

**INNOVATION INFORMATION INSPIRATION**

AUSTRALIAN

# TEEN TIS

**CUSTOMISED  
CLIENT  
PACKAGES**

Build your brand  
with tennis

**+**  
**REACH**  
A RECEPTIVE &  
INTERACTIVE  
AUDIENCE

**CUSTOMISED  
INTEGRATED  
ADVERTISING  
OPPORTUNITIES**

**TENNIS ACTION  
AND MULTIMEDIA  
ENGAGEMENT  
VIA MAGAZINE,  
YOUTUBE CHANNEL,  
IPAD MAGAZINE**

**BE A PART  
OF THE  
EXCITE-  
MENT!**

2013/14 MEDIA GUIDE

# AUSTRALIAN TENNIS

It's an exciting time for *Australian Tennis Magazine*. After serving up tennis information and inspiration to an inspired and involved audience for almost 40 years, we now offer players and fans more quality content than ever before.

The September 'Power' issue boasts a fresh design with exciting new content, features and innovations such as the Australian Tennis YouTube channel, offering a new way to interact with magazine content.

*Australian Tennis Magazine* now engages with thousands of Australians who play tennis regularly. Subscribers make up close to 50 percent of the magazine's broad audience of the tennis-obsessed, aged between 13–65. Readers are split 55 percent female and 45 percent male with a slight trend towards the 35+ age groups.\*

Players and fans comprise much of this audience, as well as a range of readers from the tennis industry, including over 1800 Tennis Australia coach members. It provides the opportunity to connect with *Australian Tennis Magazine* on a number of levels:

- National and International distribution of around 20,000 copies per issue (estimated readership of around 60,000)
- *Australian Tennis Magazine* iPad magazine extension
- *Australian Tennis Magazine* website via Tennis Australia website
- *Australian Tennis Magazine* Facebook followers of over 10,600
- *Australian Tennis* YouTube channel

Integrated promotional and advertising opportunities will ensure you and your brands are interacting with this responsive tennis audience.

**Be a part of the excitement!**

\*Readership survey *Australian Tennis Magazine* – September 2009



## AUSTRALIAN TENNIS

Melbourne Park, Batman Avenue, Melbourne, Victoria 3000  
Private Bag 6060, Richmond Vic 3121  
(03) 9914 4200  
[www.tennismag.com.au](http://www.tennismag.com.au)

**Publisher:** Tennis Australia

**Editor:** Vivienne Chrisite

**Assistant Editor:** Daniela Toleski

**Advertising Manager:** Nicole Hearnden

**Graphic Designer:** Andrea Williamson

**Administration & Subscriptions Manager:** Daniel Heathcote

**Distribution:** Network Distribution

**Printing:** Webstar

**A fully interactive tennis experience!**



## Australian Tennis Magazine on iPad

In 2011, *Australian Tennis Magazine* became the world's first tennis publication to offer a unique iPad app. This digital edition is a stunning complement to the print publication, with customised content incorporating additional features such as exclusive videos, website links, photograph slideshows and value-added extras



### 2013/14 ADVERTISING RATES

Ad	Casual	4	6	12
Double page spread	\$7010	\$5695	\$4310	\$3295
Outside back cover	\$5380	\$4180	\$3740	\$3190
Inside front cover	\$4950	\$4180	\$3740	\$3190
Inside back cover	\$4950	\$4180	\$3740	\$3190
Full page	\$4400	\$3740	\$3080	\$2420
Half page	\$2400	\$2040	\$1680	\$1320
Quarter page	\$1730	\$1470	\$1210	\$950

\*GST included

\*Excluding agency commission.

There is a 30% loading fee on guaranteed positions.

#### For all advertising enquiries

Nicole Hearnden

Advertising Manager

P: 9914 4279 or 0416 033 833

E: nhearnden@tennis.com.au

LOVE the new look @AusTennisMag great content from the grassroots to the top, well done @Viv\_Christie and team, keep it up #powerfulstuff - SheppartonLawnTennis @SheppLawnTennis

“Our continued partnership with *Australian Tennis Magazine* has been extremely beneficial for Fila’s marketing strategy in Australia - the team’s professionalism and dedication to our success has helped us reach a very elite customer.”

- *Silvano Merlatti, Chairman Fila Australia.*

“A great magazine, read by the whole family. The only magazine that I read from cover to cover. I often refer back to rankings and various articles.”

