

AUSTRALIAN

TENNIS

MEDIA GUIDE



SERVING THE
40+
YEARS
TENNIS COMMUNITY



INNOVATION INFORMATION INSPIRATION

AUSTRALIAN TENNIS

Founded by a passionate group of tennis supporters in 1976, *Australian Tennis Magazine* (ATM) is believed to be Australia's longest-running specialist publication.

For more than 40 years, the award-winning magazine has been delivering all things tennis to players, fans, coaches, club members and others in the sporting community.

Published by Tennis Australia since 2009, our premium-quality print publication is delivered **bi-monthly to thousands of local and international subscribers**, plus sold in store and online.

Every edition of the print magazine reaches more than 50,000 readers.

Additional value is provided to the tennis audience through **ATM 4 Kids, an annual publication produced especially for young readers** in conjunction with ANZ Tennis Hot Shots, and distributed through schools, clubs and at major Australian events.

ATM also has an **engaged digital audience** that is served through a **strong social media** presence and our **partner website, Tennismash.com**.

We interact with **more than 130,000 followers across Facebook and Twitter** at least daily.

Integrated promotional and advertising opportunities are available to ensure you and your brand can also connect with this engaged and responsive tennis audience.

Be part of the excitement!



AUSTRALIAN TENNIS

Melbourne Park, Batman Avenue,
Melbourne, Victoria 3000
Private Bag 6060, Richmond Vic 3121
(03) 9914 4200
www.tennismag.com.au

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2019 ADVERTISING RATES

PAGE ADVERTISING

	CASUAL RATE	4 ISSUES	6 ISSUES
Double page spread	\$7010	\$5695	\$4310
Outside back cover	\$5380	\$4180	\$3740
Inside front cover	\$4950	\$4180	\$3740
Inside back cover	\$4950	\$4180	\$3740
Full page	\$4200	\$3740	\$3080
Half page	\$2400	\$2040	\$1680

All rates including GST.

TENNIS EXPO – DIRECTORY ADVERTISING

Directory style ads for all tennis needs including equipment, coaching, academies, tournaments, court supplies, and specialised retailers.

	CASUAL RATE	3 ISSUES	6 ISSUES
Single Expo:	\$300	\$705 [\$235 each]	\$1320 [\$220 each]
Double Expo:	\$600	\$1260 [\$420 each]	\$2280 [\$380 each]
Half page Expo:	\$1200	\$2400 [\$800 each]	\$3300 [\$550 each]

All rates including GST.

EDITORIAL OPPORTUNITIES

Opportunities are available to ATM advertisers to promote products and tennis news within the magazine via competitions, subscription drives and possible Product Watch inclusion, subject to editorial approval.

For all advertising enquiries

Vivienne Christie
Editor
P: 03 9914 4382 or 0417 341 179
E: vchristie@tennis.com.au

2019–20 SCHEDULE

ISSUE	NO.	BOOKING DEADLINE	ARTWORK DEADLINE	ON SALE DATE	THEMES*
FEB/MARCH 2019	4402	21 JANUARY 2019	25 JANUARY 2019	13 FEBRUARY 2019	SPECIAL SOUVENIR
APRIL/MAY 2019	4403	25 FEBRUARY 2019	4 MARCH 2019	27 MARCH 2019	DATA AND TECHNOLOGY
JUNE/JULY 2019	4404	29 APRIL 2019	10 MAY 2019	5 JUNE 2019	BIG PICTURE
AUG/SEPT 2019	4405	1 JULY 2019	15 JULY 2019	7 AUGUST 2019	STYLE
OCT/NOV 2019	4406	26 AUGUST 2019	9 SEPTEMBER 2019	2 OCTOBER 2019	PARTICIPATION
DEC/JAN 2019/20	4501	21 OCTOBER 2019	8 NOVEMBER 2019	4 DECEMBER 2019	GAME CHANGERS

Note: Scheduling subject to minor changes. On sale dates are first on sale dates, which may vary from state to state. *Themes may change.

MATERIAL SPECIFICATION

Note: Ensure that all advertisements are supplied to the specifications listed below.

Media

High resolution PDF emailed to Andrea Williamson and Nicole Hearnden: awilliamson@tennis.com.au, cc: nhearnden@tennis.com.au [the file must be smaller than 10mb to email]. **If the file is larger it can be sent via Hightail OR on a CD/DVD to: Australian Tennis Magazine, Private Bag 6060, Richmond Vic 3121.**

If you are unable to supply a hi-res PDF, we work in the following programs: Indesign, Illustrator and Photoshop.

