

{pop}publishing...

THE MAGAZINE AFFILIATION

Rate Card

WHAT IS IT?

The Magazine Affiliation provides a custom style quarterly magazine designed to appeal to active, mature people who want to be entertained, informed and inspired. Magazine Affiliates are **LIFESTYLE VILLAGE COMPANIES** that have proactive marketing strategies, value their existing customers, as well as potential customers and appreciate the benefits of building a strong and positive company brand.

ADVERTISERS HAVE THE RARE OPPORTUNITY TO REACH THIS MARKET DIRECTLY VIA THEIR HOMES.

Each Magazine Affiliate will have their own version of the magazine so it will be a custom magazine delivered free directly to their current residents and database of potential clients.

LIMITED ADVERTISING

As the magazine is a custom-style publication, advertising will be limited to a total of 6 to 10 advertisers per issue.

PRINT RUN

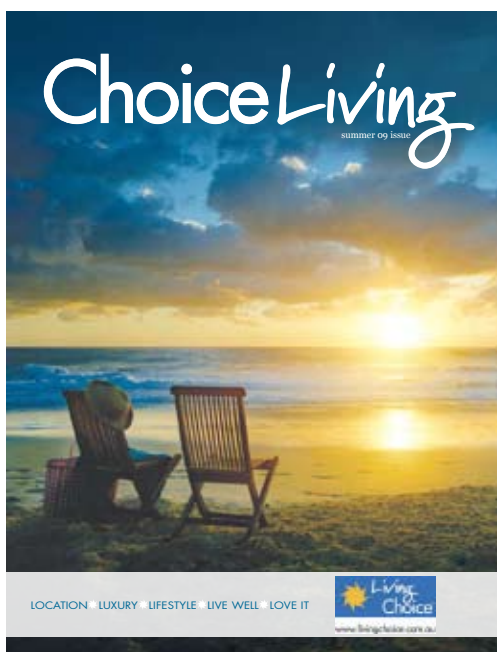
There are currently 11,800 copies of the magazine distributed to lifestyle villages in Sydney, Regional NSW, Queensland, ACT and South Australia, with the potential for further partnerships. The magazine will be distributed to existing residents and will also be used as a marketing tool for these organisations. The name, cover and first few pages of the publication are branded to each organisation but the internal editorial content will remain constant.

PUBLICATION

The magazine is published on a quarterly basis in Spring (September), Summer (December), Autumn (March) and Winter (June). This high quality magazine is full colour, approx 36 pages and slightly shorter than A4 in size.

ESTIMATED READERSHIP

We estimate our readership at 22,000.



POPpublishing is a subsidiary of PenOnPaper

suite h . building 9 . crane crescent . mosman . nsw . 2088 . p 02 9968 1088 . f 02 9968 3088
info@penonpaper.com.au . www.penonpaper.com.au . abn 49 476 517 569

THE MAGAZINE AFFILIATION

Lifestyle Village Magazine

THE FACTS

Baby Boomers comprise about 25% of Australia's population (5.3 million)

Baby Boomers hold 50% of the total household wealth in Australia

Baby Boomers average net wealth is 30% greater than the overall average in Australia

Source: Australian Bureau of Statistics' 2003-04 survey of income and housing

PROFILE OF THE TARGET MARKET

The magazine is designed and written with a potential readership age of between 50 to 70+ - with the assumption that age is a "state of mind". The editorial content does not box the readership according to age or age expectations.

The readership includes intelligent, active, mature individuals who enjoy travel, the arts, healthy lifestyle and family matters – they are interested and interesting. They travel, both domestically and internationally, they are tech-savvy and they love to entertain family and friends.

Importantly, the readership consists of people with the time, inclination and money to spend on themselves and their family and friends. The magazine reaches the lucrative Baby Boomer market (44 – 62) – through the Affiliate's marketing databases, as well as the wealthy 65+ age group – people who are currently living in lifestyle villages and those who are considering this option. Like advertisers, our Magazine Affiliates see the benefit in developing an on-going relationship with their potential clients through a custom magazine.

MAGAZINE CONTENT

The editorial content will include well-researched and topical articles of interest to an active, mature audience, including features on: Travel—national and international, finance, the arts and theatre, events, cars, memorabilia, profiles, gardening, food, books, wine and featured wineries, and health issues.

