

WELCOME TO

Soap World

YOUR FAVOURITE MONTHLY TV MAGAZINE

* Has a **loyal consistent readership** of over 120,000, 90% female readers primary demographic 29-54. National distribution of 40,000 and monthly paid sales of over 25,000.

* Has **high exposure and an excellent pass-on rate** so every issue of the magazine gets into a hand of a reader at some stage as it is passed onto friends, family and colleagues.

* **Keeps its readers up-to-date** with the **latest previews** on the **daytime and primetime soaps** and **dramas** both local and international.

* **Sold nationally** throughout all newsagencies, Newslink (airports), Nextra, Coles, Target, Woolworths (Safeway), IGA, & Independents.

* Is a **major force in the soap and drama television magazine category** and has been published every month for the past 12 years.

* Gives readers that little bit more, through a host of competitions and great prizes.

* Runs **special features each issue**, including **behind-the-scenes** and **on-set visits** with the stars.

* Offers readers a **lifestyle section, featuring segments on celebrity travel, star beauty & fashion** and even **special celebrity recipes**.

* **Hollywood correspondents** are on the spot at

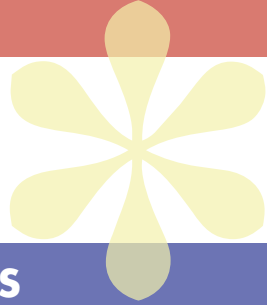


all the TV studios, and **their direct access to the stars** makes for the most reliable and current information.

* **Monthly format** enables us to offer more in-depth coverage of all the best stories.

ALL ADVERTISING ENQUIRES: **JILL TROCHEI** DIRECT: (02) 9901 6115

EMAIL: jtrochei@nextmedia.com.au



ADVERTISING RATES

4 COLOUR	CASUAL	3X	6X	12X
Full page	\$2160	\$1835	\$1620	\$1495
Half page	\$1295	\$1224	\$1080	\$865
Third page	\$765	\$650	\$600	\$550
Covers OBC	\$2500	\$2440	\$2100	\$1700
Covers (IFC,IBC)	\$2300	\$2100	\$1900	\$1600

MECHANICAL SPECIFICATIONS

	TYPE/ART	TRIM	BLEED
Double Page Spread	287 x 410	297 x 420	307 x 430
Full Page	287 x 200	297 x 210	307 x 220
Half Page (horizontal)	138 x 200	148 x 210	158 x 220
Qtr Page (horizontal)	138 x 95	148 x 105	158 x 115
Third Page (vertical)	287 x 60	297 x 70	307 x 80
All measurements in millimeters (H x W)			

DEADLINES 2016

ISSUE	ON SALE DATE	BOOKING DEADLINE	DEADLINE ARTWORK
277 JAN	7 DEC	9 NOV	16 NOV
278 FEB	4 JAN	30 NOV	7 DEC
279 MAR	1 FEB	4 JAN	11 JAN
280 APR	29 FEB	1 FEB	8 FEB
281 MAY	28 MAR	26 FEB	4 MAR
282 JUN	25 APR	28 MAR	4 APR
283 JUL	23 MAY	25 APR	2 MAY
284 SPECIAL	20 JUN	23 MAY	30 MAY
285 AUG	18 JUL	20 JUN	27 JUN
286 SEP	15 AUG	18 JUL	25 JUL
287 OCT	12 SEP	15 AUG	22 AUG
288 NOV	10 OCT	12 SEP	19 SEP
289 DEC	7 NOV	10 OCT	17 OCT

Cancellation two weeks prior to booking deadline

The CANCELLATION DEADLINE for advertising is two 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.

DIGITAL MATERIAL

All advertising material for nextmedia magazines must be supplied as PDF digital files via the Quickcut system to ensure the quality and integrity of files meets the material specifications of nextmedia.

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

nextmedia AD CREATION

Where advertising is to be created by nextmedia, all supplied material must meet specific guidelines. Please contact the Advertising Traffic Manager for more information on (02) 9901 6115

ADVERTISING GUIDELINES

SUPPLIED MATERIAL

Must include all high res images, logos and text copy to be used in the advertisement.

FONTS

nextmedia supports Open type fonts and PC Postscript fonts

APPLICATIONS SUPPORTED

Indesign CS5.5 or earlier
Photoshop CS5 or earlier
Illustrator CS 5 or earlier
Word documents
Text documents
PDF documents
(above Vs 1.3 and below Vs 1.5)

DELIVERY OPTIONS

CD/DVD Please send your advertising material to:
Soap World, Jill Trochei Building A, Level 6,
207 Pacific Highway, St Leonards NSW 2065.

POST Soap World, PO Box 5555, St Leonards, NSW 1590

EMAIL We accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to abegg@nextmedia.com.au

FTP Please FTP files over 30mb to [ftp.nextmedia.com.au](ftp://ftp.nextmedia.com.au) and email the traffic coordinator immediately the file has been uploaded at abegg@nextmedia.com.au