- *Mrs L Hadley, Brisbane, Queensland*

“I absolutely love your magazine and think it is **THE BEST** tennis magazine on the market ... I read it from cover to cover. I already subscribe to a couple of US tennis magazines but yours seems so much more interesting and fun.”

- *Michele Bush, Palm Coast, Florida, USA*

The September issue of *Australian Tennis* looks unbelievable. What a great new design. Awesome!”

- *Luke Dodemaide, Melbourne, Victoria*

### AD SPECS FOR IPAD

#### PRESS READY PDF

768 pixels (wide) by 1024 pixels (high)

#### OR

270.933 mm (wide) by 361.244 mm (high)

### TENNIS EXPO

A marketplace for all tennis needs including equipment, coaching, academies, tournaments, court supplies, and specialised retailers.

#### 12 issues booked in advance:

Single Expo ad: \$300 per issue (prepaid) or \$310 per issue (payment in 30 days)

Double Expo ad: \$550 per issue (prepaid) or \$560 per issue (payment in 30 days)

#### Less than 12 issues:

Single Expo ad: \$350 per issue (prepaid) or \$365 per issue (payment 30 days)

Double Expo ad: \$600 per issue (prepaid) or \$615 per issue (payment 30 days)

### GEARING UP

An interactive section dedicated to highlighting and reviewing new product, providing a platform for contests and promotions. Please contact Nicole Hearnden for rates.

## 2013/14 SCHEDULE

Issue	No.	Booking deadline	Artwork deadline	On sale date	Special features
October 2013	3810	1 September 2013	7 September 2013	23 September 2013	Body & Health
November 2013	3811	30 September 2013	7 October 2013	21 October 2013	Style
December 2013	3812	28 October 2013	4 November 2013	20 November 2013	Summer
January 2014	3901	25 November 2013	2 December 2013	18 December 2013	Your Game
February 2014	3902	13 January 2014	20 January 2014	3 February 2014	Passion
March 2014	3903	10 February 2014	17 February 2014	3 March 2014	Travel

**Note:** Scheduling subject to minor changes. On sales dates are first on sale dates, which may vary from state to state.

## MATERIAL SPECIFICATION

**Note: It is the client's responsibility to ensure that all advertisements are supplied to the specifications listed below.**

### Media

High resolution PDF emailed to Andrea Williamson and Nicole Hearnden at: [awilliamson@tennis.com.au](mailto:awilliamson@tennis.com.au), cc: [nhernden@tennis.com.au](mailto:nhernden@tennis.com.au) (the file must be smaller than 10mb to email). If the file is larger it can be sent on CD/DVD to: Australian Tennis Magazine, Private Bag 6060, Richmond Vic 3121.

If you are unable to supply a hi-res PDF, we work in the following programs: Indesign CS5, Illustrator CS5 and Photoshop CS5

### Images

Resolution 300 dots per inch; Mode CMYK; Format eps/tiff; Size 100% of final output size

### Fonts

Please supply all screen and print fonts in Postscript format. Please do not use True Type fonts unless they have been converted to outline.

### Screen/final output resolution

150 lpi/ 300 dpi

### Colour

Four colour process. Please save all images as CMYK eps/tiff files. Ensure all Pantone colours have been converted to four colour process in each software program used.

If files supplied do not meet these specifications, there may be additional costs charged to correct them. If you are unable to supply files, we have a fully equipped design studio to create your advertisement for a small fee.

### Cancellation

The latest date a cancellation is possible, of a previously booked advertisement, is the relevant booking deadline. Advertisers who cancel after the deadline may be charged in full or part (minimum 50% of applicable rate), subject to costs incurred in fill-in production if artwork is not supplied. Rescinded contracts will be subject to surcharge at the assessed actual usage level.

### Production charges

Incomplete material supplied that requires scanning, enlargements, reductions, strip-ins, overlays etc. will incur a charge.

Advertisement design options available on a case by case basis. Pricing to be discussed.

### Insertions

Material can be inserted nationally or on a state-by-state basis. Folding of insertions is available.

### Special units

Rates and specifications for pre-printed insert cards, gatefolds or other tip-on and inserts special units are available on request. Run-ons and reprints of posters are available.

### Overdue material

The client is responsible for delivering the material to the publisher. When the material is late, the publisher reserves the right to repeat previous advertisements or to pass on any additional production costs that may be incurred substituting late material or creating fill-in editorial.