Images

Resolution 300 dots per inch; Mode CMYK; Format eps/tiff; Size 100% of final output size.

Fonts

Please supply all screen and print fonts in Postscript format. Please do not use True Type fonts unless they have been converted to outline.

Screen/final output resolution

150 lpi/ 300 dpi

Colour

Four colour process. Please save all images as CMYK eps/tiff files. Ensure all Pantone colours

have been converted to four colour process in each software program used.

If files supplied do not meet these specifications, there may be additional costs charged to correct them. If you are unable to supply files, we have a fully equipped design studio to create your advertisement for a small fee.

Cancellation

The latest date for cancellation of a booked advertisement is the relevant booking deadline. Refer to the attached advertising conditions for further details.

DISPLAY AD SPECIFICATION

<p>Full page 297 mm high x 225 mm wide + 3mm bleed all edges</p>	<p>Double page 297 mm high x 450 mm wide + 3mm bleed all edges</p>	<p>Half page Expo 118 mm high x 195 mm wide</p>	<p>Double Expo 118 mm high x 95.5 mm wide</p>	<p>Single Expo 118 mm high x 46 mm wide</p>
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NOTE: Keep type/logos approximately 15 mm away from trims. Half page ads cannot bleed – they must be in the areas shown. On double page spreads, always allow for the magazine's spine. We recommend that text does not extend across the gutter. Where necessary, only larger type should be used, avoid breaking words across the gutter.

BOOKING CONFIRMATION

Australian Tennis Magazine
Private Bag 6060, Richmond, Victoria 3121

Vivienne Christie
Phone: +613 9914 4382 Mobile: 0417 341 179
Fax: +613 9650 1040
Email: vchristie@tennis.com.au
Tennis Australia Ltd ABN 61 006 281 125

Contact: _____

Customer Name: _____

ABN: _____

Address: _____

State: _____ Postcode: _____

Phone: _____ Email: _____

Advertiser name (if different to above): _____

We would like to book the following advertisements in *Australian Tennis Magazine*:

Issues	Size/colour	Material instructions	Rate	GST	Total cost
Year					
Month					
Year					
Month					
TOTAL INVESTMENT					

Invoice details: Invoice Customer Invoice Advertiser direct Prepayment via EFT.

On behalf of Customer, I declare that I have read and understood the *Australian Tennis Magazine* Advertising Conditions [Advertising Conditions], a copy of which is published in this media guide and otherwise available on request from Tennis Australia. I acknowledge and agree that Customer's purchase of advertising product in the *Australian Tennis Magazine* from Tennis Australia is subject to the Advertising Conditions. I declare that I am authorised to make this purchase on behalf of Customer.

Authorised person: _____

Position: _____

Signature: _____ Date: _____

Australian Tennis Magazine advertising representative: _____

ADVERTISING CONDITIONS

Advertising space [and related production services] for *Australian Tennis Magazine* (**ATM**) is issued by the publisher, Tennis Australia Ltd (**TA**), on the following conditions:

Acceptance

1. The submission to TA of an order form for advertising space in ATM shall amount to the acceptance of these conditions by the party named as Customer on the Australian Tennis Magazine advertising booking form (**Customer**).
2. Customer warrants that it contracts with TA as a principal notwithstanding that Customer may be acting as an agent for another party whose brand will be advertised in the advertising space (**Advertiser**). Where Customer acts as an agent on behalf of an Advertiser, Customer agrees to do all things necessary to ensure the Advertiser complies with these conditions as if the Advertiser was Customer.

Artwork Deadline

3. Customer must provide TA with the content of the advertisement it proposes TA will publish in the advertising space (**Artwork**) in the form specified by TA on or before the artwork deadline date for each edition of ATM notified by TA to Customer (**Artwork Deadline**).
4. If Customer fails to provide the Artwork to TA by the Artwork Deadline TA may, in its complete discretion, cancel the booked advertising space. Following such cancellation, Customer will nonetheless be liable to pay 50% of the fee for the cancelled advertising to TA, which Customer acknowledges is a genuine pre-estimate of the loss suffered by TA due to setting aside the advertising space for Customer and not being able to offer it to the market prior to the Artwork Deadline.
5. If Customer has booked advertising space in successive editions of ATM and wishes to amend or update its Artwork, it is Customer's responsibility to ensure the updated Artwork is supplied to TA, in the required form, prior to the Artwork Deadline, or unamended Artwork may be published by TA.

