

street COMMODORES

MEDIA KIT



EMC
EXPRESS MOTORING GROUP

www.streetcommodores.com

SALES PER ISSUE:
18,489

street
COMMODORES

READERSHIP PROFILE:

Comodore fanatics come from all walks of life and tend to be in the 20–45 age bracket, with a heavy male skew. They share a passion for their cars, and also for products that enhance their enjoyment of them.



RATE CARD

AD SIZE	CASUAL (\$)	4 ISSUES (\$)	7 ISSUES (\$)	14 ISSUES (\$)
INSIDE FRONT	N/A	N/A	2,600	2,400
INSIDE BACK	N/A	N/A	2,450	2,275
OUTSIDE BACK	N/A	N/A	2,600	2,400
DOUBLE PAGE SPREAD	3,540	3,250	3,000	2,700
FULL PAGE	2,000	1,850	1,675	1,500
HALF PAGE	1,100	1,010	920	810
THIRD PAGE	800	725	650	570
QUARTER PAGE	660	610	560	500
EIGHTH PAGE	375	345	315	285

All prices subject to 10% GST. Position loading 15%

street COMMODORES

MARKET-LEADING CAR. MARKET-LEADING MAGAZINE.

Street Commodores is the market-leading monthly magazine dedicated strictly to Australia's most popular car – the Commodore.

Street Commodores comprehensively covers the worldwide Commodore scene in every issue, presenting the greatest examples of the marque with stunning feature cars, DIY tips, event coverage, buyer's guides, new products, news and technical columns from respected industry professionals.

The *Street Commodores* editorial team is made up of passionate car guys that eat, sleep and breathe the scene, whether that is at shows, dyno days, cruises, product launches or at our desks penning another feature story.

Alongside the high-quality magazine, *Street Commodores* also has a dedicated website that is regularly updated with all things Commodore. Its forum section boasts over 40,000 members and it's growing daily.

There is also a dedicated *Street Commodores* electronic newsletter with up-to-the-minute Commodore features. The website and newsletter are excellent ways to extend your magazine advertising campaign beyond the traditional magazine format.

Besides the very hands-on nature of the team, *Street Commodores* boasts the record for not only being the longest-running Commodore magazine, but also the longest-running single-make car magazine in the country – hands down!

This longevity is put down to the quality of the cars featured and the quality of design, layout and writing that is printed within each and every issue.

In its 14-year existence, *Street Commodores* has attracted a loyal following of readers providing key endorsement of the magazine's credibility within the marketplace.

With such dedication to bringing readers the complete Commodore lifestyle, it is of little wonder that *Street Commodores* leads the pack.

Ben Hosking
Editor-in-Chief
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CONTACTS

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COMMODORES

MATERIAL SPECIFICATIONS

AD SIZE & FORMAT		TRIM SIZE (mm)	BLEED (mm)	TYPE (mm)
(DPS)	DOUBLE page spread	460(w) x 297(h)	470(w) x 307(h)	420(w) X 260(h)
(FP)	FULL page	230 x 297	240 x 307	196 x 260
(1/2 V)	HALF page vertical	95 x 260	-	
(1/2 H)	HALF page horizontal	196 x 125	-	
(1/3 V)	THIRD page vertical	63.5 x 260	-	
(1/4)	QUARTER page	95 x 125	-	
(1/4)	QUARTER page strip	180 x 45	-	
(1/8)	EIGHTH page	95 x 60	-	



double page spread



full



1/2 horizontal



1/2 vertical



1/3 horizontal



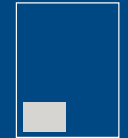
1/3 vertical



1/4



1/4 strip



1/8

SUPPLYING ADS

SUPPLYING A COMPLETE ADVERTISEMENT

- Please supply on a CD (650MB) or a Zip (100MB) disk
- Files must be supplied in Mac format, preferably as a PDF™ or Adobe InDesign® document.
- Illustrator, Freehand and Photoshop files need to be saved as an EPS, TIFF, JPG etc., so that it can be imported to Adobe InDesign®.
- If sending material in Adobe InDesign®, Adobe Illustrator® or Adobe Photoshop®, please make sure all fonts and pictures are included.
- Complete advertisements supplied in Adobe Photoshop® must be layered. No corrections can be made to a flattened file.
- We cannot accept the following files; PC files ie. Corel Draw, Microsoft Word, Pagemaker, Publisher etc.
- All scanned images must be CMYK and 300dpi at their final reproduction size, and should be saved as TIFF or JPG files.
- Ensure all fonts (including fonts used within EPS files), scans and EPS files are supplied with the Adobe InDesign® document.
- A colour proof must accompany all supplied material.

SUPPLYING MATERIAL FOR DESIGN

- PHOTOGRAPHY – Please provide photos or transparencies that are clean, in focus and colour correct.
- TEXT – Please provide wording typed.
- All digital photography and scanned images must be supplied as Greyscale or CMYK files at 300dpi at their final reproduction size.

- Higher resolutions will not increase the quality of your images, but will significantly increase the size of the file and subsequent processing.
- Line screen: 133 lines per inch (54 lines per centimetre)
- Where you require your logo, please supply original artwork (Illustrator EPS file) or a business card/letterhead.
- If you require a particular design please send a rough sketch so we can design your advertisement for you. A proof will be sent for your approval.

SUPPLYING VIA EMAIL

- Advertisements can be supplied via email.
- Files and folders should be no greater than 3MB.
- The following Compression files are accepted: Stuffit™, or Self-Extracting files.

SUPPLYING PDF's™

- PDF™ files are acceptable - when creating please ensure the Line Screen is 133 per inch (lpi), all fonts are embedded and that embedded scans are CMYK and 300dpi at final reproduction size.
- Please use the following settings: Distiller: 600dpi; Compression: 300dpi.

SUPPLYING VIA QUICKCUT

- www.quickcut.com.au and select the appropriate magazine

STREET COMMODORES BRAND COMMUNITY

Much more than just a magazine, the STREET COMMODORES community is a thriving group of like-minded enthusiasts. And we have created a network of opportunities for you to reach them at multiple levels.



MAGAZINE

Published 14 times per year, this is the magazine of choice for Commodore enthusiasts.



DYNAMIC WEBSITE

Averaging over 80,000 unique visitors per month, the STREET COMMODORES website can extend your marketing message to a whole new audience.

www.streetcommodores.com

ELECTRONIC NEWSLETTERS

With over 34,500 readers, the STREET COMMODORES newsletter is ideal for getting news about your products and services into the market quickly.



ROADSHOWS & EVENTS

Join us at major shows and events around the country. Enquire about co-branding and additional exposure for your products and services.



WEBSITE FORUMS

With 30,500 members, sponsoring the forum gets you up close and personal with these dedicated enthusiasts.



MERCHANDISE

Ask us about opportunities to co-brand your product or service with STREET COMMODORES merchandise.



EXPRESS MOTORING GROUP

PERFORMANCE TITLES



EXPRESS MOTORING GROUP – AUSTRALIA'S LARGEST INDEPENDENT MOTORING PUBLISHER

Over 110,000 magazine sales per month

The Express Motoring Group is Australia's largest performance car publisher and is part of the Express Media Group – Australia's largest independent publisher.

- Company is over 20 years old and 100% owned by its founder.
- Largest range of motoring titles in Australia.
- Express Motoring Group also publishes *Australian 4WD Action* and *Caravan & Motorhome*.
- All major titles are audited.
- Major brands extend to websites, electronic newsletters and DVDs.