



HOLIDAYS AWAY

MAGAZINE

SPRING 2011

NEW FORMAT
FRESH **LOOK**
MORE CHOICE
GREAT **VALUE**

THE PREMIER HOLIDAY
AND TRAVEL MAGAZINE
IN REGIONAL NSW

www.holidaysaway.net

Strengthen your media mix

WITH THE POWER OF REGIONAL NEWSPAPERS.
**THEY HELP TO ADD DEPTH AND
BREADTH TO YOUR BRAND STORY.**

HOLIDAYS AWAY OFFERS **A DISCOUNT OF OVER 75% FROM CASUAL RATES**

Over 2.8 Million people live outside the Sydney metropolitan area and the majority don't buy the Sydney metro newspapers. Most rely on their trusted local paper which supports their local community.

The most
popular and
successful regional
travel magazine
published for
over 16 years

- Full gloss, inserted magazine.
- Estimated **readership of 700,000.**
- Modular advertising spaces - Directory, Online shopping, Advertorial spaces available.
- 24 regional NSW newspapers servicing over 65 towns and cities across New South Wales including the large Wagga Wagga, Coffs Harbour and Newcastle/ Hunter regions.
- Quality supporting editorial and holiday articles
- With a NSW regional population of over 2.8 million, marketing to this sector can provide some easy market share. RaboBank has indicated that regional NSW is in its best economic shape for almost 10 years with this added wealth being reflected in the many towns and cities.



- Potential national coverage with the online version – **www.holidaysaway.net** that is linked to a stable of Rural Press and Fairfax Media sites.



BOOKING/COPY DEADLINES

Friday, August 26, 2011.

While we encourage you to provide us with editorial comment and photographs, they will be used at the editor's discretion.

DATE PUBLISHED

Week commencing September 5, 2011.

BOTTOM LINE

Holidays Away 2011 Spring Edition offers unbeatable value for money.

A SAVING OF OVER 75% FROM OUR CASUAL RATES.

COVERAGE



HOLIDAYS AWAY IS INSERTED INTO THESE 24 MAJOR REGIONAL NEWSPAPERS

- Armidale Express
- Batemans Bay Post
- Bathurst Western Advocate
- Blue Mountains Gazette
- Central Western Daily (Orange)
- Coffs Harbour Independent
- Cowra Guardian
- Dubbo Daily Liberal
- Gloucester Advocate
- Goulburn Post
- Hunter Valley News (Muswellbrook)
- Lithgow Mercury
- Macleay Argus (Kempsey)
- Maitland Mercury
- Manning River Times (Taree)
- Mudgee Guardian
- Myall Coast Nota
- Newcastle Star
- Northern Daily Leader (Tamworth)
- Parkes Champion Post
- Port Macquarie News
- Shoalhaven & Nowra News
- Southern Highland News (Bowral)
- Wagga Wagga Daily Advertiser

REGIONAL NSW ACCOUNTS FOR 42% OF THE DOMESTIC SOURCE MARKETS – ONLY 29% IS FROM SYDNEY [Source: Tourism NSW]

SIZES

DOUBLE PAGE SPREAD

Image Area: 530mm (w) x 315mm (d)
Trim: 550mm (w) x 340mm (d)
Bleed: 560mm (w) x 350mm (d)

\$24000 ex GST
\$26400 inc GST

FULL PAGE

Image Area: 255mm (w) x 315mm (d)
Trim: 275mm (w) x 340mm (d)
Bleed: 285mm (w) x 350mm (d)

\$13000 ex GST
\$14300 inc GST

1/2V
125mm (w) x 315mm (d)

\$7000 ex GST
\$7700 inc GST

1/4
125mm (w) x 315mm (d)

\$4000 ex GST
\$4400 inc GST

Guaranteed Editorial
200 WORDS PLUS IMAGE

1/8 DIRECTORY ADS

\$1950 ex GST
\$2145 inc GST

MODULAR ADS FROM

\$3000 ex GST
\$3300 inc GST
(Sixth Page)

1/2H
125mm (w) x 255mm (d)

\$7000 ex GST
\$7700 inc GST

1/3 125mm (w) x 315mm (d)
\$5500 ex GST \$6050 inc GST

1/6 125mm (w) x 81mm (d)
\$3000 ex GST
\$3300 inc GST

Editorial
200 WORDS

THE DIRECTORY

1/8
125mm (w) x 70mm (d)

\$1950 ex GST
\$2145 inc GST

FURTHER DISCOUNTS APPLY FOR MULTIPLE BOOKINGS

MECHANICAL DETAILS

Holidays Away is a full colour, gloss, square tabloid inserted magazine. Positioning will be determined by the editor though early nominations will be given preference. We only accept material electronically.

QUICKCUT: We do not accept material by Quickcut and prefer to receive material via email.

EMAIL: art@ruralpress.com (attachments should be no greater than 10MB)

SCREEN RULING: 85dpi. Colour 90-100dpi

We prefer to receive artwork as high resolution press optimised PDFs - ensure all fonts are embedded in the document and resolution of colour and greyscale images is NO LESS THAN 150dpi - preferably 300dpi. Ensure resolution of monochrome bitmapped images is NO LESS THAN 635dpi - preferably 1200dpi. Advertisements can also be supplied on disc as Adobe InDesign or Illustrator CS3 documents. All fonts and graphics used in the document are to be included on the disc. The sum percentage of total ink weight should be no more than 260%. Limit halftone black to 85%. Allow for 20% dot gain. All scanned images should be supplied with GCR. All colour scans should be saved in CMYK format.

A guide to creating pdfs in a suitable format for advertising, Acrobat Distiller Options and Acrobat PreFlight profiles are available to download from www.ruralpresssales.com.au/downloads.asp If you are unsure contact us before creating your file. Material not meeting our specifications will not be accepted.

SIZES

Various sizes are available from 1/8 page directory ads to double page spreads.

BLEED

5mm bleed is only required on DPS and full page advertising material.

For further information and to place bookings contact Tony Glynn at Rural Press Sales
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E: tony.glynn@ruralpress.com
W: www.holidaysaway.net