

Secrets

of Central Victoria

Information Pack

Valid from July 2009

Secrets of Central Victoria	3
Secret Tastes of Central Victoria	4
Secrets Online Directory	5
Advertising Rates & Sizes	6
Terms & Conditions, Technical Info.	7

When You Advertise In Secrets Magazine You Are Investing In Your Business

YOUR ADVERTISEMENT IS AN INVESTMENT.

The quarterly publication of Secrets Magazine gives you far greater exposure than its 3 month shelf life. Because our readers hold on to and share their copies of Secrets, your advertisement is being seen by an estimated readership of 40,000.

This exposure is extended even further when you invest in Secret Tastes. With a “shelf life” of six months, Secret Tastes will be distributed twice in that period – once on first release and again in the middle of the cycle.

COST EFFECTIVE ADVERTISING

When you invest in one or more of the Secrets products, you are supported by the Secrets Magazine Online directory PLUS you are seen through the World Wide Web with the Secrets eMag, where readers can turn each page, read the stories and see YOUR ad. In addition, attractive discounts are offered for multiple bookings, which are enhanced even further when paying by credit card or PayPal when booking.

READERSHIP

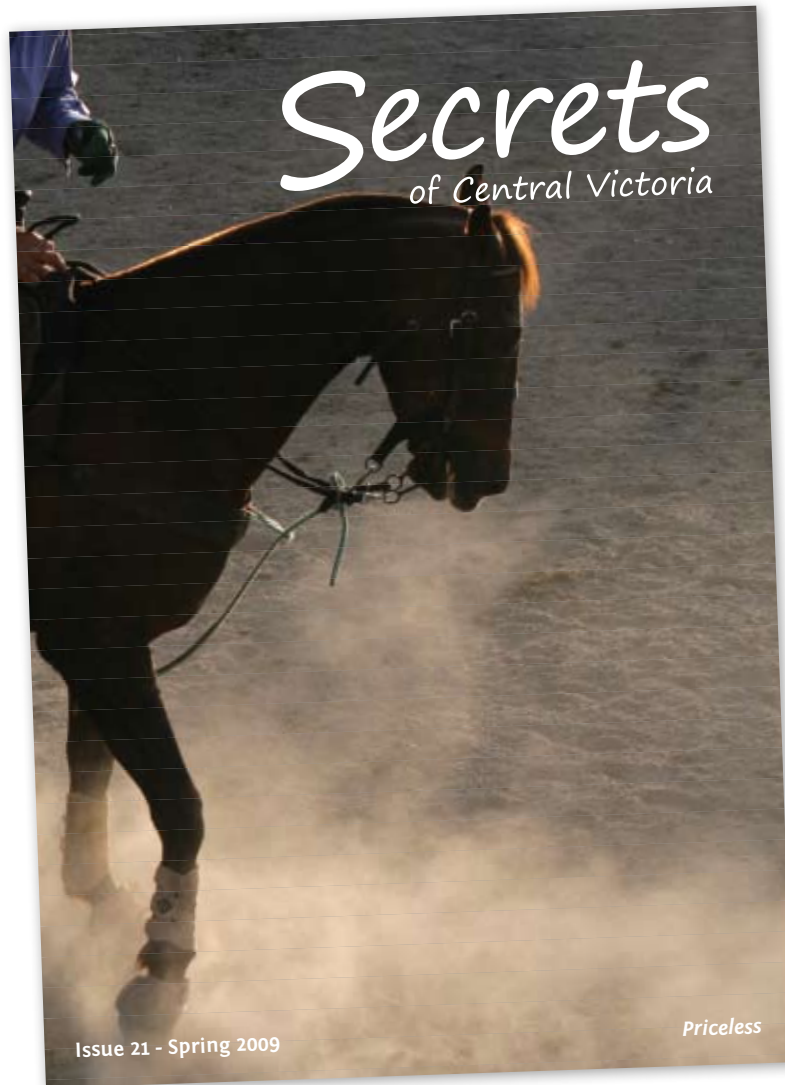
Readers of Secrets Magazine and Secret Tastes are aged from 35 upward with demonstrable disposable income. They like to travel – they love good food and wine – they have a social conscious and consider the environment and are leaning more and more toward fresh, organic produce. Many are looking for a “tree change”, or a second home in the country. They like to spend money on restaurants, wine, boutique brews, farm gate and regional produce, art and craft, real estate, gardens, giftware and just relaxing.

