

CREATIVE

AUSTRALIA'S NO 1 SELLING CREATIVE MAGAZINE

MEDIA
INFORMATION
PRINT + ONLINE
+ DIRECT
2012

Yaffa

Yaffa Publishing Group Pty Ltd
business+consumer magazines
www.AustralianCreative.com.au



AUSTRALIA'S NO 1 SELLING CREATIVE MAGAZINE

Published bi-monthly, *Australian Creative* is the only magazine with an audited circulation catering to the creative services industry, including advertising agencies, designers, photographers, illustrators and production companies. It plays a vital role in explaining how creativity in the commercial space is used to reach and influence consumers. It covers the main players and the notable newcomers, and showcases the latest work, techniques and technologies. It is a magazine designed to inspire, inform and guide - a must read for any professional in the business of commercial creativity.

IN PRINT AND ONLINE

The *Australian Creative* website is well established and widely used with a substantial list of advertising, production and design executives registered to receive the weekly email newsletter. Campaigns that utilise a combination of *Australian Creative* print and online are the most effective way to reach decision makers within the creative commercial space in Australia.

FREQUENCY

6 Issues per year

ESTABLISHED

1995

CIRCULATION

3,006 (CAB Sept 2011)

READERSHIP

15,000+ (Publisher's Statement)



CONTACTS

EDITOR

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ADVERTISING MANAGER

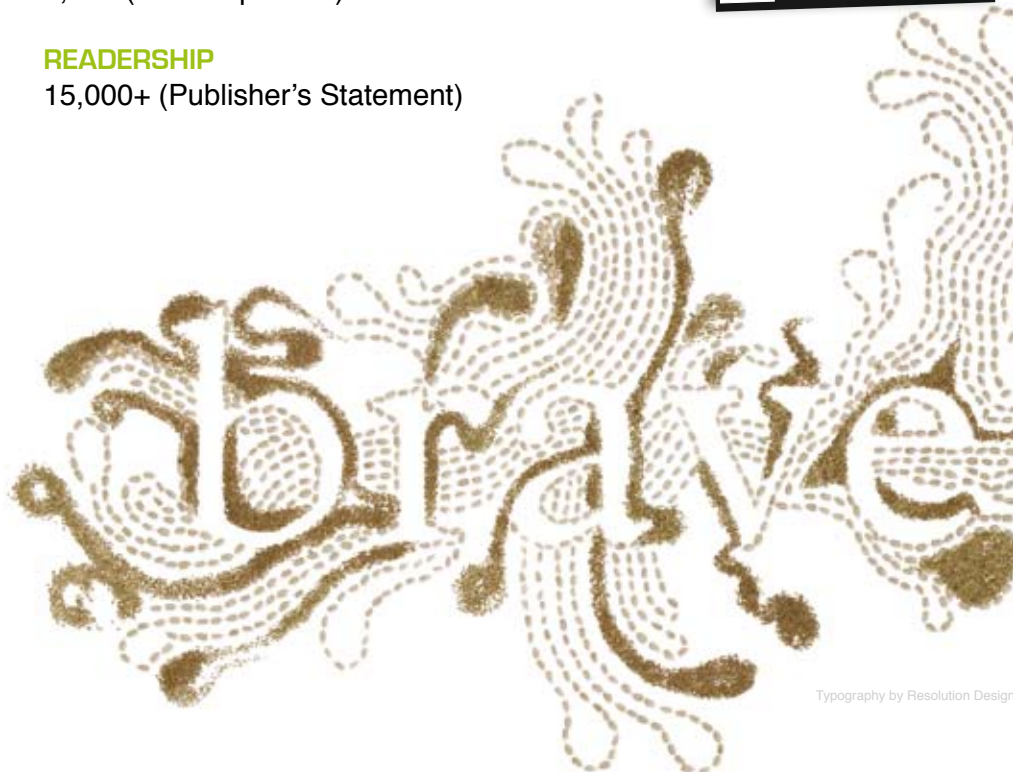
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ADVERTISING PRODUCTION MANAGER

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Typography by Resolution Design

