with mountain bike media for diehard riders. We use experienced riders for tests, and recognised industry professionals for riding skills, workshop experience, nutrition and training advice. We aim to make *AMB* the most trust-worthy magazine and web presence for Australian mountain bikers.

Published 7 times a year, we are more frequent than any other Aussie mountain bike title, and along with the immediacy of *AMBmag.com.au* we provide the right mix of editorial, professionalism and timeliness matched to the demands of the Australian bike community.



ONLINE

AMBmag.com.au has gone from strength-to-strength since being launched in mid-2013. Consistent growth in 2015 was due to extra investment from our editorial team and we've had crew at major product launches around the country and the globe, feature interviews with top athletes, extensive variety in bike and product reviews, and coverage from local events to World Championships. With a post rate of well over 300 unique posts a year, readers know that they will frequently find fresh and locally relevant content.

QUICK WEB STATS

Monthly impressions: 80,000 – 100,000

Monthly unique users: 20,000

Facebook: 17,500

Instagram: 10,400

Online packages available –
talk to your advertising representative.





RATES & AD SPECS

	CASUAL	3X	7X
DOUBLE PAGE SPREAD	3765	3480	3100
HALF DOUBLE PAGE SPREAD	2080	1915	1725
FULL PAGE	1990	1825	1650
HALF PAGE	1150	1070	950
1/4 PAGE	700	655	590

DOUBLE PAGE SPREAD
 Trim 450mm x 297mm
 Bleed 460mm x 307mm

NOTE: Must be supplied as 2 separate PDF files. Please ensure no text is placed across the spine (centre) of the supplied DPS.

1/2 DOUBLE PAGE SPREAD
 Trim 450mm x 148mm
 Bleed 460mm x 158mm

NOTE: Must be supplied as 2 separate PDF files. Please ensure no text is placed across the spine (centre) of the supplied DPS.

FULL PAGE
 Trim 225mm x 297mm
 Bleed 235mm x 307mm

1/2 PAGE HORIZONTAL
 Trim 225mm x 146mm
 Bleed 235mm x 156mm

1/4 PAGE HORIZONTAL
 Trim 204mm x 60mm
 Bleed 214mm x 70mm

BIKE BIZZAR ONLY

*ALL RATES EXCLUSIVE OF GST

DEADLINES

7 ISSUES PER YEAR

ISSUE	MATERIAL	ON-SALE
#159	13 Jan	6 Feb
#160	3 Mar	27 Mar
#161	28 Apr	22 May
#162	21 June	13 Jul
#163	4 Aug	28 Aug
#164	29 Sep	30 Oct
#165	17 Nov	11 Dec

PRINT: 30,000

READERSHIP: 100,000

*CANCELLATION IS 4 WEEKS PRIOR TO ONSALE DATE

CONTACTS

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SPECIFICATIONS

AMB magazine is a perfect bound publication.

PDFs

- Please supply PDF files to the PDF/X-3 standard.
 - Resolution is 300 dpi.
 - All fonts must be embedded in the PDF.
- These fonts must be active on your system at the time of creating the PDF.

Image specifications

- Image resolution is 300dpi. All colours must be set to CMYK.
- Do not enlarge images more than 25%
- Check all linked images are updated.

Document specifications

- Digital files must be prepared to the correct final size - check that type, trim and bleed areas are correct.
- Ensure all live elements you wish to print are kept within the type area.
- Bleed - provide 5mm of bleed where bleed is required. Check that crop marks are visible.

Colour specifications

- All colours to be set to CMYK – no RGB.
- For a rich solid black use 100% Black plus 70% Cyan. Never use 100% of all four colours.
- Total sum density (total ink weight) should fall between 280% and 300%.
- Convert all spot colours to CMYK.
- Black text level type should be 100% black only.

Fonts

- nextmedia supports OpenType fonts & PC PostScript fonts only.

Applications supported

- InDesign, Photoshop, Illustrator, Word docs, Text docs, PDF.

DELIVERY OPTIONS

- Quickcut to nextmedia (preferable)
- Websend or Dropbox
- Hightail (previously YouSendIt) www.hightail.com

EMAIL

We accept email files under 30mb.

Please note the booking number and magazine title in the subject field and email to - adops@nextmedia.com.au

FTP

FTP files over 30mb to our ftp server - ftp.next.com.au

Email the Advertising Coordinator to obtain login details at THoward@nextmedia.com.au

Contact Us

AMB magazine Advertising Coordinator - on **(02) 9901 6160** or adops@nextmedia.com.au

nextmedia Ad Creation

Need help creating your advertisement?

Please supply high resolution images, logos and text copy to be used in the advertisement.

Contact the *Australian Mountain Bike* magazine Advertising Coordinator – on **(02) 9901 6160** for more information.

You may contact your advertising representative to discuss ad creation in-house at nextmedia.

Cancellation

The cancellation deadline for advertising is three weeks prior to booking deadline. Cancellation of any booked advertising must be in writing and received by the Account Manager and/or Sales Director prior to the cancellation deadline. The Publisher reserves the right to repeat the most recent material or material of the Publishers choice. If a cancellation occurs mid contract, the difference between the contract appearance rate and the actual appearance rate card will be surcharged.



READER FAST FACTS

72% of readers use *AMB* as a guide when making purchasing decisions about bikes and gear.

68% of our readers keep all their issues of *AMB*.

61% of readers buy every issue of *AMB* and half of them (54%) purchase only *AMB*.

AMB readers ride their bikes on average 3 to 6 times per week.

The *AMB* reader spends over \$1,200 per year on parts and accessories.

To our readers, mountain biking is not just a hobby; it's a release, an escape, a way of life. *AMB's* readership is diverse – from young rippers, to retirees; cross country racers to weekend warriors; downhill demons to dirt jumpers. Always hungry for information and inspiration, our reader wants to know what to ride, where to ride and how to ride it. They're hooked on mountain biking.

AMB readers are split between two primary demographics. The first are most likely to be male, 25-to-39 years of age, working full time in a professional or white-collar role and earning \$50,000-plus. The second are younger students, school or university, again most likely to be male. Both groups are hungry for news, bike tests, how-tos, advice on where to spend their money and generally how to get the most from their bike.

AT *AMB* WE KNOW OUR READER BECAUSE WE ARE OUR READER

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