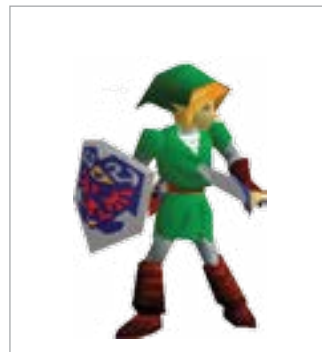
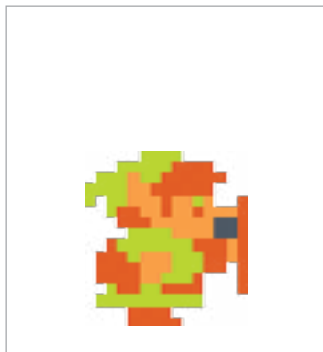
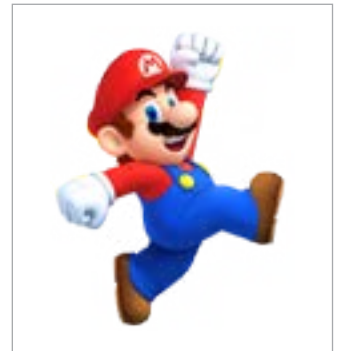
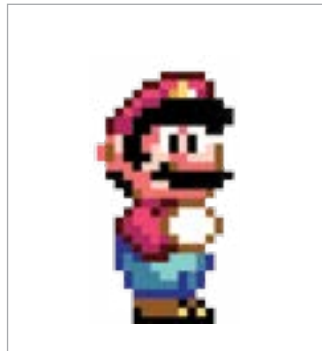
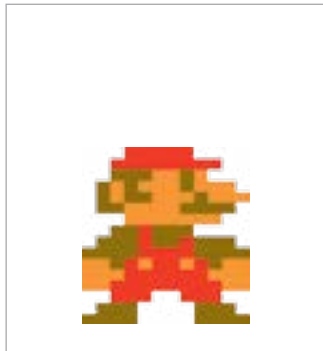


HYPERR

MEDIA KIT 2017 | THE HISTORY AND FUTURE OF VIDEO GAMING



ABOUT
HYPER

HYPER>> is Australia's longest-running multi-platform gaming magazine. With over twenty years of experience, HYPER>> delivers an exciting blend of in-depth, entertaining features on gaming culture from a seasoned team of passionate gamers. HYPER>> is the only 100% Australian games magazine. Our point of difference is long form journalism on the topics that matter to gamers young and old. Every word on every page is planned, written and edited locally. Unlike other licensed magazines in the market, HYPER>> is

able to work with you every step of the way.

HYPER>> readers are hard-core gamers who live and breathe gaming. They are fiercely loyal to our brand and trust our unique independent voice. HYPER>> readers are influential and passionate. Amongst friends and family a HYPER>> reader is seen as a gaming expert, called on to recommend the latest and greatest games. We publish 4 highly collectable themed editions per year and each edition is on sale at newsstands for 3 months

MAGAZINE
COVERS



READER
PROFILE

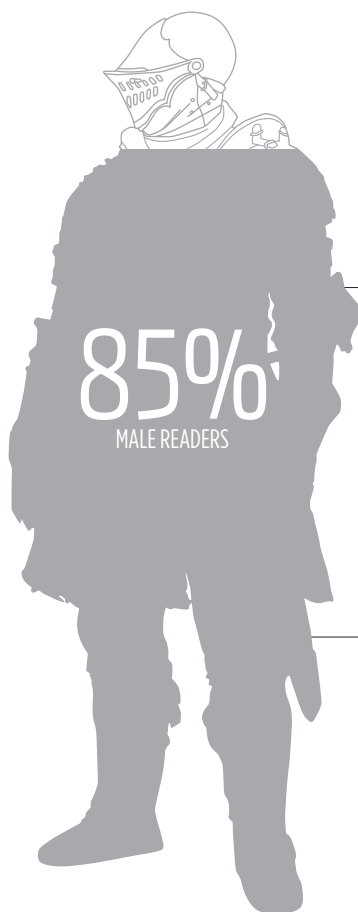
15,000
AVG. UNIQUE BROWSERS PER MONTH ON WWW.HYPER.COM.AU*

*SOURCE: Google ANALYTICS



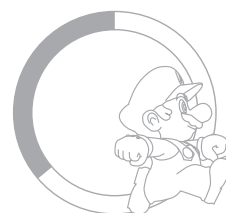
50,794
TOTAL READERS*

*SOURCE: EMMA – Enhanced Media Metrics Australia



85%
MALE READERS

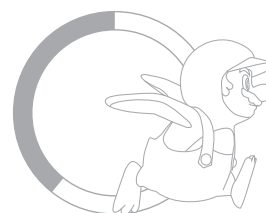
36%
AGED UNDER 14



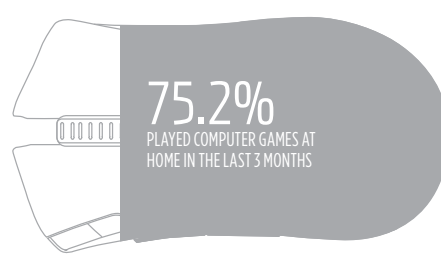
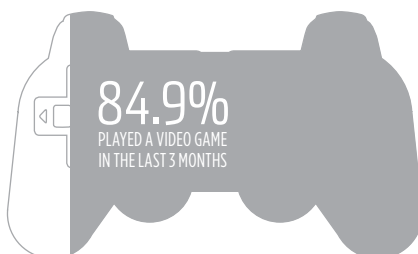
37%
AGED 14 - 24