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PUBLISHING SCHEDULE 2012

DATE	SPECIAL REPORT	BOOKING DEADLINE	MATERIAL DEADLINE
Jan 25	The Brave Issue – The Power 20 – Feb/Mar Australia's Power 20 is unveiled in this first issue of the year featuring Creative Directors, Producers, Directors, Photographers and Designers. One of the qualifiers for this year's Power 20 will be the element of bravery. This issue will explore those creatives, creative work and strategy that display an element of bravery driving them forward.	Dec 8	Dec 15
Mar 26	The Pride Issue – The Hotshop Awards – Apr/May Pride often goes before a fall but not always. It also drives a great deal of advertising. This issue explores pride as a theme across various parts of the magazine. We are also proud to present the Hotshop category winners in which we hope they too will have a sense of pride - recognising work in advertising, design, production, post production, sound and music, animation, illustration, digital and photography.	Feb 13	Feb 20
May 25	The Fear Issue – The New Media Report – Jun/Jul Fear is a huge component of creativity in advertising today and used commonly as an emotional driver to motivate a target market. As the flip side of bravery, together with risk, this triumvirate drives the ideas that are heard through the noise. The special report explores New Media including the digital space and all its variants and tracks its evolution, development and ever-growing channels.	Apr 17	Apr 24
July 26	The Desire Issue – The Cannes Special – Aug/Sep From chocolate to coffee, vehicles to vacations – lust and desire drive the aspirations of consumers. This issue explores the power of desire in advertising and in advertising one of the greatest desires is that of awards - the Oscar of them all being the June Cannes Lions. This issue's Cannes Special Report covers the 2012 awards as well as the best creative work with the gongs.	Jun 14	Jun 21
Sep 24	The Sublime Issue – The Production & Post Report – Oct/Nov Sublime is a dark beauty; a beauty with shadow. It is this that drives the unique work of certain directors, photographers and producers that produces evocative and memorable work. The Production and Post report wraps up the state of the nation in film/TVC production, post-production and the latest in branded content.	Aug 13	Aug 20
Nov 22	The Cool Issue – The Annual – Dec/Jan The Annual showcase drips with cool – a showcase of the coolest/ hottest/ edgiest ads of the year across print, production, post production, sound, broadcast, design, illustration, animation, digital, experiential and photography.	Oct 12	Oct 19

ADVERTISING RATES 2012

SIZE	DEPTH	WIDTH	\$A BASE	3 TIMES	6 TIMES
Double Page Spread trimmed	300	480	6720	6330	5940
Full Page trimmed	300	240	3640	3420	3200
1/2 Page vertical	258	106	2480	2330	2180
1/2 Page horizontal	127	216	2480	2330	2180
1/3 Page vertical	258	70	1930	1830	1710
1/3 Page horizontal	85	216	1930	1830	1710
1/4 Page horizontal	63	216	1460	1390	1290

For bleed ads please add 5mm on all sides

GST: Add 10% to all rates

CREATIVE SERVICE INDEX 6x
55 words plus company details and logo \$90

INSERTS

All are subject to publisher's approval prior to acceptance. Rates on application

OTHER CHARGES

Preferred positions – add 20%

Special matched colours (PMS or TOYO) will be charged at an extra \$500 per colour

BOOKINGS

For more information or to make a booking contact:

Elicia Pappalardo on (02) 9213 8254 or elicia@yaffa.com.au

MATERIAL REQUIREMENTS

Digital files should be supplied electronically via Adstream or Adsend. Material supplied on CD or DVD must be in Mac (OS X) format, as a Quark or Indesign document or as a high-res PDF. EPS files should be Illustrator or Photoshop. PC files including Excel, Word and Publisher will be rejected. If supplying Quark or Indesign files, please ensure all fonts, scans and EPS files are supplied with all colours created in CMYK. Files containing True Type fonts will be rejected. Australian Creative will only be responsible for accurate colour reproduction of a digital file if a colour digital proof is supplied in accordance with 3DAP guidelines. Refer to 3dap.com.au for details of approved systems.