The content will be informative, entertaining and inspirational.

ADVERTISEMENT STYLE

We welcome advertisers whose product or services reflect the high quality of the magazine and can offer design services if required.



THE MAGAZINE AFFILIATION

Display Advertising Rates (full colour only)*

SIZE	CASUAL RATE	ANNUAL RATE PER ISSUE (X4)
Front inside cover	\$1,100	\$1,000
Back inside cover	\$1,000	\$900
Full page	\$750	\$700
Half page	\$425	\$400

* All prices are inclusive of Agent Commission Bearing but exclude GST

Price Comparisons

Comparisons between POP Publishing Magazine and other mature age magazines advertising rates:

SIZE	POP MAGAZINE CASUAL/X4	THE RETIREE CASUAL/X4	GETUP & GO CASUAL/X4	VILLAGES.COM
Inside front cover	\$1100 / \$1000	\$5920 / \$5030	\$7700	\$4500 / \$4000
Inside back cover	\$1000 / \$900	\$4260 / \$3620	\$6600	\$4500 / \$4000
Full page	\$750 / \$700	\$3410 / \$2900	\$4400 / \$3960	\$4500 / \$4000
Half page	\$425 / \$400	\$2170 / \$1840	\$2750 / \$2476	\$2750 / \$2475

Deadlines

Publication	Booking Deadline	Cancellation Deadline	Materials Deadline	Publication Date
Autumn 10	25 Jan	25 Jan	1 Feb	March 10
Winter 10	19 April	19 April	26 April	June 10
Spring 10	30 July	30 July	6 August	Sept 10
Summer 10/11	25 Oct	25 Oct	4 Nov	Dec 10

PUBLISHER'S INDEMNITY

Advertisers and/or advertising agencies upon lodging material with the publisher for publication or authorising or approving of the publication of any material indemnify the publisher, its directors, employees and agents against all claims, demands, proceedings, costs, expenses, damages, awards, judgements and any other liability whatsoever, wholly or partially arising directly or indirectly in connection with the publication of material and without limiting the generality of the foregoing, indemnify each of them in relation to defamation, libel, slander of title, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices or fair trading legislation, violation of rights of privacy or confidential information or licenses or royalty rights of other intellectual property rights, and warrant that the material complies with all the laws and regulations and that its publication will not give rise to any claims against the publishers, its directors, employees and agents and without limited the generally of the foregoing, that nothing therein is in breach of the Trade Practices Act 1974 or the Copyright Act 1968 or the Fair Trading Act 1987 or the defamation consumer protection and sales of goods legislation of the State and Territories or infringes the rights of any person.

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Artwork Materials Required

Final artwork must be a high resolution (300dpi) press optimised CMYK pdf file.
All material is best supplied via email to info@poppublishing.com.au or on CD or DVD to:
POP Publishing, suite h, building 9, crane crescent, mosman NSW 2088

FULL PAGE ADVERT

Trim Size	274mm x 210mm
Bleed Size	284mm x 220mm

HALF PAGE ADVERT

Landscape	Trim Size	137mm x 210mm
	Bleed Size	147mm x 220mm
Portrait	Trim Size	274mm x 105mm
	Bleed Size	284mm x 115mm

Standard commissions apply for all accredited advertising agencies for direct client payment in full by 20th of the month following publication.

SUITABILITY

The Magazine Affiliation reserves the right to reject, refuse or request amendment of any image supplied for an advertisement that it considers unsuitable for publication for any reason at its absolute discretion.

FOR FURTHER INFORMATION PLEASE CONTACT:

Kate Cope

Phone . 02 9968 1088

Mobile . 0404 029 458

Email . kate@poppublishing.com.au

WHO ARE WE?

POP Publishing is part of a Sydney based business – Pen on Paper – a business that specialises in preserving social history by publishing the life stories of ‘ordinary’ Australians and their families. POP Publishing is made up of writers, editors, designers and business developers who all have a high degree of experience, integrity and professionalism. We place great importance on our relationships with our advertisers – we are all in business together.

We offer a unique service in Australia that we are now growing into the corporate sector. The magazine concept is the result of extensive research and recognition that there is an opportunity for advertisers to “think outside the box” to achieve the most effective value for money when allocating their marketing and advertising dollars.