Approval of Artwork

6. Publication of all Artwork is subject to approval by TA which can be withheld at TA's absolute discretion. Artwork simulating ATM's editorial material in appearance or style or that are not immediately identifiable as advertisements will not be accepted.
7. It is the responsibility of Customer to check the correctness of the Artwork (even where TA has provided production services to Customer in relation to the Artwork) and TA accepts no liability for any error in the Artwork.

Cancellation by TA

8. TA may cancel publication of any Artwork if Customer:
 - (a) submits Artwork that is rejected by TA in accordance with clause 6;
 - (b) breaches these conditions; or
 - (c) if Customer or Advertiser are involved in any conduct which in TA's reasonable opinion, brings or is likely to bring TA, Customer or Advertiser into disrepute.

Cancellation by Customer

9. Customer may cancel its advertising space at any time on or before the artwork booking deadline date for each edition of ATM notified by TA to Customer (**Booking Deadline**), without any liability to the quoted fee or any part of it.
10. Customer may cancel its advertising space at any time between the Booking Deadline and the Artwork Deadline; however, following such cancellation, Customer will nonetheless be liable to pay 50% of the fee for the cancelled advertising to TA, which Customer acknowledges is a genuine pre-estimate of the loss suffered by TA due to setting aside the advertising space for Customer and not being able to offer it to the market prior to the Artwork Deadline.
11. No cancellation or termination by Customer will be accepted by TA after the Artwork Deadline.

Payment

12. In consideration for the advertising space granted to it and any production services supplied to it by TA, Customer must pay the fee quoted to it by TA.
13. Customer must pay the full amount of any relevant invoice to TA within 30 days of the date of the invoice. If Customer defaults in any payment, it is liable to pay to TA interest on the amount outstanding at the rate of 2% above the rate specified under the Penalty Interest Rates Act 1983 (Vic).

Position of advertising space

14. If Customer has requested specific positioning of its booked advertising space for any edition of ATM, TA will use reasonable endeavours to meet that request, however the ultimate decision rests with TA.
15. Subject always to clause 6, positioning of Customer's advertising space with an edition of ATM is only guaranteed if specified in writing by TA as 'guaranteed'. In the event that Customer has paid for a 'guaranteed' position, but TA fails to deliver the guaranteed position, Customer's sole remedy will be a refund by TA of the difference between the fee charged for the guaranteed position rate and the standard advertising space rate).

License to use Artwork

16. Customer grants to TA a worldwide, non-exclusive, royalty-free, perpetual and irrevocable licence to use, reproduce, display, distribute the Artwork and its constituent parts, including trademarks, service marks, logos or other commercial product or service designations contained in the Artwork including to market and advertise ATM.

Warranties

17. All Artwork is published in ATM on the representation made by Customer that Customer is authorised to publish the entire contents. Customer represents and warrants that it is authorised to publish the Artwork and the Artwork will not:
 - (a) violate any law or infringe upon any right of any party [including but not limited to intellectual property rights].
 - (b) violate any applicable law, statute, ordinance or regulation, including without limitation the laws governing unfair competition, anti-discrimination, false advertising or export control; or
 - (c) contain material which is defamatory or libellous.

Indemnity

18. In consideration of the publication of the Artwork, Customer will indemnify, defend and hold TA harmless from and against any and all losses, liabilities, costs and expenses [including, without limitation, legal fees] arising out of or in connection with:
 - (a) the publication of Customer's Artwork in ATM.
 - (b) any breach of the covenants, representations or warranties in these conditions;
 - (c) any claim arising from the sale or license of Advertiser's advertised goods or services; or
 - (d) any other act, omission or misrepresentation by Customer.

References to ATM and TA

19. Customer must not use the name of TA, ATM or of any event promoted by TA in any way that connects them with Customer such that it implies or gives the impression that Customer or Customer's activities are endorsed by TA or that the Customer is a sponsor or in some other way connected to TA without prior written consent of TA.

Other

20. TA has no liability to Customer for any failure to publish or circulate all or any part of any edition of ATM due to circumstances beyond the reasonable control of TA.
21. TA is not liable to Customer under any circumstances for any indirect or consequential loss [including without limitation, business interruption and loss of profits, business, goodwill, anticipated savings, information and data].
22. These Conditions shall be construed and governed by the laws of Victoria.