



PROFILE

Australian Hi-Fi

Australian Hi-Fi magazine is Australia's longest-running and most successful hi-fi title. Published continuously since 1969, Australian Hi-Fi has gained an international reputation for the high quality and unerring technical accuracy of its authoritative reviews of hi-fi equipment, from portables to state-of-the-art audiophile systems, and everything in between.

Australian Hi-Fi magazine's editor, Greg Borrowman, is Australia's best-known and most respected audio writer, with a 42-year background

in audio electronics and music that includes teaching at TAFE and contributing a regular column to The Sydney Morning Herald for two decades. He has written about hi-fi and audio for many Australian magazines and newspapers, including The Age and The Melbourne Herald. He has also contributed to overseas hi-fi journals such as Stereophile.

Australian Hi-Fi Magazine's mission statement is to ensure its readers achieve the highest possible sound quality in their homes, so the magazine encourages its

readers to buy only high-quality components, to regularly upgrade their hi-fi equipment, and to use only the best quality accessories and cabling. Every issue of Australian Hi-Fi magazine is packed with reviews of audio equipment, information about new products and reviews of music that will best show off a hi-fi system, so you can be guaranteed that your advertisement will always appear in a dynamic, exciting environment before an audience that is 100 per cent committed to buying hi-fi components.

Digital Edition

As well as being available in print from newsagencies around Australia and by subscription, Australian Hi-Fi Magazine is now also available in electronic format for multiple platforms including iPad, Android, PC and Mac, while additional exclusive content, including news, reviews and feature articles, is continually posted on Australian Hi-Fi's dynamic website, at www.avhub.com.au/hi-fi and on its active Facebook page.

RATES & SPECS

ADVERTISING RATES*

	Casual	3	6	8	12
Full Page Colour	\$3250	\$3000	\$2700	\$2200	\$2050
Half Page Colour	\$2200	\$2000	\$1800	\$1600	\$1500
Third Page Colour	\$1950	\$1800	\$1600	\$1450	\$1400
Back Cover	\$4000	na	na	\$2850	na
Inside Front/Inside Back Cover	\$3500	na	na	\$2450	na

*All rates plus 10% GST

MECHANICAL DETAILS (H X W)

	Type area	Trim	Bleed
DPS (supply as single pages)	267 x 400mm	297 x 420mm	307 x 430mm
1/2 DPS	119 x 400mm	149 x 420mm	159 x 430mm
Full Page	267 x 190mm	297 x 210mm	307 x 220mm
1/2 Page Vertical	267 x 85mm	297 x 105mm	307 x 115mm
1/2 Page Horizontal	119 x 190mm	149 x 210mm	159 x 220mm
1/3 Page Vertical	267 x 50mm	297 x 70mm	307 x 80mm
1/4 Page	119 x 85mm	149 x 105mm	159 x 115mm



Supplying direct to nextmedia

If supplying materials direct to nextmedia, all supplied material must meet the guidelines contained in the document 'nextmedia recommendations for preparing digital material.Pdf'. Please request a copy of this if it has not already been supplied.

In particular:

- **Supplied material:** must include all images, logos and text copy to be used in the advertisement.
- **DPS spreads:** please save as two single pages with bleed, marking left and right.
- **Fonts:** nextmedia supports opentype fonts and pc postscript fonts only.
- **Applications supported:** InDesign CS6 or earlier (packaged files; Photoshop CS6 or earlier; Illustrator CS6 or earlier (outline/supply fonts); Word docs; text documents; pdfs.

Production contacts:

Australian Hi-fi advertising traffic enquiries:

Di Preece, nextmedia Pty Ltd,
 Level 6, Building A, 207 Pacific Highway, St Leonards NSW 2065
Phone: (02) 9901 6151 email: dpreece@nextmedia.com.au
Email: we accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to avtraffic@nextmedia.com.au
Ftp: please ftp files over 30mb to [ftp.nextmedia.com.au](ftp://ftp.nextmedia.com.au)
 Email the traffic coordinator at avtraffic@nextmedia.com.au for passwords and again immediately the file has been uploaded.

Supplying via Quickcut

Nextmedia's preferred delivery system for advertising is as PDF digital files via the Quickcut system. This will automatically ensure the quality and integrity of files meets our material specifications.

For details please contact Quickcut:
Sydney (02) 9467 7500
Melbourne (03) 8696 5701
Brisbane (07) 3013 6279
 Or visit their website www.quickcut.com.au

Australian Hi-Fi magazine is published six times yearly and distributed nationally.

For advertising that works, call **Lewis Preece** (02) 9901 6175 or 0434 439 032 email: lpreece@nextmedia.com.au

Jim Preece (02) 9901 6150 or 0400 808 900 email: jpreece@nextmedia.com.au