

## Welcome to Nintendo Gamer

**Nintendo**  
GAMER

Independent research and growing consumer interest has prompted the re-launch of *Nintendo Gamer* - Australia's only Nintendo based magazine featuring all things Wii, DS and GameBoy Advanced related.

Nintendo Gamer appeals to the 10-25 year old, male and female demographic. Nintendo gamers are savvy with current entertainment and technology. Despite being synonymous with a younger image, Nintendo elicits a strong loyalty with gamers of all ages. Thus, those that have grown up with Nintendo games are still attached to the branding, even as adults.

Combining home entertainment and lifestyle advice on accessories, latest software and games, previews, news and interviews, Nintendo Gamer has it all! Nintendo Gamer stands out from the rest with its sharp and modern looks resembling the advanced technology and appeal of Nintendo's gaming consoles.

Nintendo Gamer is 100% locally produced and independent, which means our passionate editorial team speak with a relevant and entertaining voice without the confusing jargon, and can communicate impartial content.

With the Wii adding a whole new level to home entertainment, *Nintendo Gamer* will reel in a loyal and inquisitive audience of not only avid gamers, but those picking up a controller for the first time. Nintendo fans are loyal by nature and *Nintendo Gamer* is their must-have companion.

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Cover Price	<b>\$7.90</b>
Frequency	<b>Monthly</b>
Distribution	<b>18, 000</b>
Audience	<b>10-25 Years Male &amp; Female</b>
Size	<b>A4</b>

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## Inside Nintendo Gamer...



- Incoming / Eye Candy
- Wii starters guide
- Gaming previews
- Gaming reviews
- Cheats
- Q & A's
- Competitions
- Interviews
- Guides
- News
- Mail



## Advertising Rates: 2007

Effective as at January 2007

Spend	\$ 2 790	\$ 8 370	\$16 740	\$33 480
Volume	Casual	3x	6x	12x
Full page	\$ 2 790	\$ 2 651	\$ 2 511	\$ 2 372
DPS	\$ 5 580	\$ 5 301	\$ 5 022	\$ 4 743
Half page	\$ 1 674	\$ 1 590	\$ 1 507	\$ 1 423
Third page	\$ 1 116	\$ 1 060	\$ 1 004	\$ 949
Quarter page	\$ 873	\$ 795	\$ 753	\$ 711

### Signature positions Casual

IBC	\$ 3 348
OBC	\$ 3 627
IFC	\$ 3 627
Early RHP	\$ 3 348
RHP	\$ 3 069
Opp editor's letter	\$ 3 348
Opp publisher's panel	\$ 3 348
Opp special	\$ 3 069

### Insertion costs

No. of pages (mechanically inserted and within specifications)

1-2	\$100
3-4	\$125
5-6	\$150
7-8	\$175
9-10	\$200
11-12	\$225
13-14	\$250
15-16	\$275
17-18	\$300
19-20	\$325

### Please note

national print runs  
minimum cost \$1,100 (excl. GST)

### Onserts

Please call to discuss

The above prices do NOT include GST. GST is added at the time of invoicing.

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## Deadlines: 2007

Issue	Booking	Material	Cancellation	On sale
#01	04 December	11 December	03 November	10 January
#02	15 January	22 January	15 December	21 February
#03	19 February	26 February	19 January	28 March
#04	26 March	02 April	26 February	02 May
#05	30 April	07 May	30 March	06 June
#06	04 June	11 June	04 May	11 July
#07	09 July	16 July	08 June	15 August
#08	13 August	20 August	13 July	19 September
#09	17 September	24 September	17 August	24 October
#10	22 October	29 October	21 September	28 November
#11	26 November	03 December	26 October	02 January

### CANCELLATION DEADLINES

- The Cancellation Deadline for advertising is 1 month prior to Booking Deadline
- Cancellation of any booked advertising MUST be in writing and received by the account manager and/or Sales Director of Next Media prior to the cancellation deadline.
- No cancellations will be accepted after the cancellation deadline and the Publisher reserves the right to repeat the most recent material or material of the Publishers choice.
- If a cancellation occurs mid contract the difference between the contract appearance rate and the actual appearance rate card rate will be surcharged.

