

NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK ■■■■■■ '07'08



AUSTRALIAN FITNESS NETWORK

...is the leading source of information for fitness professionals.

Australian Fitness Network, the largest fitness industry association in Australia, has been meeting the needs of fitness professionals for over twelve years. Originally established to service only the needs of instructors, Network has quickly expanded to encompass all aspects of the fitness industry. The flagship of Australian Fitness Network is **NETWORK** magazine.

NETWORK MAGAZINE – The fitness industry's leading magazine is packed with the latest trends, information and research for the fitness professional. Four issues each year (distributed in March, June, September and December) provide up-to-date articles on programming, equipment innovation, personal training, nutrition, business, group fitness and more.

NETWORK magazine is a 72-page, full-colour publication. It has a circulation of approximately 10,000 and a readership of over 15,000. **NETWORK** magazine is written by and for fitness professionals with many articles submitted by industry specialists. **NETWORK** magazine is distributed throughout Australia and New Zealand.

NETWORK READERS – Fitness professionals that read **NETWORK** magazine are comprised predominantly of group exercise leaders, personal trainers, aqua instructors and club owners/managers. Other groups include nutritionists, sports scientists, coaches, educators and fitness enthusiasts.

Readers look to **NETWORK** for up-to-date information on techniques, trends, advancements and research. They also gain valuable insight into the direction of the fitness industry through specifically targeted editorials and advertisements.

A recent survey found that nearly 70% of **NETWORK** readers are between the ages of 25 and 40. Women make up 55% of this group, and close to 65% work full time in the fitness industry.

The survey also found that 57% pass the magazine on to colleagues, family and friends and 95% of readers have previously considered buying a product or service advertised in **NETWORK**.

NETWORK AT-A-GLANCE



Circulation	12,000 +
Frequency	Quarterly
Reader Profile	
Female	52%
Male	48%
Personal trainers	60%
GroupEx instructors (including Mind Body & Aqua)	30%
Club or studio owners or managers	10%

Distribution	
NSW	36%
VIC	17%
QLD	13%
WA	7%
SA	6%
ACT	3%
TAS	1%
NT	1%
New Zealand	15%
Int'l	1%

Age group	
Under 25	6%
25-30	25%
31-40	44%
41-50	17%
over 50	8%
Employment	
Full time	65%
Part time	35%

For advertising and editorial enquiries contact:

Oli Kitchingman, Editor

Ph: 02 8424 7286

E-mail: oliver.kitchingman@fitnessnetwork.com.au



PO Box 1606
Crows Nest, NSW 1585
www.fitnessnetwork.com.au
P: 02 8424 7200
F: 02 9437 6511

2007/08 DATES AND RATES

PLEASE NOTE: You MUST be an Australian Fitness Network Business Member to advertise in the Network magazine. If you are not, you will need to pay \$280 for an annual membership at the time of booking your ad. This membership provides you with an abundance of additional opportunities to gain exposure to the fitness industry – in some instances, immediately. Please note that prices are for space only. Please contact us for our ad design rates. Submission of the Advertising Booking Form confirms your full acceptance of the Terms & Conditions on page 4.

BOOKING AND ARTWORK DEADLINES

Issue	Booking Date	Artwork Due	Delivery Date
Summer 2007	Monday 15 October	Monday 5 November	First week of December 2007
Autumn 2008	Monday 7 January	Monday 28 January	First week of March 2008
Winter 2008	Monday 7 April	Monday 28 April	First week of June 2008
Spring 2008	Monday 14 July	Monday 4 August	First week of September 2008

RATE CARD

Full Colour		
	Casual (2007 price)	3 issues or more* (2007 price)
Double page spread	\$4680	\$4230
Outside back cover	\$3015	\$2720
Full page	\$2625	\$2355
1/2 page (horizontal)	\$1485	\$1345
1/3 page column (vertical)	\$1090	\$980
1/4 page	\$955	\$855

Inserts	
Single insert (no more than 4	\$2750

* Discount applies on the 3rd issue

All rates include GST
Effective Jan 2007

2006 ADVERTISING BOOKING FORM

Please complete the information below to reserve your advertising space in **Network**

I would like to purchase advertising space and hereby agree to the terms and conditions as outlined on the reverse side.

