



OUTthere

Media Kit 2010



OUTthere Magazine

Introduction *OUTthere* is the in-flight magazine for Australia's largest regional airlines, REX (Regional Express), Skywest, Airlink and Airnorth. *OUTthere* is the only monthly, nationally distributed magazine in Australia that focuses solely on regional business, regional lifestyle and regional tourism. *OUTthere* encourages Australians to discover the wonders of their own country. It also addresses the challenges and opportunities facing regional business operators through the CountryBIZ section.

Editorial The magazine is engaging and relaxed and regularly features extensive news and reviews on desirable regional locations, profiles of prominent Australians, accommodation, real estate, and the best of regional food and wine destinations. *OUTthere* also incorporates *CountryBIZ*; the only magazine with national distribution that deals solely with matters of interest to the regional business operator. *CountryBIZ* is focused on regional business development and investment, sustainability, regional recruitment and always contains editorial features that are aimed squarely at the regional business and agribusiness operator. According to the Australian Bureau of Statistics, over 43% of all businesses in Australia are regionally based.

Why Advertise People in regional Australia have as much disposable income to spend on life luxuries as those in cities. A study commissioned by Regional Marketing found that while average weekly household earning in regional areas were slightly lower compared with metro areas, higher basic living costs in cities leave both groups with the same discretionary weekly income. The study found the growth of sales of new cars has been greater in regional Australia than in metro areas over the past three years. Regional households spend more on domestic holidays; the same on luxury items such as audio visual equipment and up-market home appliances as metro households. Regional households spend more on superannuation and life insurance.

In-flight Advertising Frequent fliers' level of engagement with in-flight magazines is very high. Research shows 80% of frequent fliers have read or looked through an in-flight magazine in the past month and 91% have read or looked through an in-flight magazine in the past six months. Frequent fliers tend to be busy professionals who devote less time to traditional media and more likely to use on-demand media devices that may limit commercial exposure. *OUTthere*, unlike other in-flight magazines place traditional advertising in front of these elusive consumers at a time when they have no other media distractions



Country Business

Editorial focuses on regional business and communities, and the agribusiness sector, providing advice, expert opinions and current news in the following areas:

- Agribusiness and mining
- Small to medium business enterprise
- Regional development
- Sustainability and the environment



Food & Wine

Each issue, *OUTthere* takes a look at news, trends and new technology within the exciting Australian wine and food industry. A regular food and wine feature gives a solid round-up of the best local produce on offer within a particular region and a regular 'Kitchen Confidential' feature profiles a successful chef and takes a look at their restaurant.



Destinations

With thousands of holiday destinations to choose from in Australia, *OUTthere* explores a few of these every issue. With a focus on regional destinations, *OUTthere* features a driving holiday, a 'top-ten' round-up of exceptional activities and places, and an in-depth look at an activity and adventure-loaded destination.

Readership which makes this highly attractive to advertisers.

- 2.5 million regional business and leisure travellers annually.
- Over 73% in senior management or business owners.
- 25 – 55 years of age.
- 69% in the top socio economic bracket.
- Over 40% earning \$90K and above.
- 70% travel more than 11 times of year.
- 82% of respondents currently planning a holiday in Australia.

Distribution

Reaching 210,000 passengers every month.

REX is Australia's largest regional airline. They currently link 29 major regional destinations to the state capitals and carry more than 1.6 million passengers per year.

Skywest airlines is the major regional airline in WA and links 17 major regional destinations with Perth, Darwin and Bali and carries more than 720,000 passengers per year. Skywest is the transportation lifeline to all of WA's booming mining centres as well as many exciting tourist destinations. In addition to their scheduled flights, Skywest provides charter services to the mining industry and business community with clients such as Rio Tinto, BHP and Newcrest.

Airnorth operates 190 services weekly across the "Top-End" and their demographic of passengers from government, tourist, agriculture, mining, oil and gas industries, which underpins business across the Northern Territory. Airnorth carry more than 200,000 passengers per year on scheduled and charter flights to communities, domestic and international destinations..

Rate 2.5m pax p.a.

	Casual	3	6	9	12
Outside back cover	\$10750	\$10250	\$9750	\$9250	\$8750
Inside front cover	\$10500	\$10250	\$9500	\$9000	\$8500
Inside back cover	\$9850	\$9550	\$9000	\$8500	\$8000
Double page spread	\$8700	\$7900	\$7400	\$6900	\$6000
Full page	\$5400	\$4900	\$4600	\$4300	\$3800
Half page	\$3100	\$2800	\$2600	\$2500	\$2100

Notes:

Special position requests incur a 20% loading

All prices quoted are exclusive of GST

In house ad production incurs a fee of \$300 (maximum of 3 hours of design work) and \$150 for each hour thereafter. There is a limit of 3 sets of changes

Premium positions are subject to availability



Where we fly



Distribution Statistics

	TOTAL
Number of Passengers	2.5m
Number of Ports	56

Deadlines

Issue	Onboard date	Booking	Material
June 10	1st June 10	3rd May 10	5th May 10
July 10	1st July 10	28th May 10	2nd June 10
August 10	1st August 10	28th June 10	30th June 10
September 10	1st September 10	1st August 10	4th August 10
October 10	1st October 10	27th August 10	1st September 10
November 10	1st November 10	4th October 10	6th October 10
December 10	1st December 10	1st November 10	5th November 10

For more information contact our sales team:

National Sales Manager, Peter Anderson on **02 8962 2608** or peter.anderson@edgecustom.com.au

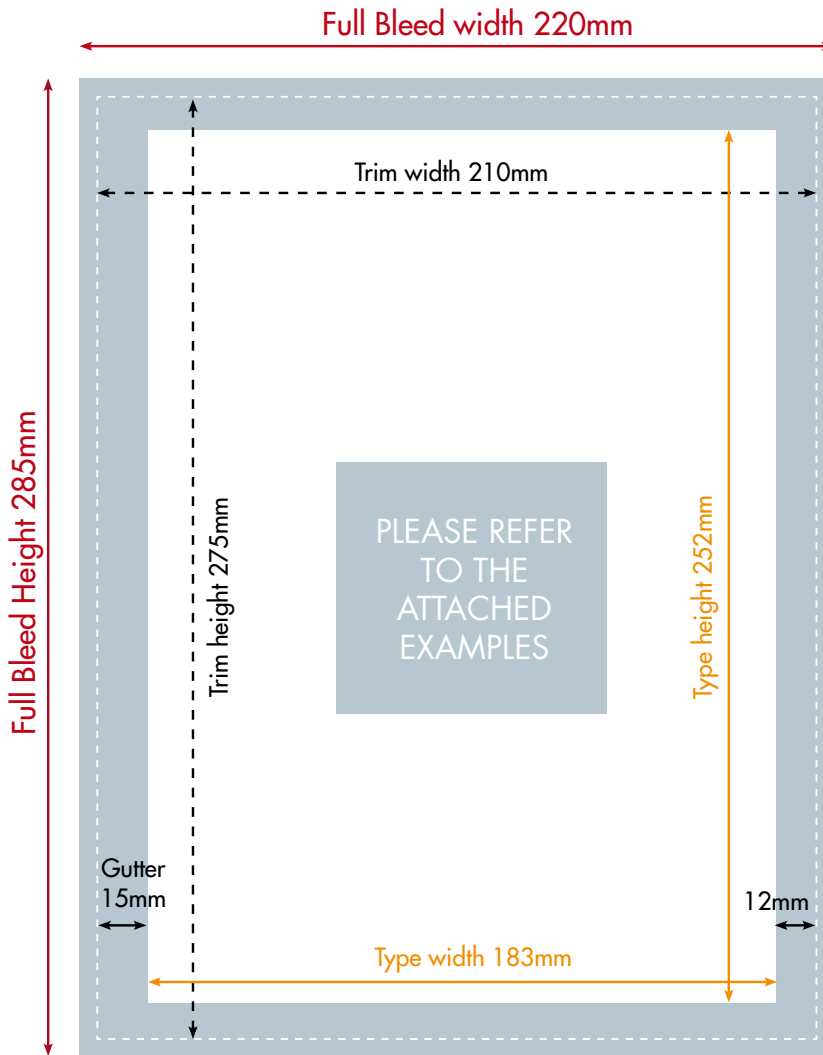
Sales Executive, Chris Wykes on **02 8962 2649** or chris.wykes@edgecustom.com.au

Sales Executive, Nick Mason on **02 8962 2670** or nick.mason@edgecustom.com.au

QLD Sales, Jac&Gill Media – Jacques Cornu: **0410 316 868** or jac@jgmedia.com.au

WA & NT Sales, Hogan Media – Helen Glasson: **08 9381 3991** or helen@hoganmedia.com.au





MATERIAL SPECIFICATIONS

Publication size: 275mm x 210mm.

- The magazine is published electronically and we would prefer artwork be supplied through www.quickcut.com.au
- However, artwork can be supplied on CD or DVD. Files under 10MB can also be emailed directly to us.
- Artwork must be supplied in high resolution PDF. Ensure all colours are specified and set to CMYK format. Fonts are to be embedded in the PDF.
- Supply artwork with trim or registration marks for bleed advert type ONLY.
- Include a "read me" document with your files to communicate any special instructions.
- Clearly label supplied discs and proofs with your name, address, phone no. and job name.
- A colour proof or print in actual size must be provided as a guide to the final appearance of the advertisement. (No responsibility for colour accuracy)
- Avoid running type across the gutter on double-page spreads. Type must be designed to clear the gutter edge by a minimum of 3mm each side (total 6mm).

AD SPECIFICATIONS

Advert Type	Trim	Type	Bleed
Double page Spread	Must be supplied as two single Full Pages		
Full Page	275mm H x 210mm W	252mm H x 183mm W	285mm H x 220mm W
Half Page Horizontal	-----	124mm H x 183mm W	-----
Half Page Vertical	-----	255mm H x 89.5mm W	-----
Quarter Page	-----	124mm H x 89.5mm W	-----

Send advertising material to
 Claudia Dinallo
 T: 02 8962 2645 F: 02 8962 2601
 E: advertising@edgecustom.com.au

Please post artwork to
 Edge Custom Media
 Ad Co-ordinator
 GPO Box 661, Manly NSW 1655

Please deliver artwork to
 Edge Custom Media
 Ad Co-ordinator
 51 Whistler Street, Manly NSW 2095

Disclaimer

Whilst internal production processes may verify that material is within specifications the onus is firmly on the trade house to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time, so quality checking procedures can take place. Late material is liable to incur additional production costs. Edge Custom Media reserves the right to refuse any material that does not meet the Edge Custom Media specifications.