## DISPLAY AD SPECIFICATION

<p><b>Full page</b> 297 mm high x 225 mm wide + 3mm bleed all edges</p>	<p><b>Double page</b> 297 mm high x 450 mm wide + 3mm bleed all edges</p>	<p><b>Half page</b> 127 mm high x 195 mm wide</p>	<p><b>Quarter page</b> 127 mm high x 95.5 mm wide</p>	<p><b>Expo ads</b> Double or Single Expo</p> <p><b>Double expo</b> 188 mm high x 95.5 mm wide</p> <p><b>Single expo</b> 118 mm high x 46 mm wide</p>
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**NOTE:** Keep type/logos approximately 15mm away from trims. Half page ads cannot bleed – they must be in the areas shown. On double page spreads, always allow for the magazine's spine. We recommend that text does not extend across the gutter. Where necessary, only larger type should be used, avoid breaking words across the gutter.

**2013/14 BOOKING CONFIRMATION**

Australian Tennis Magazine  
 Private Bag 6060, Richmond, Victoria 3121

Nicole Hearnden  
 Phone: +613 9914 4279 Mobile: 0416 033 833  
 Fax: +613 9650 1040  
 Email: nhearnden@tennis.com.au  
 Tennis Australia Ltd ABN 61 006 281 125

Contact: \_\_\_\_\_

Business/Company Name: \_\_\_\_\_

ABN: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

We would like to book the following advertisements in *Australian Tennis Magazine*:

Issues	Size/colour	Material instructions	Rate	GST	Total cost
Year					
Month					
Year					
Month					
<b>TOTAL INVESTMENT</b>					

Invoice details:  Invoice client direct  Invoice advertising agency

Advertising agency name: \_\_\_\_\_

Postal address: \_\_\_\_\_

State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I/We have noted the General Conditions overleaf. I/We fully understand that Australian Tennis Magazine cannot guarantee any position unless a loading of 30% is paid. I/We confirm that the details set out herein correctly state our advertisement order with your company and this order is placed subject to normal conditions of advertising with your company. I/We accept that cancellation of a booking is subject to the following: 25% of the charged rate before the booking deadline, 50% of the charged rate after the booking deadline and before the final artwork required date, and the full charged rate after the artwork required date. I/We also understand that, unless otherwise agreed, I/We will provide our own advertising material as per your material specifications. Terms: New clients fully prepaid by the material deadline. Existing clients 30 days from date of invoice.

I/We the undersigned agree to the above booking and the standard conditions overleaf.  (Please tick)

Authorising person: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Australian Tennis Magazine advertising representative: \_\_\_\_\_

## TERMS AND CONDITIONS

**Australian Tennis Magazine Terms and Conditions of advertising as at 20/11/2009.** The following terms and conditions apply to purchase of advertising space by the Customer in *Australian Tennis Magazine* ('Magazine'):

### **These terms and conditions**

1. References to the 'Publisher' refer to Tennis Australia Limited and the 'Customer' refer to the person or entity signing this order.
2. The submission of an order form for advertising in the Magazine shall amount to the acceptance by the Customer of these terms and conditions which will apply to the exclusion of any other terms and conditions. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these terms and conditions will be binding on the Publisher.
3. The Customer warrants that the Customer contracts with the Publisher as a principal notwithstanding that the Customer may be acting as an agent for the Advertiser.

### **Position of advertisements**

4. Where preferred positions are stated in an order, the Publisher will endeavour to meet the request but the decision regarding positions rests with the Publisher. Guaranteed positions are available where the advertiser orders at the rate appropriate for that advantage. The Publisher may omit, suspend or change the position of any Advertisement otherwise accepted for insertion in its sole discretion (and in the event that the Customer has paid for a guaranteed position, the Publisher will refund the difference between that guaranteed position rate and the standard advertising rate).