## Technical Specifications

Size	Image area (height x width)	Trim size (h x w)	Bleed size (h x w)
Full page	290 x 210mm	300 x 220mm	310 x 230mm
DPS	290 x 430mm	300 x 440mm	310 x 450mm
½ page Vertical	290 x 100mm	300 x 110mm	310 x 120mm
½ page horizontal	140 x 210mm	150 x 220mm	160 x 230mm
¼ page	140 x 100mm	150 x 110mm	160 x 120mm
¼ page vertical	290 x 45mm	300 x 55mm	310 x 65mm
¼ page horizontal	65 x 210mm	75 x 220mm	85 x 230mm
1/3 page vertical	290 x 63.3mm	300 x 73.3mm	310 x 83.3mm

### DIGITAL SPECIFICATIONS

- All files must be supplied in a MAC format.
- Preferred method of submission is a hi-res PDF or JPEG file.
- If supplying live artwork on disk, only In-Design, Quark Xpress, Illustrator or Photoshop files will be accepted. Please ensure all fonts and images are included on the disk with type outlined. A full colour laser proof is required for all disk submissions.
- All images must have a minimum resolution of 300dpi with CMYK separation.
- A 5mm bleed is required on all finished artwork.
- Artwork can be submitted via the following:
  1. Email: [alisonb@next.com.au](mailto:alisonb@next.com.au)
  2. Quick Cut
  3. Websend ([www.websend.com.au](http://www.websend.com.au))
  4. FTP (Please contact Alison Begg on (02) 9699 0322 for FTP details)
  5. Disk (CDROM, DVD only)

**NOTE:** Advertising material that does not conform to the mechanical specifications, and any material supplied without a colour proof, will not be accepted by Next Media under any circumstances. Please ensure that all material supplied is the final, correct version, ready for publishing. It is not the responsibility of Next Media to make corrections to advertisements.

## Contacts

### Advertising Enquiries

**Ashley Day**  
**Senior Account Manager**  
Next Media  
78 Renwick Street  
Redfern NSW 2016  
Phone: +61 2 9699 0349  
Fax: +61 2 9310 2012  
Email: ashleyd@next.com.au

**Chris Gander**  
**Sales Executive**  
Next Media  
78 Renwick Street  
Redfern NSW 2016  
Phone: +61 2 9699 0340  
Fax: +61 2 9310 2012  
Email: chrisg@next.com.au

**Craig Mueller**  
**SA Account Manager**  
O'Keeffe Media  
Phone: +61 8 8364 2455  
Email: craig@okeeffemedia.com.au

**Jamie O'Keeffe**  
**WA Account Manager**  
O'Keeffe Media  
Phone: +61 8 93817425  
Email: jamieokeeffe@okeeffemedia.com.au

**Lauren Dean**  
**New Business Development Manager**  
Next Media  
78 Renwick Street  
Redfern NSW 2016  
Phone: +61 2 9699 0367  
Fax: +61 2 9310 2012  
Email: laurend@next.com.au

### Editorial Enquiries

**March Stepnik**  
**Editor**  
Next Media  
78 Renwick Street  
Redfern NSW 2016  
Phone: +61 2 9699 0389  
Fax: +61 2 9699 8826  
Email: march@next.com.au

### General Conditions

Advertisers are subject to the terms and conditions set on this rate page. No responsibility accepted for any loss arising from any error or failure of an advertisement or part thereof. Where material is overdue, the publisher reserves the right to repeat a previous advertisement. Nintendo Gamer is published in Australia by Next Publishing Pty Ltd (ABN 88 002 647 645)

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