ISSUE:	☐ Summer 2007 (Dec)	☐ Winter 2008 (June)	Today's date is: ____ / ____ / ____
	☐ Autumn 2008 (March)	☐ Spring 2008 (Sept)	
Space Required:	☐ Double page spread	☐ Full Page	☐ Half page horizontal
	☐ Quarter page	☐ One third page	☐ Insert (limited qty.)
DESCRIPTION OF AD - PLEASE DETAIL WHAT PRODUCTS AND SERVICES WILL BE ADVERTISED:			

ADVERTISER DETAILS:

Contact Name: _____

Business Name: _____ ABN: _____

Business E-mail: _____ Network Membership #: _____

Business Phone No: (__) _____ Business Phone No: (__) _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Please provide the: Name of Owners (for Sole Trader / Partnership) or Name of Directors (for Company / Trust Company)

Full Name(s): _____ Home Phone No: (____) _____

Home Address: _____

Signature: _____

PAYMENT DETAILS:

If you are not a Business Member please add an additional \$280 for your membership

I wish to pay: \$ _____

By: ☐ Cheque ☐ Visa ☐ MasterCard ☐ Bankcard Card Security Code: _____

Card Number: _____

Name on Card: _____

Expiry Date: _____ Cardholder's Signature: _____

Card Security Code is the 3-digit code after the last four digits of your credit card number, on the back of the card within the signature field.

TERMS & CONDITIONS

Submission of the Advertising Booking Form confirms your full acceptance of these Terms & Conditions.

PAYMENT PROCEDURE:

- Full payment is to be made within 21 days of the date printed on the invoice from Australian Fitness Network
- Payment may be made by credit card, direct deposit or cheque made out to Australian Fitness Network
- Non-payment by the due date may affect any future advertising relationship with Australian Fitness Network
- First time or infrequent advertisers must pay for their ad at least 21 days prior to publication
- Regular advertisers must adhere to the advertising payment terms
- Non-Australian/NZ companies wishing to advertise are required to include a credit card number on the advertising confirmation form. Payments will be charged to the credit card 21 days prior to publication

DESCRIPTION:

- Please note that a full description of the ad content must be provided. All advertising material will be reviewed by Network management

ARTWORK:

- Must be supplied in accordance with Network's design specifications.
- Incomplete artwork that requires any additional work will incur additional charges based on the type of work necessary
- The publisher is not responsible for reproduction quality of advertisements not meeting stated specifications
- Requested typesetting changes, text changes and other minor changes to existing artwork will be charged at trade prices
- Advertisement artwork is held at the advertiser's risk and not insured by the publisher. Artwork is only returned on request

PUBLISHER'S RIGHT:

- All advertising material is subject to the approval of Network management who reserve the right to decline, omit or request amendments to any advertisement on the following basis: (1)Product or service advertised is unethical or lacks credibility (2)Conflicts with Network programs, products, services or sponsors
- Network reserves the right to refuse and/or alter any advertisement considered unsuitable for publication and the right to refuse, omit, or move any placement at any time, should the need arise and Network shall not be liable for any loss or damage of whatever kind or nature arising therefrom. Network shall not be responsible for any loss due to the failure of an advertisement to appear according to instructions
- The placement of an advertisement is at the publisher's discretion except where specially instructed and agreed upon by the publisher and the advertiser; or when a 15% loading fee has been paid by the advertiser

DEADLINE:

- Cancellations must be advised no later than 7 days after the final booking date. Advertisements cancelled after this time will be subject to a charge of 50% of the appropriate rate
- When artwork is not in hand by the artwork deadline the publisher reserves the right to repeat existing material

GENERAL CONDITIONS:

- Advertising accepted for publication is subject to the conditions set out on the rate card and the rules applicable to advertising laid down by the Media Council of Australia and the Trade Practice's Act.

ADVERTISING MAY BE DECLINED IF DETAILS ARE OMITTED FROM THIS FORM

Please forward your completed form to Oli Kitchingman

For advertising and editorial enquiries contact:

Oli Kitchingman, Editor
Ph: 02 8424 7286
E-mail: oliver.kitchingman@fitnessnetwork.com.au



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Proudly sponsored by



ADVERTISING SPECIFICATIONS

Thank you for advertising with Australian Fitness Network

Following are the specifications for your advertising artwork.