### **Submission, amendment, cancellation and payment for advertisements**

5. Payment for advertisement(s) is due within 30 days of the date of the Publisher's tax invoice.
6. Where all materials (including but not limited to a signed proof) required to be supplied by the Customer are not provided to the Publisher on the deadline date set out in the booking confirmation form signed by the Customer ("Deadline"), the Publisher may treat this as constructive cancellation of the advertisement. In these circumstances full payment remains due and the Publisher reserves the right to otherwise use the advertising space (including but not limited by publishing an advertisement for a third party).
7. Where the Customer wishes to amend any detail in the material provided to the Publisher, it is the Customer's responsibility to supply amended material to be published, in legible form, before the Deadline.
8. Where the material provided by the Customer is no longer appropriate (as determined by the Customer), the Customer may cancel the advertisement, but full payment remains due. A substitute advertisement of similar size will be permitted provided deadlines are met.
9. If the Customer books more than one advertisement and receives a discount the whole of the order must be fulfilled. If the Customer does not run all advertisements as set out in this order, it will be required to pay the difference between the discounted rate and the full rate.

### **Approval of advertisements**

10. All advertisements supplied are subject to approval by the Publisher. The Publisher reserves the right to reject any advertisement for any reason whatsoever. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable. Advertisers should keep in mind the high quality 'family style' values of the publication when designing artwork, to avoid their material being rejected by the Publisher.
11. Subject to 9 above, all proposed advertisements must be confirmed by the Customer by way of signed proof (unless an advertisement has been supplied to the Publisher in PDF format, in which case Customer approval is deemed to have been given). Failure by the Customer to provide a signed proof will result in an advertisement not appearing in the publication. The accuracy of the published advertisement is dependent on the quality and legibility of material provided by the Customer. It is the responsibility of the Customer to check the correctness of the advertisement and the Publisher accepts no liability for any error in an advertisement.

### **License to use advertisement**

12. The Customer hereby grants to the Publisher a worldwide licence to reproduce, display and transmit the Advertisement in electronic form on the Publisher's web sites and to permit users of those web sites to access the Advertisement and also licences the Publisher to use the Advertisement in order to enable the Publisher to market and advertise itself and the services which it provides.

### **References to the Magazine and the Publisher**

13. The Customer and the Advertiser agree not to make promotional or merchandising reference to the Magazine or the Publisher in any way without the prior written permission of the Publisher in each instance.

### **Representation and indemnity**

14. All advertisements are accepted and published in the Magazine on the representation by the Customer and the Advertiser that they are authorised to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party (including but not limited to intellectual property rights).
15. In consideration of the publication of advertisements, the Customer and the Advertiser will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, legal fees) arising out of the publication of the Customer/Advertiser's advertisements in the Magazine.

### **Complaints and liability**

16. Any complaint, claim or query (including in relation to an advertisement or an invoice) must be raised within seven days following the date on which the event giving rise to the complaint or query first arose (or, in case of any doubt, by no later than 7 days after the relevant Magazine 'on sale' date). No complaint, claim or query shall affect the liability of the Customer to make full payment by the due time for that and all other advertisements.
17. The Publisher shall have no liability for any failure to publish or circulate all or any part of any issue or issues of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances beyond the control of the Publisher.
18. The Publisher shall not be liable for any indirect or consequential loss (including without limitation, business interruption and loss of profits, business, goodwill, anticipated savings, information and data) whether arising out of negligence, breach of contract or otherwise and whether or not the Customer or Advertiser was advised of the possibility of such loss by the Publisher.
19. The Publisher will not be liable for any loss of copy, artwork, photographs or other materials.
20. In no circumstances shall the total liability of the Publisher exceed the charge for the Advertisement in question.

### **Governing Law**

21. These Terms and conditions shall be construed and governed by the law of the state of Victoria or the Commonwealth of Australia and the parties submit to the exclusive jurisdiction of the courts of Victoria, Australia or the Commonwealth without reference to any jurisdiction's conflict of laws principles.

### **Variation**

22. The Publisher reserves the right to vary these terms and conditions at any time. Any variation will take effect from the date set out at the top of these terms and conditions, and will apply in relation to all orders placed with the Publisher after that date.

### **Severance**

23. Any provision of these terms and conditions which is void or unenforceable in Victoria may be severed from these Terms & Conditions without affecting the enforceability of other provisions.

### **Waiver**

24. No failure to exercise or delay in exercising any right, power or remedy by the Publisher operates as a waiver. A single or partial exercise of any right, power or remedy does not preclude any other or further exercise of that or any other right, power or remedy. A waiver is not valid or binding on the Publisher granting that waiver unless made in writing. The Publisher may at any time insist upon strict compliance with these terms and conditions, notwithstanding any previous custom, practice or course of dealings to the contrary.