

# *street* **COMMODORES**



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MEDIA KIT



Australia's longest standing Commodore magazine

# street COMMODORES



## < A NOTE FROM THE EDITOR

Thanks for checking out this introduction to *Street Commodores* magazine.

Enclosed within are numerous facts and figures that demonstrate the strength and credibility that *Street Commodores* has established in its long-standing history. And while this assortment of hard-hitting information does a fine job in depicting the success of the magazine, it does little to illustrate the very core of this market-leading publication.

But here's some of those facts! The only monthly magazine dedicated solely to the Commodore; the longest-standing single-marque magazine; the highest-selling Commodore magazine within its audited category. Now these achievements are no small feat, but what is it that sets *Street Commodores* apart from the average 'rev-head' mag?

Unlike many other car magazines, *Street Commodores* magazine is put together by enthusiasts who eat, breathe and sleep the Commodore scene; building, driving and living the culture. The editorial staff constantly attend cruises, shows, drag meets and dyno days – often simply in a social capacity to hang out with the very people who buy the magazine.

The highest-quality feature cars, reviews, tips, techniques and products, all wrapped up in the most spectacular presentation ensures *Street Commodores* jumps right off the stands.

There is no doubting that enticing and satisfying the reader are key factors to the success of *Street Commodores*. However, the products and businesses that place themselves amongst the pages of *Street Commodores* are of a core nature also.

Creating a partnership to promote our advertising businesses and ensure value for the advertising dollar is paramount – after all, how far would the Commodore enthusiast get without the resources these businesses provide? Unlike any other magazine, *Street Commodores* utilises every single unsold copy as value-added material for future issues. In this scenario everyone wins! The reader gets a whole more bang for their buck, and your advert keeps on working well outside the standard monthly advertising period.

We've got a lot of great activities constantly underway within the magazine that offer extensive exposure to anyone wishing to be involved, like project cars, charity cruises and special editions of the magazine, and we can't forget our internet discussion forum with over 20,000 members!

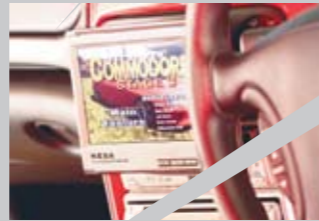
Keep it real,

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## < MAGAZINE PROFILE

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

In its 10-year existence, *Street Commodores* has attracted a loyal following of readers, providing key endorsement of the magazine's credibility within the marketplace - and as the magazine forges its way forward, its market presence only grows stronger.

← *Street Commodores* is the longest-running Commodore magazine, and also the longest-running single-make car magazine in the country

*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 guides, new product 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 and this shines through in every avenue that *Street Commodores* makes its mark. Whether that be at shows, dyno days, cruises, product launches or at their desks penning another feature story or surfing our 20,000-member-strong internet forum.

Besides the very hands-on nature of the team, *Street Commodores* boasts the record for not only being

the longest-running Commodore magazine, but the longest-running single-make car magazine in the country - hands down! This longevity is put down to the aforementioned reasons in addition to the quality of the cars featured, the quality of design, layout and writing that is printed within each and every issue.

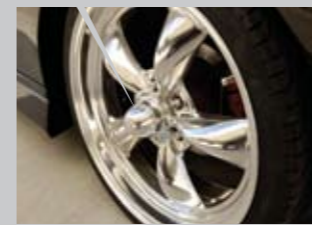
*Street Commodores* is the ONLY audited Commodore title in Australia. Its sales figures are very strong for a single-make car magazine with close to 20,000 readers per issue - 14 times a year. That's a lot of dedicated Commodore fans, and they show their dedication through their activity on our internet forum, organising cruises and educating one another.

And it doesn't stop at the magazine. The magazine's annual Cruise for Charity raises much needed money for the Starlight Children's Foundation. 2005 saw over 450 Commodores turn up in Sydney for the event that raised just under \$11,000 for the charity. 2006 will see the event exceed that figure greatly with cruises taking place in four states over four weekends.

Furthermore, *Street Commodores* has its own DVD series. 2006 will see the *Street Commodores* team hit the streets bringing Summernats footage and a forced-induction special, presenting the hottest Commodores ripping up Oran Park Raceway with added behind-the-scenes footage.

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

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## < READERSHIP PROFILE

As the market leader and longest-standing publication of its kind, *Street Commodores* benefits from a loyal readership base of devoted Commodore enthusiasts.

While many magazines tend to target a specific age demographic, *Street Commodores* has one of the broadest age segments of readers in the marketplace, with readers ranging from their teenage years through to 50-somethings.

It is the heritage and enduring popularity of this marque that delivers such a broad market span.