SUPPLYING FILES

- We prefer material to be supplied as a High Resolution, Press-ready PDF.

High Resolution PDF: please ensure all elements are in CMYK and the settings are 3DAP or similar. The 3DAP setting can be obtained from www.3dap.com.au/3dapv2.htm. We are unable to take responsibility for the reproduction quality of artwork supplied as a low resolution PDF.

- If your artwork is less than 3 megabytes in size you can e-mail it directly to Network at e-mail: analee.matthews@fitnessnetwork.com.au
- Material can also be supplied on CD, or film. E-mail or CD are preferable.
- Please supply files at the final production specifications and size. Resizing files can cause compatibility problems.
- File naming: Please avoid the following: ! @ # \$ % ^ & * () ? { } [] / \ " ' : ; ~ ` in file naming.

Please use only A-Z, a-z and numbers 0-9 to ensure compatibility in conversion.

- Other preferred formats for artwork are:

Adobe Illustrator: we prefer eps files. To aid in file compatibility, please outline your fonts (convert to curves), but if you cannot then please supply the fonts used in your documents.

Adobe Photoshop: please ensure files are in bitmap, grayscale or CMYK mode (not RGB) and the resolution is 270-300 dpi. Black and white lineart is best at 600 dpi. Files should be saved as eps or tif.

- If you are unable to supply your file in one of the above specifications, please contact Network. We are able to accept original files in InDesign, Pagemaker or Quark 4.0, but cannot ensure compatibility and accuracy of the final output. If supplying original files, they must be flightchecked or put through a pre-press package program before sending. We are unable to take responsibility for the correct supply of fonts and images.
- We work on a Macintosh system using Adobe InDesign, so Macintosh files are preferred, but not essential.

MATERIAL SUPPLIED ON E-MAIL

Please accompany all files emailed with either a low resolution pdf or jpg to help ensure accuracy of layout when viewed on Network's system.

Please use a file compression program (eg. WinZip) whenever possible to reduce the file size before sending.

MATERIAL SUPPLIED ON CD

All material supplied on CD must be accompanied by a laser proof, preferably colour.

FILM SPECIFICATIONS

We prefer to receive electronic files on CD or disk, but if you cannot meet the above specifications, film can be accepted. Film requirements are 133 lines per inch, right reading, emulsion side down, positives. Please supply chemical proofs with film.

For advertising and editorial enquiries contact:

Oli Kitchingman, Editor

Ph: 02 8424 7286

E-mail: oliver.kitchingman@fitnessnetwork.com.au



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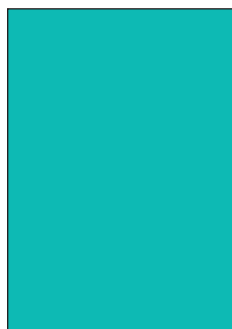


Ad Sizes

Sizes available for ads in the Australian Fitness Network magazine are as follows.

Please note: 5mm bleed is mandatory on full page ads (all around) and 1/3 page ads (top and bottom).

Full page



Trim size:
Width = 210mm
Height = 297mm

Bleed size:
Width = 220mm
Height = 307mm

Half page

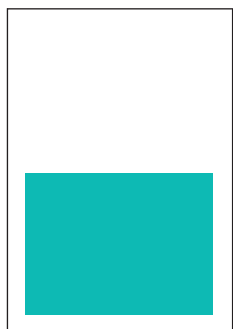


Image size:
Width = 185mm
Height = 138mm

Third (1/3) page

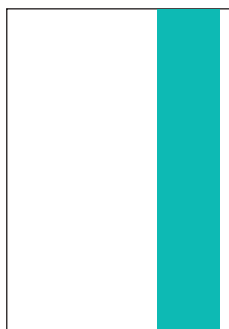


Image size:
Width = 60mm
Height = 297mm

Bleed size:
Width = 60mm
Height = 307mm

Quarter (1/4) page

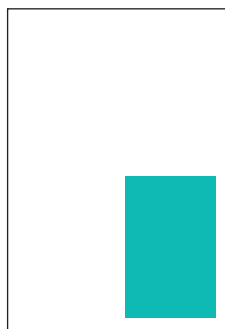


Image size:
Width = 90mm
Height = 138mm