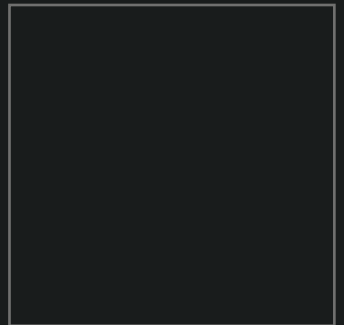
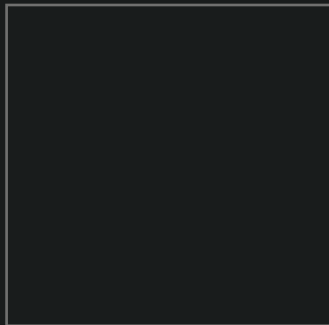
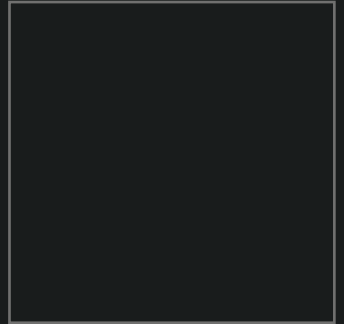


MAGAZINE  
**active**



media  
kit  
2011



# MAGAZINE active

**ACTIVE** is the official magazine of 458 Probus Clubs in New Zealand and is published quarterly.

**PROBUS**, an abbreviation of **PRO**fessional and **BUS**iness, was formed by Rotary Clubs to support men and women with executive backgrounds who, having reached the top of their challenging careers, recognised approaching retirement as a major change of lifestyle. They include members of the judiciary, legal, medical, accountancy and sharebroking professions, insurance executives and business owners – an upper cross-section of the community actively interested in making the most of their retirement.

**ACTIVE** has a readership of 108,000 with a print circulation to all club members of 36,000.

*Active* magazine readers are predominantly interested and frequently participate in all areas of travel, both as groups and as individuals.

*Active* magazine readers are avid event attendees passionate about many lifestyle avenues including, opera, dance, theatre, antiques, gardening and health and wellbeing.

*Active* magazine readers are also interested in investment and reinvestment choices as they seek new methods of maximising financial security in order to maintain their high standard of living.

They have a much higher than average disposable income and are a highly active audience.



#### Active is a ...

- 40 page magazine.
- Targeting over 108,000 retired business and professional people.
- A lifestyle magazine with positive themes featuring: gardening, health, motoring, investment, veteran, sport, travel, competitions/prizes, letters to the editor, Probus club news and nostalgia.

## ADVERTISING CONTACT DETAILS

**Gay Kiddle** [ROTARY DOWN UNDER]

DD: +61 2 8833 8316 | Reception: +61 2 9633 4888  
Email: [gaykiddle@rotarydownunder.com.au](mailto:gaykiddle@rotarydownunder.com.au)  
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**Samantha Ausburn** [ROTARY DOWN UNDER]

DD: +61 2 8833 8315 | Reception: +61 2 9633 4888  
Email: [samausburn@rotarydownunder.com.au](mailto:samausburn@rotarydownunder.com.au)  
PO Box 779, Parramatta NSW 2124 Australia

# OVER 108,000 POTENTIAL CLIENTS!

## Magazine Advertising Rates

(Prices exclude GST)

Size/Position	Casual Rate	2 Editions	3 Editions	4 Editions
Double Page Spread	\$4950	\$4702	\$4579	\$4455
Full Page	\$2950	\$2803	\$2729	\$2655
Half Page (Vertical/Horizontal)	\$1770	\$1682	\$1637	\$1593
Third Page (Vertical/Horizontal)	\$1250	\$1188	\$1156	\$1125
Quarter Page (Vertical/Horizontal)	\$950	\$903	\$879	\$855
Events Strip (Horizontal only)	\$500			
Inserts (per thousand)	\$95			
Cover Position Loading	15%			
Prime Position Loading	10%			

## Classifieds (Marketplace) - 16 Units Per Page

(Prices exclude GST)

Per Unit	\$300	\$285	\$278	\$270
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Classifieds can be sold in multiple units i.e. 3 Units, 4 Units, etc.

## Advertisement Creation Services

(Prices exclude GST)

A full design and creative advert make-up service is available to advertisers at the following rates.

Copy writing and photography is also available at competitive prices, please enquire.

Double Page Spread	\$385
Full Page	\$200
Half Page	\$135
Third Page	\$100
Quarter Page	\$75
2 Units	\$50
1 Unit	\$30



## Active Material Specifications

Advertising material is accepted in PDF format only. The PDF must be in process (CMYK) colour, high resolution (300ppi) with all fonts embedded. Material supplied will be "flight checked" prior to magazine printing.

Advertisers may be requested to re-supply material should it prove to be unsuitable for any technical reason such as; missing fonts, non-CMYK elements, or graphic and image resolutions lower than 300ppi. It is preferred that advertising material be supplied via the Quickcut validation and delivery system. By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time. Active magazine does not guarantee colour reproduction without the supply of a 3DAP/ISO colour proof.

## Advert Specifications – Main Body

\*5mm bleed required on double page spread and full page adverts

Double Page Spread* 420mm (w) 275mm (h) +5mm bleed		Full Page* 210mm (w) 275mm (h) +5mm bleed
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Half Page (H) 180mm (w) 116mm (h)	Half Page (V) 88mm (w) 237mm (h)
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Third Page (H) 180mm (w) 76mm (h)	Third Page (V) 57mm (w) 237mm (h)
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Quarter Page (H) 180mm (w) 56mm (h)	Quarter Page (V) 88mm (w) 116mm (h)	Events Strip (H) 180mm (w) 40mm (h)
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## Advert Specifications – Classifieds

\*No bleed required on Classified adverts

One Unit 42mm (w) 59mm (h)	Two Units (H) 86mm (w) 59mm (h)	Two Units (V) 42mm (w) 121mm (h)
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Four Units (H) 175mm (w) 59mm (h)	Four Units (V) 86mm (w) 121mm (h)
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### DEADLINES

*Issue 48 (Autumn 2011)*

**Booking:** Monday 31 January 2011

**Material:** Monday 7 February 2011

**Release:** Monday 28 February 2011

*Issue 49 (Winter 2011)*

**Booking:** Monday 25 April 2011

**Material:** Monday 2 May 2011

**Release:** Monday 30 May 2011

*Issue 50 (Spring 2011)*

**Booking:** Monday 18 July 2011

**Material:** Monday 25 July 2011

**Release:** Monday 29 August 2011

*Issue 51 (Summer 2011-12)*

**Booking:** Monday 10 October 2011

**Material:** Monday 17 October 2011

**Release:** Monday 21 November 2011

### MATERIAL REQUIREMENTS

File format: PDF

Colour: CMYK

Resolution: 300ppi