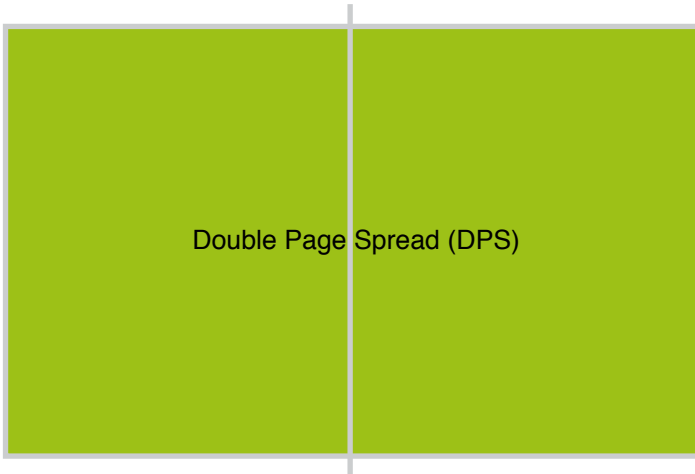
DELIVERY

Deliver material to Beth Reinbott, Production Manager, Australian Creative, 17-21 Bellevue Street, Surry Hills NSW 2010

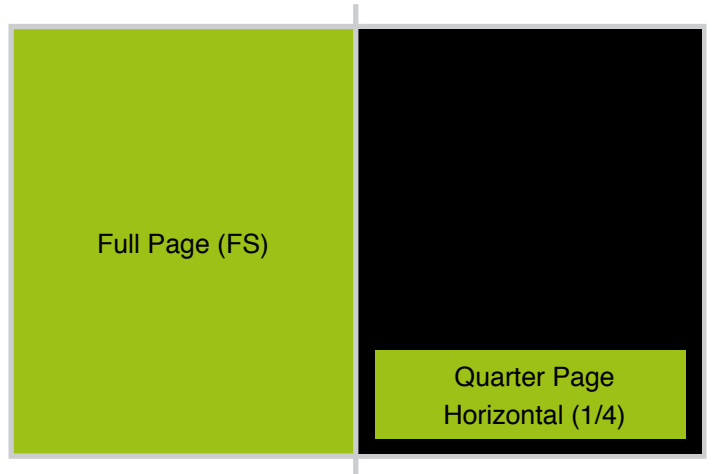
PRODUCTION INQUIRIES

Contact Beth Reinbott on (02) 9213 8290 or at bethreinbott@yaffa.com.au

AD SIZES

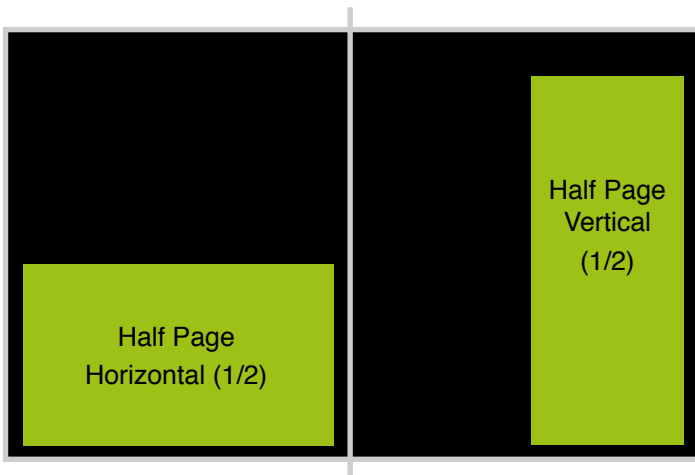


Double Page Spread (DPS)
300 x 480mm (trim)
310 x 490mm (bleed)



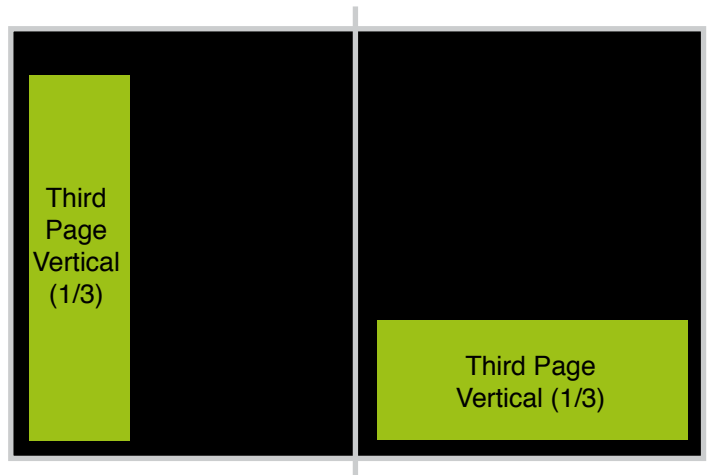
Full Page (FS)
300 x 240mm (trim)
310 x 250mm (bleed)

