

TASMANIA 40°SOUTH

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 40 DEGREES SOUTH PTY LTD trading as 40°SOUTH



ADVERTISING AND MARKETING Tasmania 40°South www.fortysouth.com.au

WELCOME TO TASMANIA'S NATIONAL AND INTERNATIONAL JOURNAL

We bring the marketing strength of a widely respected and acclaimed brand now in its thirteenth year in the marketplace.

OUR ADVERTISERS ENJOY FREE:

- full design service for ad material
- photographic services
- copywriting and editing services
- your own page and home page presence on our website
- professional marketing advice

Not just an ad – a permanent display and your own page on our website

TASMANIA 40°SOUTH is a collectable with a virtually unlimited shelf life. It is rarely discarded with even the earliest editions still being purchased and our website is a popular portal into Tasmania 'We read Issue 2 (April 1996) in a doctor's surgery (Victoria) and decided to subscribe.' Received 2004!

Your advertising will still be working for you years from now.

OUR ADVERTISERS INCLUDE:

ACCOMMODATION: The Henry Jones Art Hotel, Quest Serviced Apartments, The Old Woolstore Apartment Hotel, Tall Timbers Hotel, Kilmarnock House, Derwent Bridge Chalets & Studios, Piermont Retreat, Colonial on Elizabeth, Edge of the Bay Resort, Nixon Street Terrace House, Storm Bay, Tynwald
FOOD/DRINK: Say Cheese, Theatre Royal Hotel, Lark Distillery, Pooley Wines, Republic Bar & Café, Montgomery's Hobart Hotel, The Oystercatcher Café, Palmara Vineyard, Tasmanian Mountain Waters, Hadley's Hotel
ACTIVITIES: Tasman Island Cruises, Tasair, Launceston Lakes & Wildlife Park, Roaring 40's Ocean Kayaking, Europcar, Windeward Bound
ARTS: TSO, Tom Andersen, State Cinema, Antiques Market, Heritage Furniture, Artery Art Supplies, Art Mob, Ruth Waterhouse Jewellery
LITERARY: Island Magazine, Hobart Bookshop, Astrolabe Bookshop
HISTORY: The Port Arthur Historic Site, Maritime Museum of Tasmania, TMAG, National Automobile Museum of Tasmania, Louisa's Walk, QVMAG
ENVIRONMENT: Tasmanian Land Conservancy, The Wilderness Society, Titane Double Glazing, Roaring 40s Energy, The Lost Seed

Read cover to cover – including the ads

Your journal is so interesting and well presented. I read it from cover to cover.

Jeanette Dennison Bellerive, TAS

I thought you should know that non-Tasmanians also read 40°SOUTH. I found an issue somewhere a couple of years ago and now I am hooked. I live in San Francisco – no slouch as cities go – but the photos of Hobart look just as beautiful as San Francisco (no 'Frisco' please!) and I am itching to visit.

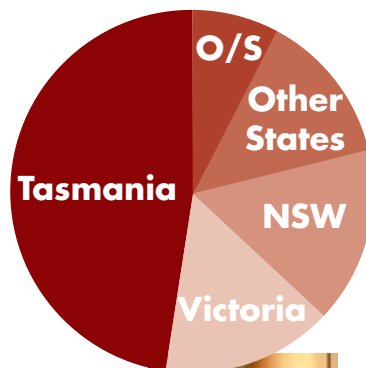
Eva Lee Sargent San Francisco, USA

Be seen all year round

Room copies in major hotels, pubs and clubs, professional rooms and tourism centres.

Newsagents throughout Tasmania and mainland Australia. Distributed around the world by Tourism Tasmania to trade commissions, embassies and the tourism industry.

'Our guests like the room copies so much they are continually disappearing out of the hotel rooms.' Received 2004.



National and international readership

Read by 90,000 people in 72 countries around the world and growing steadily.



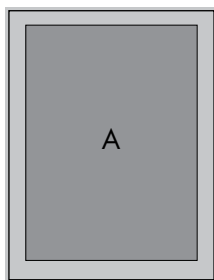
I received Issue 33 today and being the wild, wet and woolly day that it was, I sat and read it from cover to cover! What a fantastic read and the cover is superb. I really enjoyed every article ... Great work and congratulations to all the team and the contributors.

