

Living
MAGAZINE
Summer
December, January
& February

API Living
YOUR LEISURE & LIFESTYLE MAGAZINE
09



API Leisure & Lifestyle
API Living
YOUR LEISURE & LIFESTYLE MAGAZINE
Autumn
March, April & May



» Beat The Heat - P04
NEVER GE

KIT ADVERTISING

API LIVING

MEMBER LIFESTYLE MAGAZINE

Over the years API Leisure & Lifestyle has built and maintained a reputation for providing its members with quality products and services. As a result our readers have the confidence to regularly purchase products and services that we promote.

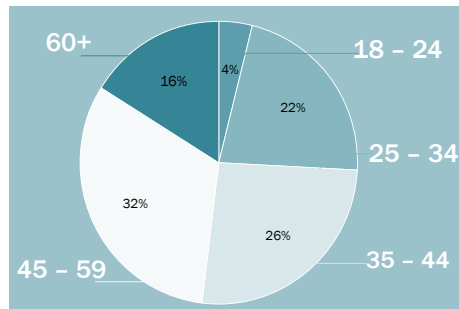
THE OPPORTUNITY

API Living is our quarterly member magazine, mailed directly to all members. It is our primary source of communication, providing you with a unique opportunity to boost your sales activities through our loyal membership base. We distribute 15,000 magazines every three months, however our research shows the estimated readership of the magazine to be approximately 42,500 (or 2.5 readers per issue).

Operating since 1923, API Leisure & Lifestyle assists members save time, money and make the most of life. Our members respond most favourably to special offers or package deals. By running an advertisement, editorial or placing a coupon in *API Living*, you can remind our members of who you are and what you can do for them, while tapping into the integrity of our brand.

OUR MEMBERS - YOUR TARGET MARKET

Age Profile of API Members



API services both individual members and key corporations extending our benefits to their staff - such as Heritage Building Society, SunWater, Cancer Council Queensland, along with government departments and local councils.

- ✦ Primarily socially active working couples with young families
- ✦ Many loyal, long-term API members
- ✦ Core membership consists of Telstra and Australia Post employees
- ✦ Members actively pursue value-for-money benefits
- ✦ All levels of professionals including corporate executives



Bi-monthly member magazine, *API Living*

THE BENEFITS

- ✦ Full colour 32 page member magazine
- ✦ Circulation of 15,000
- ✦ Very competitive rates
- ✦ Readership of 42,500 per issue
- ✦ Individually addressed and mailed directly to members' homes
- ✦ Editorial opportunities and marketing support to launch your member discount
- ✦ Opportunities for cross-promotion through competition giveaways
- ✦ Specific targeting within our broad demographic - several target markets within the API membership base
- ✦ The API Leisure & Lifestyle name is one with integrity that inspires confidence in our members.

API LIVING

DISPLAY ADVERTISING

DEADLINES

2010/11

EDITION	DISTRIBUTION DATE	BOOKINGS	PASTE UP/ EDITORIAL	CAMERA READY	CANCELLATION
SPRING 2010 - Sept, Oct, Nov	1 Sep	23 Jul	30 Jul	6 Aug	30 Jul
SUMMER 2010/11 - Dec, Jan, Feb)	14 Dec	5 Nov	12 Nov	19 Nov	12 Nov
AUTUMN 2011 - Mar, Apr, May	1 Mar	21Jan	28 Jan	4 Feb	28 Jan
WINTER 2011 - Jun, Jul, Aug	7 Jun	23 Apr	30 Apr	7 May	30 Apr

DISPLAY RATES

Front strip (50 x 210mm) (Includes full front page image)**	\$2000*	Half page (134 x 190mm)	\$880
Back page (277 x 210mm)	\$2255*	2 columns (134 x 126mm)	\$627
Inside (front or back) cover (277 x 210mm)	\$1755*	1 column (134 x 61mm)	\$310
Full page inside (277 x 210mm)	\$1563*	Side strip (277 x 61mm)	\$627
		Top 20 (50 x 46mm)	\$113

* Prices quoted above are for supplied complete artwork on disk. Price includes GST.

** Front page image to meet editor's approval.

INSERTS: \$60 per 1000 (minimum 11,000) – Prices quoted relates to complete printed material only, and is based on an A4, barrel folded, 80gsm insert. Inserts exceeding these specifications require a separate quote.

MECHANICAL SPECIFICATIONS

SUPPLIED COMPLETE ARTWORK: Completed files can be supplied as pdf, eps, tiff or jpeg, and must be complete and correct for publishing. Trapping and separations should be completed by the supplier. Files need to be supplied in CMYK, and at 300dpi if applicable. For pdf and eps files, all fonts used need to be supplied on disk (or converted to outlines). No responsibility will be taken for any problems resulting from incorrectly supplied files. Files can be supplied on CD, or via email for file sizes less than 5MB.

ARTWORK TO BE DONE BY API: The following must be supplied by the specified date: text, logo as eps or 300dpi tiff or jpeg, and a 300dpi tiff or jpeg image/photo, space permitting.

Full page

\$1755 (inside covers)
\$1563 (inside)
\$2255 (back page)

Area for Type:
277 x 190mm
Trim Size:
297 x 210mm
Bleed Size:
307 x 220 mm

Cover strip

(includes cover image: 260 x 216mm @ 300dpi)
\$2000

Area for Type:
45 x 195mm
Trim Size:
50 x 210mm
Bleed Size:
55 x 220mm

Half page

\$880

Area for Type:
134 x 190mm

2 columns

\$627

Area for Type:
134 x 126mm

1 column

\$310

Area for Type:
134 x 61mm

Side strip

\$627

Area for Type:
277 x 61mm

Top 20

\$113

Area for Type:
50 x 46mm

API LIVING

ADVERTISING BOOKING FORM

Contact Name			
Company			
Postal Address			
City/Postcode		Email	
Telephone		Fax	

Please book the following editions:

<input type="checkbox"/> SPRING 2010 Size: Price:	<input type="checkbox"/> SUMMER 2010/11 Size: Price:
<input type="checkbox"/> AUTUMN 2011 Size: Price:	<input type="checkbox"/> WINTER 2010 Size: Price:

Inserts

Brochure or promotional insert SE corner (11 000) State wide (17 000)

Typesetting required: Yes / No

I will be supplying:

<input type="checkbox"/> Copy	<input type="checkbox"/> Graphics on disc	<input type="checkbox"/> Transparency
<input type="checkbox"/> PDF	<input type="checkbox"/> EPS / Tiff / jpeg	<input type="checkbox"/> Photo

Payment Terms

Payment in full must be received within 14 days of receipt of invoice from API Leisure & Lifestyle. Please make all cheques payable to API Leisure & Lifestyle. All prices are including GST.

Conditions

- API publications are quality productions specifically for API members, therefore API reserves the right to decline advertising material that may compromise our standards. If you require assistance with writing, graphic design or typesetting, we would be pleased to provide assistance at no cost.
- Cancellations will only be accepted in writing.
- API Leisure & Lifestyle gives no warranty that any published item will be dispatched on a particular date and API will not be liable for any delay in distribution.

Authorisation & Acceptance of Terms & Conditions

Authorised Contact Name _____

Signature _____ Date _____