

TASMANIA 40°SOUTH

TASMANIA'S NATIONAL AND INTERNATIONAL JOURNAL
ADVERTISING AND MARKETING

“ I have every issue of *Tasmania 40°South* to date and value the collection. The quality of the printing, reproduction of photographs, interesting and well-researched articles with something for everyone in each issue, and a wide variety of beautifully produced advertisements, make the publication a must-have for any Tasmanian.”

—Tasmanian subscriber

THE VERY BEST OF BOTH WORLDS!

Advertise in *TASMANIA 40°SOUTH* magazine and not only is your business placed in Tasmania's iconic national and international journal but your business also has an online presence at our high-hit rate portal into Tasmania: www.fortysouth.com.au

DISTRIBUTION

- Large subscriber base
- Room copies in major hotels, professional rooms and tourism outlets
- Newsagencies throughout Tasmania

40°SOUTH ADVERTISING OFFERS:

- Your ad in a well-established (since 1995) quality magazine
- Your ad in a magazine with a shelf-life equalled by few others
- Your ad in a magazine with wide distribution, nationally and internationally
- Your ad in an electronic version of the magazine at www.magzter.com
- Full copywriting, editing and design services for your ad available free



NATIONAL AND INTERNATIONAL READERSHIP

Reaching more than 70,000 people in Australia and around the world, and growing steadily



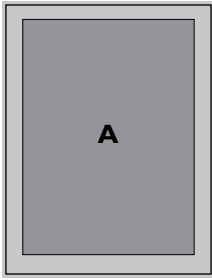
FORTY SOUTH PUBLISHING

MAGAZINE + BOOK PRODUCTION

FOR ADVERTISING CONTACT LUCINDA SHARP
E lucinda.sharp@fortysouth.com.au M 0402 122 456

P + 61 (0) 3 6243 1003 F + 61 (0) 3 6243 1005 W www.fortysouth.com.au PO Box 168 Lindisfarne TAS 7015 Australia
ABN 63 159 135 958 ACN 159 135 958 FORTY SOUTH SOUTH PUBLISHING trading as TASMANIA40°SOUTH

TASMANIA 40°SOUTH ADVERTISING RATES AND SIZES

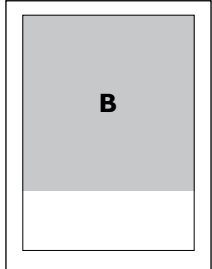


FULL PAGE

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
A (text area)	175	240	\$2,100	\$2,520
A (page size)	210	275	\$2,100	\$2,520
+ 3 mm bleed all round				

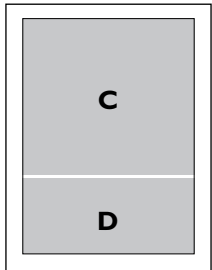
PREMIUM RATES

Back cover: 200% Inside front cover and facing page: 150% Inside back cover: 150% Facing first page of Epicure section: 150%



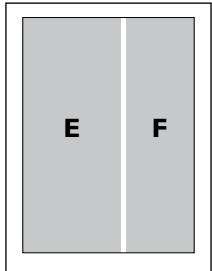
3/4 PAGE

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
B	175	179	\$1,700	\$2,040



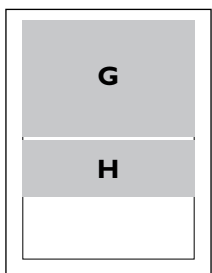
2/3 PAGE and 1/3 PAGE horizontal

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
C	175	159	\$1,600	\$1,920
D	175	77	\$740	\$890



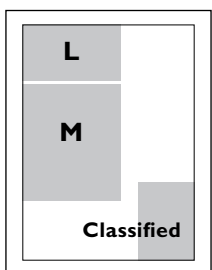
2/3 PAGE and 1/3 PAGE vertical

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
E	100	240	\$1,600	\$1,920
F	70	240	\$825	\$990



1/2 PAGE and 1/4 PAGE horizontal

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
G	175	118	\$1,300	\$1,490
H	175	57	\$690	\$790



SMALL and CLASSIFIED*

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
L	100	57	\$420	\$490
M	100	118	\$825	\$990
Classified	57	80	\$205	\$250

* Classifieds only appear in the Classified Section at the rear of the magazine

PRICES INCLUDE YOUR OWN AD ON OUR WEBSITE

THE BEST OF BOTH WORLDS FOR THE PRICE OF ONE!

Deadlines

TASMANIA 40°SOUTH is published early March, June, September and December

We require finished artwork by:
1 January, 1 April, 1 July and 1 October

Technical specifications

TASMANIA 40°SOUTH is produced using Adobe InDesign CS5

PAGE SIZE

210 mm wide x 275 mm high

Allow 3 mm bleed all round

Text area: 175 mm wide x 240 mm high

ACCEPTABLE FILE FORMATS

- InDesign CS5 or earlier
- TIFF
- PDF
- Photoshop
- Illustrator
- EPS

PRINTING SPECIFICATIONS

- Halftone line screening 150 lpi
- Images 300 dpi min.
- Line art 600 dpi min.

Images can be supplied as:

- Digital files
- Slides/prints
- Transparencies

If scans need to be outsourced charges may be incurred

Free services for advertisers

For all advertising clients we can provide the following services free of charge:

- Ad design
- High-definition image scanning
- Copywriting and editing

FOR ADS DESIGNED BY US

A PDF of the ad to be approved by the client prior to placement

Contact us

We enjoy meeting our clients and we are happy to meet you statewide

Or if you prefer, drop into our office to discuss your ad requirements. Please ring to make an appointment

P 03 6243 1003

F 03 6243 1005

E lucinda.sharp@fortysouth.com.au

M 0402 122 456

W www.fortysouth.com.au

PO Box 168 Lindisfarne TAS 7015



FORTY SOUTH PUBLISHING

MAGAZINE + BOOK PRODUCTION