Jill Robertson Upper Burnie, TAS

Loved the magazine. I have had many trips to Tasmania, the first in 1937 with the Hydro/B.G.E. and helped build the first hut on Ben Lomond. (See cover shot Issue 33.)

Donald Wilson Mona Vale, NSW

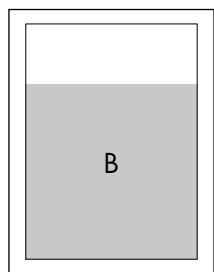
TASMANIA 40°SOUTH ADVERTISING RATES AND SIZES



FULL PAGE

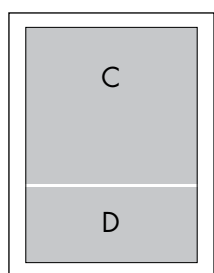
Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
A (text area)	175	240	\$2100	\$2520
A (page size)	210	275	\$2100	\$2520
+ 5 mm bleed all round				

Back cover – 20% premium Inside front cover – 15% premium Inside back cover – 10% premium



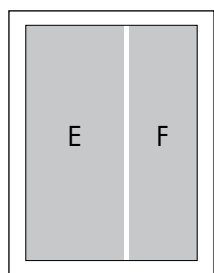
3/4 PAGE

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
B	175	179	\$1700	\$2040



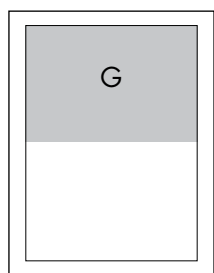
2/3 PAGE and 1/3 PAGE horizontal

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
C	175	159	\$1600	\$1920
D	175	77	\$740	\$890



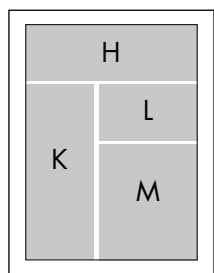
2/3 PAGE and 1/3 PAGE vertical

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
E	100	240	\$1600	\$1920
F	70	240	\$825	\$990



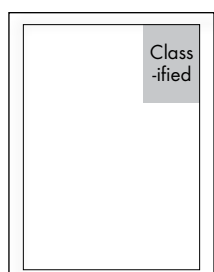
1/2 PAGE

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
G	175	118	\$1200	\$1440



1/4 PAGE and smaller

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
H	175	57	\$1200	\$1440
K	70	179	\$650	\$780
L	100	57	\$275	\$320
M	100	118	\$825	\$990



CLASSIFIED

Size	Width (mm)	Height (mm)	Regular 4/4	Casual 1/4
Classified	57	80	\$195	\$240

PRICES INCLUDE YOUR OWN PAGE ON OUR POPULAR WEBSITE

THE BEST OF BOTH WORLDS FOR THE PRICE OF ONE!

Deadlines

TASMANIA 40°SOUTH is published early March, June, September and December

We require finished artwork by the first week of January, April, July and September

Technical specifications

TASMANIA 40°SOUTH is produced using Adobe InDesign CS3

PAGE SIZE

210 mm wide 275 mm high
Allow 5 mm bleed all round

Text area: 175 mm wide 240 mm high

ACCEPTABLE FILE FORMATS

- InDesign CS3 or earlier
- TIFF
- PDF
- Photoshop
- Illustrator
- EPS

PRINTING SPECIFICATIONS

- Halfone line screening 150 lpi
- Images 300 dpi min.
- Line art 600 dpi min.

Images can be supplied as:

- Digital files
- Slides/prints
- Transparencies

If scans need to be outsourced charges may be incurred

Free services for advertisers

For all advertising clients we can provide the following services free of charge:

- Ad design
- High-quality professional photography
- High-definition image scanning
- Copywriting and editing

FOR ADS DESIGNED BY US

A PDF of the ad to be approved by the client prior to placement

Contact us

We enjoy meeting our clients and we are happy to meet you statewide

Or if you prefer, drop into our office and discuss your ad requirements over a cuppa (simply ring first to ensure our availability)

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