Quarter Page Horizontal (1/4)
63 x 216mm
91 x 250mm (bleed)



Half Page Horizontal (1/2)
127 x 216mm
155 x 250mm (bleed)

Half Page Vertical (1/2)
258 x 106mm
310 x 126mm (bleed)



Third Page Vertical (1/3)
258 x 70mm
310 x 90mm (bleed)

Third Page Horizontal (1/3)
85 x 216mm
113 x 250mm (bleed)

ONLINE RATES 2012

AustralianCreative.com.au is a one-stop destination for all the latest news in the creative industry. Showcasing the work of top ad agencies, designers, photographers and production companies, the website is the best way to keep you informed, entertained and inspired by the *Australian Creative* sector.

The *Australian Creative* email newsletter is sent via email once a week to a subscriber base of industry professionals who have opted to receive breaking news from the industry. A variety of advertising options can be secured in the newsletter.

WEBSITE

PAGE/ SECTION: HOME, NEWS

AD SIZE	SPECS (pixels)	WEEKLY	MONTHLY
Leaderboard	782x90	\$1030	\$3090
Island	300x250	\$780	\$2320
Button	150x150	\$310	\$930

PAGE/ SECTION: WORK, CAMPAIGNS, BLOGS

AD SIZE	SPECS (pixels)	WEEKLY	MONTHLY
Leaderboard	728x90	\$880	\$2630
Island	300x250	\$670	\$2010
Button	150x150	\$260	\$770

PAGE/ SECTION: AWARDS, SERVICES & EVENTS

AD SIZE	SPECS (pixels)	WEEKLY	MONTHLY
Leaderboard	728x90	\$410	\$1230
Island	300x250	\$260	\$780
Button	150x150	\$155	\$460

All rates: add 10% GST

BOOKINGS

For more information or to make a booking contact: Elicia Pappalardo on (02) 9213 8254 or elicia@yaffa.com.au

FILE SPECS

WEBSITE

- Maximum file size 39K
- Include click-through url
- Files can be Flash (swf files), static GIFs or animated GIFs
- Flash files should be in Flash 7 format
- If supplying Flash files a backup GIF must also be supplied
- The website will target browsers that work with the ad through our ad server – unsupported browsers will be served the alternative GIF file supplied
- Animation must not contain strobing effects
- Looping should be continuous
- The creative should not disable fields or functionality of the site
- The creative should not disable browser back buttons or force any plugins to be downloaded
- Material deadline 5 days prior
- Send files to Iris Grey – irisgrey@yaffa.com.au

NEWSLETTER

AD SIZE	SPECS (pixels)	WEEKLY	MONTHLY
Banner	468x60	\$620	\$1860
Tower	150x450	\$515	\$1550
Tile	150x150	\$360	\$1080
Text link	70 characters	\$105	\$310

EMAIL BLASTS

Email newsletter blasts are now available with *Australian Creative* and are the perfect vehicle for driving direct response. Achieve the maximum attention of a highly targeted audience with highly targeted messages. Newsletter blasts attract substantially higher click-through rates than online display advertising. *Australian Creative* sends out a maximum of two blasts per month, ensuring message effectiveness and client impact.

FORMAT	SPECS	RATE
HTML code format	600 pixels max width	\$4000

NEWSLETTER

- Maximum file size 39K
- Static or animated GIF files only
- No rich media or flash creatives
- Include click-through url
- Material deadline 5 days prior
- Send files to Iris Grey – irisgrey@yaffa.com.au

EMAIL BLASTS

- Material supplied complete in HTML code format
- Supply email blast subject line
- Include a disclaimer at the bottom of the email, reading: *You are receiving this newsletter because you subscribe to the Australian Creative newsletter. If you wish to unsubscribe, please send an email to broadcasts@yaffa.com.au and we will remove you immediately.*
- Max design width of 600 pixels