While many car enthusiasts strive to build the fastest, the most powerful, or the biggest and best modified car, they spend a significant and sizeable amount of money. On average, of the cars featured in *Street Commodores* during the 2005-2006 period, \$55,000 was spent on each car (and those are the car owners that would tell us!). *Street Commodores* will introduce your product to this very lucrative market!

The *Street Commodores* masthead possesses much respect within its readership community, and this is largely due to the technical knowledge and aptitude conveyed within the magazine. It is our talented and dedicated writers that educate much of the fraternity with their product comparisons and reviews. Placing your very own product in the hands of these

esteemed journalists will see product placement working at its very best! But not sure of the effectiveness of this 'product placement' buzz? Well, there has to be one good reason BMW spent more than \$3 million to have James Bond switch from his regular Aston Martin to a new BMW Z3 Roadster, right?

While you may expect to see the typical presentation of facts and figures depicting the conventional reader of *Street Commodores*, we're guessing you know your target customer pretty well – well enough to know that once a Commodore fanatic, always a Commodore fanatic! And *Street Commodores* simply caters to this relentless need.

Perhaps the most important information in this case is demonstrating our readers' dedication to *Street Commodores* and the community it has created. No other Australian car magazine has a 20,000-member-strong discussion forum. No other Commodore magazine has the ability to pull over 450 vehicles to Cruise For Charity and raise money for sick children.

So your question... Will *Street Commodores* be able to effectively market my product? Well, we think so.

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## ← Online Communication

Building upon its market-leading status, the *Street Commodores* website can be regarded as one of the most dynamic websites available to the car enthusiast community. Registering an enormous average of over 8 million hits per month, (no, that's not a typo!) this is an extraordinary market span.

As the internet becomes a vital communication tool for over 14 million Australian users, the widespread growth of such electronic communication allows the *Street Commodores* team to bring readers the news on the modified car scene long past the magazine has hit the stands.

And the ability to reach a magnitude of consumers in the comfort of their own garage, 24 hours a day, seven days per week is an exciting prospect.

The *Street Commodores* website is not merely an

← The internet is a vital communication tool for over 14 million Australian users, allowing the *Street Commodores* team to bring readers the latest news long past the magazine has hit the stands

extension of the magazine, it is creates a whole community. This is a community of loyal car enthusiasts that live and breathe the scene, and can now access the scene with endless possibility.

While *Street Commodores* readers have the ability to review the latest news, products, street cars and technical information in the online environment, they also have the ability to actively participate in online discussion forums. And with over 20,000 members registered to receive continual updates and participate in such forums, the *Street Commodores*

community is alive and well, and waiting for an injection of innovation to turn their street car into the latest and greatest to roam the streets.

While 30% of all Australian adult internet users have purchased goods online in the past 12 months, the e-commerce evolution is quite clearly among us.

← The *Street Commodores* website registers an enormous average of over 8 million hits per month

Whether it be the application of online purchasing, or simply creating a channel to access your product information – there is no doubting the sizable opportunity internet marketing offers that *Street Commodores* has the ability to deliver.

After all, there is a whole world of customers just a mouse-click away!



## street COMMODORES dvd Series

Australia's market-leading Commodore magazine is set to release a series of highly anticipated DVDs in 2006. Selling thousands of copies in its exciting history, this year's line-up of video action is sure to have viewers champing at the bit.

The *Street Commodores* DVDs take viewers to a heightened state of street-car heaven. Hitting the streets, the *Street Commodores* team will bring Summernats footage and a forced-induction special presenting the hottest Commodores ripping up Oran Park Raceway, with added behind-the-scenes footage.

This unique multimedia marketing opportunity will give you the chance to place your product in the hands of the industry's most respected technical journalists. What's more, you will have the chance to deliver a high-impact introduction to your product to a captive audience.

### Starter Package

From as little at \$100 per month!\*

Your business listed on the "Business Directory" in addition to banner advert placed on the directory web page.

\* Based on a 12-month package

### Small Business Package

For only \$300 per month

Your business listed on the "Business Directory" Banner advert placed on the directory web page Banner also placed on targeted web pages



### High-Impact Package

For only \$600

Inclusions as per previous packages  
Roving banner to appear on multiple high-traffic pages  
Editorial feature appearing on website to profile your business/product.

### DVD Sponsorship

From \$5000

Extensive product placement, highlighted feature segment to showcase your product and DVD cover branding. Packages tailored to suit individual requirements. Contact us for more information.