39.1%
IN THE 'LOOK AT ME'
VALUE SEGMENT

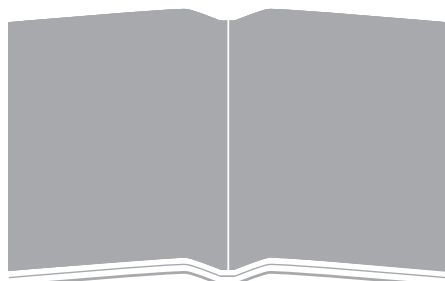


18,500
DISTRIBUTION AUSTRALIA WIDE



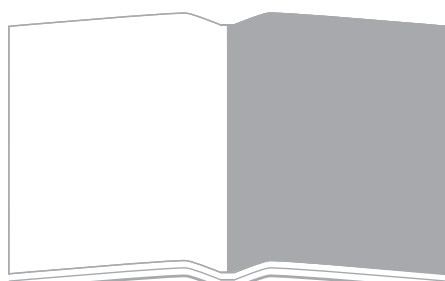
ADVERTISING
RATES

DOUBLE PAGE SPREAD



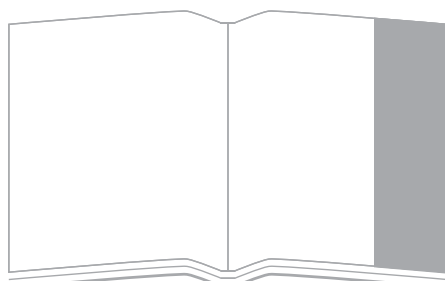
POSITIONS	1x	3x	6x	12x
Inside Front Cover DPS	6,500	6,000	5,500	5,000
DPS 'Before Contents'	5,000	4,500	4,000	3,500
DPS 'Run of Book'	4,500	4,000	3,500	3,000

FULL PAGE



POSITIONS	1x	3x	6x	12x
Outside Back Cover	4,750	4,250	3,750	3,250
Inside Back Cover	3,500	3,000	2,500	2,000
1st RHP	3,500	3,000	2,500	2,000
Early RHP	3,200	2,700	2,200	1,700
First Third RHP	2,750	2,250	1,750	1,250
Run of Book	2,500	2,000	1,750	1,250

BROKEN SPACE



POSITIONS	1x	3x	6x	12x
Half Page Vertical	1,250	1,000	750	500
Third Page Vertical	1,150	900	650	400

DIGITAL RATES

Ad Unit	CPM (Targeted)	CPM (ROS)	Size in pixels
Leaderboard	\$62	\$52	728 x 90
MREC	\$70	\$60	300 x 250
Half Page	\$105	\$95	300 x 600
Skin	\$165	\$155	Custom size
Skin Roadblock	\$225	\$215	Custom size
Mobile Banner	\$55	\$45	320 x 50
Sponsored Links	N/A	\$25	82 x 25 (logo) + 8-10 words
Custom online ads / video content	POA	POA	Custom

*All prices are excluding GST and Agency Commissions

DIMENSIONS



INSERTION (H x W)	IMAGE AREA (H x W)	TRIM (H x W)	BLEED (H x W)
Double Page Spread	280 x 420 mm	300 x 440 mm	310 x 450 mm
Full Page	280 x 200 mm	300 x 220 mm	310 x 230 mm
1/2 Page Horizontal	130 x 200 mm	150 x 220 mm	160 x 230 mm
1/2 Page Vertical	280 x 90 mm	300 x 110 mm	310 x 120 mm
1/3 Page Horizontal	80 x 200 mm	100 x 220 mm	110 x 230 mm
1/3 Page Vertical	280 x 53 mm	300 x 73 mm	310 x 93 mm

DEADLINES



ISSUE NO.	THEME	MATERIAL DEADLINE	ON SALE
#266	Living Room Gaming	22nd March 2017	13th April 2017
#267	E3: Tech Of the Future	21st June 2017	13th July 2017
#268	Aus Education Special	20th September	12th October
#269	Retro Special (TBC)	10th December	11th January

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DIGITAL

SPECIFICATIONS

Files can be supplied to nextmedia on CD, DVD or through the nextmedia FTP.

- All art to be supplied as a Hi-Res PDF, in CMYK colour space at 310 maximum ink density (no spot colours should be supplied).
- A full-colour proof must be supplied.
- Documents should be set up to the trim size of the magazine.
- There must be 5mm bleed on each edge of the page.
- Please contact your advertising account manager for all online artwork specifications.

NOTE: *Advertising material that does not conform to the mechanical specifications, and any material supplied without a colour proof, will not be accepted by nextmedia under any circumstances. Please ensure that all material supplied is the final, correct version, ready for publishing. It is not the responsibility of nextmedia to make corrections to advertisements. If no new material is received by the material deadline, a repeat of your most recent advertisement will appear in this issue.*

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