

*R.M.
Williams*

OUTBACK[®]

The Heart of Australia



2010 MEDIA KIT

R.M. Williams
OUTBACK

PARTNER WITH THE NAME AUSTRALIANS TRUST

R.M. Williams **OUTBACK** is a bi-monthly magazine that captures the essence of remote Australia and, by showcasing it in a positive way, brings into reality a world that is unknown to many people.

Essentially, **OUTBACK** is about life beyond the city – anywhere that is remote, different, challenging, non-urban. It is in south-west Tasmania, the High Country of Victoria, and along the Great Divide in New South Wales just as much as it is in central Australia.

The subjects we showcase are as diverse as the outback itself: station owners, jackaroos, stockmen, travel and hospitality industry operators, pilots, doctors, miners and fishermen ... anyone who has a close involvement with the outback.

They're young, old, male, female, black, white, brindle. We love them all.

Our market is approximately 60/40 country/city, upmarket and middle market, 50/50 male and female, primarily 35+ age group: people who identify with R.M. Williams, the man and the products, and what this represents to Australia and Australians.

The outback is the emotional and geographic heart of Australia, but usually receives only cursory coverage in the media. In the new millennium and in uncertain economic times, Australians are examining who they are and where they fit in the new global landscape. Many of the answers lie in the history, heritage and traditions that were forged in the bush.

OUTBACK is owned by R.M. Williams Publishing. R.M. Williams is a proud, Australian company, privately owned by the Cowley family, headed by Mr Ken Cowley, AO.

In the 2009 Australian Magazine Awards, **OUTBACK** magazine was a Finalist in the General Interest Category.

CIRCULATION (July 09 - Dec 09)	71,676
TOTAL READERSHIP	250,866
FREQUENCY	Bi-Monthly
DISTRIBUTION	Subscribers, newsagents and R.M. Williams stores and stockists nationally
COVER PRICE	\$8.95

READERSHIP STATISTICS - OUTBACK 2008

The average household income for **OUTBACK** readers is \$100,000 plus per year and most are aged 35+, living in NSW, QLD and VIC. (20% of our readers are found in the remaining states and territories of Australia) Just over 83,000 live in our capital cities and the remainder in regional and rural Australia.

		Australia	Outback	Readers
SEX		%	100%	251,000
	Male	49	53	133,000
	Female	51	47	118,000
REGION	City	62	33	83,000
	Country	38	67	168,000
AGE	14-24	19	12.6	31,500
	25-34	17	14.2	35,500
	35-49	27	24	60,500
	50-64	27	27.5	69,000
	65+	10	21.7	54,500
STATE	NSW	35	29.7	75,000
	VIC	25	20.1	50,000
	QLD	19	28.5	72,000
	SA	8	9.2	23,000
	WA	10	8.8	22,000
	TAS/NT	3	3.7	9,000

www.outbackmag.com.au



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ADVERTISING RATES

Discount		10%	15%	20%
DISPLAY	CASUAL	2 x	4x	6 x
DPSC	\$11,990	\$10,790	\$10,190	\$9,590
FPC	\$6,190	\$5,570	\$5,260	\$4,950
1/2 PC	\$3,240	\$2,915	\$2,750	\$2,590
1/3 PC	\$2,210	\$1,990	\$1,880	\$1,770

Covers

IFC DPS	\$14,990	\$13,500	\$12,740	\$11,990
IBC	\$6,420	\$5,780	\$5,460	\$5,140
OBC	\$7,750	\$6,970	\$6,590	\$6,200

DIRECTORY	CASUAL	2 x	4 x	6 x
Small (1/6 page)	\$790	\$710	\$670	\$630
Quarter (1/4 Page)	\$1,140	\$1,025	\$970	\$910
Third (1/3 page)	\$1,460	\$1,310	\$1,240	\$1,170
Large (1/2 page)	\$2,100	\$1,890	\$1,785	\$1,680

POSITIONAL LOAD

10% Preferred Position eg. 1st Half 25% Position Guaranteed eg. RHP

(*All prices exclude GST. ** All ads are full colour)

DEADLINES

Issue	On Sale Date	Booking Deadline	Material Deadline
June/July 2010	May-26	Apr-30	May-3
August/September 2010	Jul-28	Jul-2	Jul-5
October/November 2010	Sep-29	Sep-3	Sep-6
December/January 2011	Nov-24	Oct-29	Nov-1
Feb/Mar 2011	Jan-26	Dec-17	Jan-3
Apr/May 2011	Mar-30	Mar-4	Mar-7