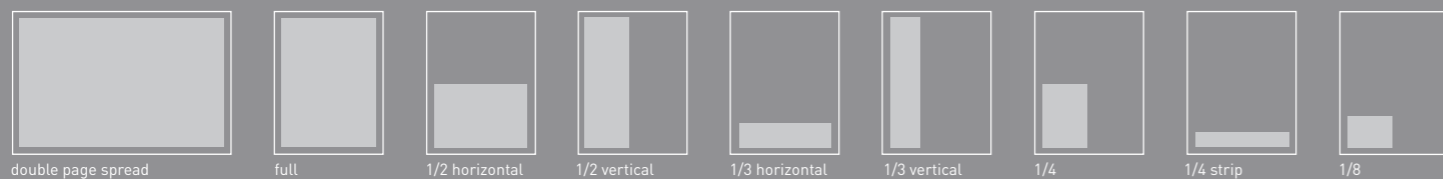
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## < RATE CARD

AD SIZE	CASUAL	3 ISSUES	7 ISSUES	14 ISSUES
INSIDE FRONT	3634	3303	3003	2730
INSIDE BACK	3075	2795	2541	2310
OUTSIDE BACK	3634	3303	3003	2730
DOUBLE PAGE SPREAD	4151	3773	3430	3119
FULL PAGE	2306	2096	1906	1733
HALF PAGE	1268	1153	1048	953
THIRD PAGE	930	846	769	699
QUARTER PAGE	767	698	634	576
EIGHTH PAGE	422	384	349	317

All Prices subject to 10% GST. Position Loading 15%



\* Cancellation deadline: 14 days prior to booking deadline  
Dates and deadlines are subject to change  
Effective 13.03.06

## ADVERTISING ENQUIRIES

Michael Coiro  
P: 02 9741 3911  
E: michael@streetcommodores.com

## < MATERIAL SPECIFICATIONS

AD SIZE & FORMAT	TRIM SIZE (mm)	BLEED (mm)
(DPS) DOUBLE page spread	460(w) x 297(h)	470(w) x 307(h)
(FP) FULL page	230 x 297	240 x 307
(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	-

### 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 QuarkXPress™ document.
- Illustrator, Freehand and Photoshop files need to be saved as an EPS, TIFF, JPG etc., so that it can be imported to QuarkXPress™.
- If sending material in QuarkXPress™, 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 QuarkXPress™ 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.
- Email all files to kmillgate@expresspublications.com

### 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: 600 dpi; Compression: 300dpi.

### SUPPLYING VIA QUICKCUT

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

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## COMPANY PROFILE

Express Publications Pty Ltd is Australia's fifth-largest magazine publisher, celebrating its 19th year in 2006. Boasting over 30 magazine titles and an array of successful DVD productions, this stable is home to many of the market's leading publications.

100% Australian owned, Express Publications Pty Ltd is the second-largest family owned and operated magazine publishing house in Australia, and this is evident in the quality and focus on its specialist niche-market titles.

At Express Publications Pty Ltd, the magazines are targeted at meeting the desires of Australian enthusiasts. And this means delivering the latest news, product reviews, technical guidance, tips and techniques across our broad range of titles to ensure everyone from the novice enthusiast all the way to the hardcore enthusiast is catered for.

The team at Express Publications Pty Ltd is a direct reflection of the standard-setting magazines that adorn the shelves. Express is staffed by a group of dedicated and committed enthusiasts who not only report on the scene, but live the scene.

Express Publications Pty Ltd is the only publisher in Australia to own a full-scale professional cyclorama car studio on its premises, providing superior results every time. It is this active and relentless pursuit of excellence that sets our titles above the rest.

As Express Publications Pty Ltd moves into 2006,

plans for a bumper year will see sales continue to soar and existing market-leading titles extend their command. The launch and acquisition of two new titles, a strong marketing push across the motoring division and value-adding initiatives such as DVDs, stickers, posters and calendars will ensure our readers realise their value for money and remain loyal to our titles.

← Advertisers will benefit from stronger sales, better reach and marketing value

While these initiatives will affirm our market-leading status, they also serve a more important purpose: advertisers will benefit from stronger sales, better reach and marketing value.

Express Publications Pty Ltd is a lot more than your average magazine publisher, we're Australia's leading niche magazine publisher.

Other Express Publications Pty Ltd motoring and outdoor titles include:

AUSTRALIAN  
**4WD**  
MONTHLY

GOLD  
LABEL  
EDITION

SALTWATER  
**Fishing**

ADVENTURE  
**ANGLER**

**Caravan**  
& motorhome

**HOT4s**  
A PERFORMANCE CAR

STREET  
**FORDS**

street  
**COMMODORES**

**Zoom**

**Driftbattle**

HIGH PERFORMANCE  
**imports**

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