

KENWORTH

DOWN UNDER



Media Kit



Australian Made. World's Best



KENWORTH DOWN UNDER

Introduction

Specialised Publishing Pty Ltd is proud to present a totally new concept in the transport media market place, *Kenworth Down Under*. A unique, high-quality, Kenworth-branded magazine published twice yearly and targeted at the road transport industry's most successful truck owners and operators.

Presentation and design is commercial, vibrant and selling the positive ownership values of the Kenworth brand and product range. *Kenworth Down Under* presents Kenworth's dedication, commitment and reputation as Australia's leading truck manufacturer, highlighting the many benefits of Kenworth ownership. Also, the magazine features the high-quality components and manufacturing which makes the Kenworth truck, and the Kenworth brand, the standard others are measured against.

Kenworth Down Under is the ideal place to carry your product message to thousands of successful Kenworth owners, drivers and enthusiasts around the country.

Editorial

From the forests of the Great Divide to the stoney deserts of the Outback, Kenworth is blazing a trail for Australian road transport in some of the toughest trucking applications in the world. Unlike other trucking magazines, *Kenworth Down Under* celebrates Kenworth's unique perspective on Australia's road transport industry.

Kenworth Down Under features the trucks, the people and the operating environment which has made Kenworth the first choice among successful, professional transport operators across the country.

Kenworth Down Under covers all models of Kenworth at work in typically Australian road transport applications. The stories are extensively photographed and presented in a manner which highlights the benefits of Kenworth's Australian custom application engineering in a wide variety of trucking operations.

Benefits

- Niche marketed directly to Kenworth target audience
- Focused and current editorial content
- Automatic distribution to all major Kenworth customers
- Available at both dealer level and major industry events
- Guaranteed sale and distribution, no wastage
- Outstanding photography, quality and production

Magazine Format

- Cover: High quality 300gsm gloss with embellishments
- Body pages and text: 100gsm white gloss quality paper
- Trim size: Portrait W220 x H297mm
- Giant poster: Double sided. Loose insert 100gsm gloss
- Perfect bound: Collector's issue

Distribution

A print run of 17,000 is distributed nationally through newsagents, ALLRig and Kenworth dealers.



Advertising Requirements

- Kenworth Down Under magazine trim size is 297H x220W **(Please note: This is NOT A4 size)**
- Specialised Publishing prefers all advertising material to be supplied as final art, hi-res PDF files.
- Please supply an accurate colour proof. A good quality greyscale laser print showing all fonts and text will be accepted, however Specialised Publishing will not be held responsible for reproduction accuracy if a colour proof is not provided.
- Create double page spreads as two separate facing pages and save as single PDFs showing crop marks (10pt offset) and allowing 5mm bleed on all trim edges.



KENWORTH DOWN UNDER

Advertising Sizes & Info

Finished magazine trim size H297 x W220mm

Please note: This magazine is NOT A4 size

Single Full Page

Trim size H297 x W220mm

(Please ADD 5mm bleed to all edges)

Double Page Spread

Trim size H297 x W440mm

(Please ADD 5mm bleed to all edges)

Advertising Requirements

- Save ALL files as hi-res PDFs
- Save ALL PDF files with printer resolution set at 2400dpi and 175lpi (line screen) with ALL fonts embedded
- Save advert as a single page file, centred, with crop/trim marks set at 10pt offset with 5mm bleed on all edges
- Save ALL pictures/tiffs & images at 300dpi resolution and as CMYK . (RGB or Pantone files will not print correctly and Specialised Publishing will not be held responsible for incorrectly supplied artwork)
- The live/type area for full bleed advertisements is recommended to be 5mm (min) in from all trim edges

• Kenworth Down Under is a perfect bound magazine. Please allow (approx 5-8mm) binding into the spine for text as required.

• Should advertising material not be received by the required deadline, Specialised Publishing will be entitled to use material from a previous advertisement.

Advertising Rates

Full Page 4 Colour \$3500.00 + GST

Double Page Spread 4 Colour. \$6500.00 + GST

Trading Terms

Payment due strictly 21 days from on-sale date.

Deadlines

Final advert material April & November

On sale date May & Dec 2009

Supplying your Advertisement

Please supply all advertising material as hi-res PDFs.

Email production@specialisedpublishing.com.au

(max. 12MB file limit)

Post CDs/DVDs PO Box 5349, Manly, Qld, 4179

Courier Deliveries . . . Email/phone for street address

FTP Upload Phone for details

Advertising Enquiries

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