

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 edge magazine is packed with the latest trends, information and research for the fitness professional. Four issues each year provides 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 close to 10,000 and a readership saturation of over 15,500. **Network** magazine is written by and for fitness professionals with many articles submitted by industry leaders.

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**.

For advertising and editorial enquiries contact:
Analee Matthews, Editor

Ph: 02 8424 7213

E-mail: analee.matthews@fitnessnetwork.com.au



Network at-a-glance

Circulation	9,500+
Readership	15,000+
Distribution	
NSW	41%
VIC	21%
QLD	17%
WA	9%
SA	5%
ACT	3%
TAS	2%
NT	1%
Int'l	1%
Frequency	Quarterly
Reader Profile	
Female	52%
Male	48%
Age group	
Under 25	6%
25-30	25%
31-40	44%
41-50	17%
over 50	8%
Employment	
Full time	65%
Part time	35%

Another quality production from



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NETWORK MAGAZINE

2005 Dates and Rates

BOOKING AND ARTWORK DEADLINES

Issue	Booking Date	Artwork Due	Delivery Date
Autumn 2005	Friday 17 December	Friday 7 January	First week of February
Winter 2005	Friday 4 March	Monday 28 March	First week of May
Spring 2005	Friday 3 June	Monday 27 June	First week of August
Summer 2005	Friday 2 September	Monday 26 September	First week of November

RATE CARD

Full Colour

	Casual		3 issue or more*	
	Standard Rate	Network Business Member Rate	Standard Rate	Network Business Member Rate
Double page spread	\$3610	\$3430	\$3260	\$3100
Outside back cover	\$2330	\$2210	\$2100	\$1995
Full page	\$2025	\$1925	\$1825	\$1730
1/2 Page (horizontal)	\$1150	\$1090	\$1035	\$985
1/3 Page Column (vertical)	\$850	\$800	\$760	\$720
1/4 Page	\$745	\$700	\$665	\$630

Black and White

	Casual		3 Issues or more*	
	Standard Rate	Network Business Member Rate	Standard Rate	Network Business Member Rate
Double page spread	\$3260	\$3100	\$2945	\$2800
Full Page	\$1825	\$1730	\$1645	\$1560
1/2 Page (horizontal)	\$1035	\$985	\$935	\$890
1/3 Page Column (vertical)	\$760	\$720	\$685	\$650
1/4 Page	\$665	\$630	\$600	\$570
Classified: 1/6 page (price includes artwork)	\$500	\$475		

Inserts

	Standard Rate	Network Business Member Rate
Single insert (no more than 4 pgs.)	\$3200	\$2600

* Discount applies on the 3rd issue

All prices above include GST

Effective 1/1/05

ARTWORK SPECIFICATIONS for *NETWORK* MAGAZINE

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 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 **floppy disk, CD, or film**. **E-mail or CD** are preferable.
- Please supply files at the final production specifications. 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, greyscale 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 or Disk

All material supplied on CD or disk 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.

Ad Sizes

Sizes available for ads in the Australian Fitness Network magazine are as follows.
Please note: bleed is only available on full page ads

Full page



Trim size:
Width = 210mm
Height = 297mm

Bleed size:
Width = 220mm
Height = 307mm

Half page

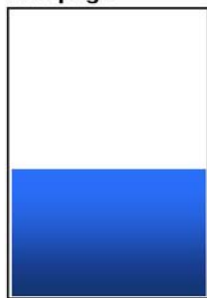


Image size:
Width = 185mm
Height = 138mm

Third (1/3) page

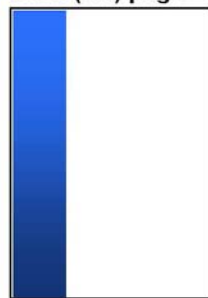


Image size:
Width = 60mm
Height = 297mm

Quarter (1/4) page

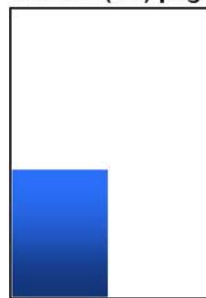


Image size:
Width = 90mm
Height = 138mm

Sixth (1/6) page

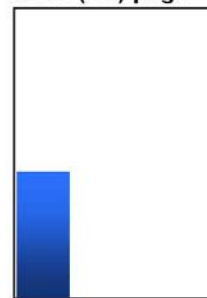


Image size:
Width = 60mm
Height = 138mm

2005 NETWORK MAGAZINE 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 (ie. month):	☐ Autumn (Feb)	☐ Winter (May)	
	☐ Spring (Aug)	☐ Summer (Nov)	
Space Required:	☐ Insert (limited qty.)	☐ Full Page	☐ Half page horizontal
	☐ Quarter page	☐ One third page	☐ One sixth page
Colours:	☐ Full Colour	☐ Mono (black & white)	
Description of ad - please detail what products and services will be advertised:			

Advertiser details:	
Name ("the applicant"):	
Business Name:	
Business E-mail:	
Business Phone No:	()
Business Fax No:	()
Address:	
Suburb:	
State:	
Postcode:	
Are you a:	☐ Sole Trader / Partnership ☐ Company / Trust Company
Please provide the: Name of Owners (for Sole Trader / Partnership) or Name of Directors (for Company / Trust Company)	
Full Name(s):	
Home Ph:	()
Home Address:	
Signature:	

Payment details: Today's date is: ____ / ____ / ____

I wish to pay \$ ____ by: ☐ Cheque

☐ Bankcard

☐ MasterCard

☐ Visa

☐ AMEX

Card No:		Expiry:	
Name on Card:		Cardholder's Signature	

TERMS & CONDITIONS

Payment Procedure:

- Full payment is to be made within 14 days of publication and distribution and on presentation of an invoice from Australian Fitness Network
- Payment may be made by credit card or cheque made out to Australian Fitness Network
- Non-payment by the due date will effect 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 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:

- Film plus *proof*, or, disc plus *laser* is to be supplied to Network for all ads
- 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 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:

Analee Matthews
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PO Box 1606, Crows Nest NSW, 1585
Phone: 02 8424 7213
Fax: 02 8424 7299
ABN: 61 003 325 424