CONTACT

**QUEENSLAND, NSW, ACT, TASMANIA, WA & NORTHERN TERRITORY
 NATIONAL SALES MANAGER – BRONTE SMITH**

Ph: 0414 383 619, Fax: (07) 4632 9483, Email: smithbk@bigpond.net.au

**VICTORIA - BROWN ORR FLETCHER BURROWS
 LINDA NAMEH**

Ph: (03) 9826 5188, Fax: (03) 9826 5644, Email: linda@bofb.com.au

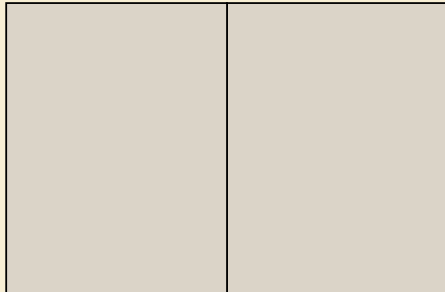
**SOUTH AUSTRALIA
 BEC SMITH**

Ph: 0417 820 124, Fax: (08) 8536 3783, Email: eventsx2@bigpond.net.au

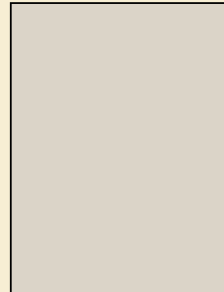
R. Williams
OUTBACK

MATERIAL SPECIFICATIONS

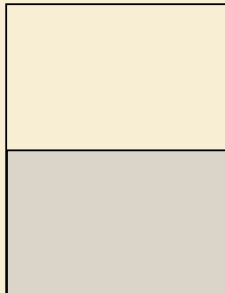
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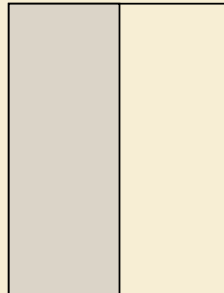
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 Bleed 310mm x 470mm wide



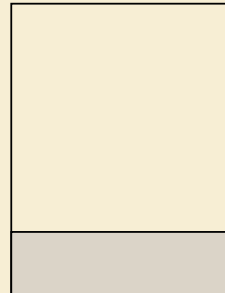
Full Page
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 Bleed 310mm x 240mm wide



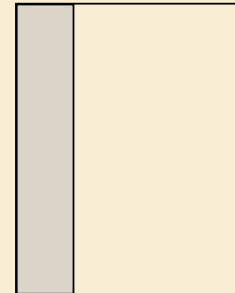
Half Page Horizontal
 Trim 145mm x 230mm wide
 Type 135mm x 210mm wide
 Bleed 155mm x 240mm wide



Half Page Vertical
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 Type 290mm x 100mm wide
 Bleed 310mm x 120mm wide

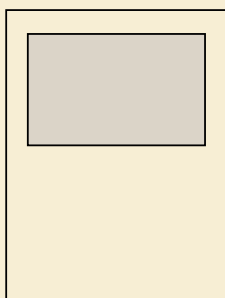


Third Page Horizontal
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 Type 90mm x 210mm wide
 Bleed 105mm x 240mm wide

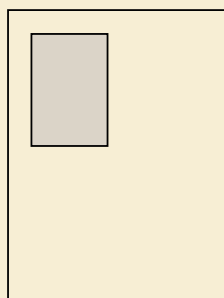


Third Page Vertical
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 Type 290mm x 73mm wide
 Bleed 310mm x 83mm wide

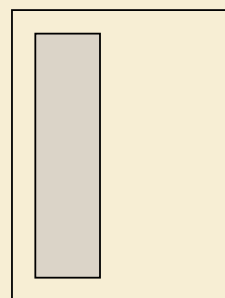
DIRECTORY



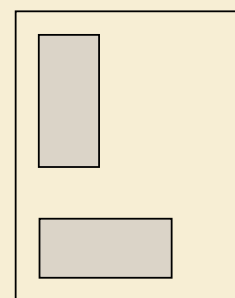
Half Page Directory
 Trim 128.5mm x 195mm



Quarter Page Directory
 Trim 128.5mm x 95mm



Third Page Directory
 Trim 260mm x 62mm



Small Directory
 Trim 128.5mm x 62mm

MATERIAL SUPPLY

Finished artwork preferably supplied as PDF via **QuickCut**, otherwise by email or CD for Mac-based systems. High-resolution PDF created through Acrobat Distiller using press optimised job options. All fonts should be embedded in the PDF file. Illustrator files should be converted to outlines. All files, graphics, images, type etc. must be CMYK ie. no spot colours. Image resolution: 350dpi at final (100%) size; line art minimum 1200 dpi. Black text set to black only, set to overprint. No other graphics or linework overprint. Large areas of solid black to consist of 40% cyan. On full-page ads type and important features to be included within the type area. 5mm (around all edges) bleed is required for ads with bleed.

No responsibility is taken for incorrect colour reproduction without a 3DAP compliant proof.