“I had people coming into the gallery and buying paintings, because they had seen us in Secrets Magazine, before I knew the magazine was even out” - Michael Parker, Stony Creek Gallery Daylesford.

What You Will Gain From Being In Secrets

- Exposure for your business to a readership estimated to be in excess of 40,000 via 15,000 hard copies.
- Greater exposure to the countless numbers of people who will read the magazine online through the Secrets eMag.
- Access to our loyal Readership
- Secrets Advertisers have access to a wide cross section of readers who have disposable income, time and desire to travel, either from outside the region and those who also live in the region and like to learn of destinations they can enjoy themselves and share with visiting family and friends.
- Reader Loyalty to Secrets is clearly demonstrated in the feedback we receive from our readers. They love the magazine, wait eagerly for each release and follow through with Secrets advertisers. Our advertisers tell us that they achieve measurable results from their investment with Secrets time and time again.
- A Free Price Tag and Wide Distribution. Readers of Secrets Magazine don't have to go looking for it in newsagents and pay to read it. Secrets is available free in cafes, hotels, shops, bars, tourist attractions, Visitor Information Centres – in fact anywhere people go to relax throughout the region. It is also available in Melbourne from Federation Square, Southern Cross Station, The Victoria Market, cafes, restaurants and boutiques in Lygon Street, Armadale, Prahran, St. Kilda, Williamstown, the Mornington Peninsula and the Great Ocean Road.

“The first few days after my ad appeared in Secrets, I received several bookings for accommodation and a couple of enquiries for weddings” - Nola Whitehouse, Kattemingga Lodge, Trentham



Secrets of Central Victoria
Issue 21 - Spring 2009

Secrets Magazine is unique. It goes beyond the recognized tourist destinations of Central Victoria and finds the stories in, around and behind the towns and villages that comprise a premier tourist destination in Victoria. It effectively promotes the lesser known townships and brings to the reader the interesting, sometimes astounding tales of the people and places that make the region so fascinating.

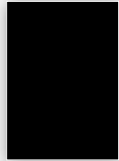
All those who work on Secrets Magazines live in the area. All have chosen to make Central Victoria home and in so doing, have a familiarity and understanding of what makes the area so special. With stunning photography and a writing style that is down to earth and friendly, Secrets profiles the region for what it is – warm, open and welcoming. Released quarterly, Secrets captures the essence of each season – the heat and freedom of summer, the colour and crispness of autumn, the invigorating winters and then the new life of spring.



Secret Tastes will showcase the abundance of quality produce, gourmet foods and award winning wines available in Central Victoria.

Secret Tastes of Central Victoria is a sister publication that concentrates on the food, wine, brews, produce and all things gastronomic for which the region is becoming renowned. Secret Tastes guides the reader to the excellent restaurants and cafes, the wineries and boutique breweries and the produce, both grown and manufactured that stimulates the taste buds like no other. Secret Tastes will be launched as a flipside to the Summer 2009/2010 issue of Secrets, making this a super-bumper edition. This draws on the established popularity of Secrets of Central Victoria magazine. Secret Tastes features stories on the exciting producers, chefs and winemakers who are helping to make Central Victoria into a recognised food destination.

Secrets of Central Victoria



Full Page

148.5 x 210mm - (requires additional 5mm bleed)

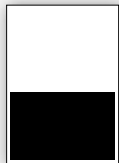
Casual	2 Issues	4 Issues
\$990	\$891	\$841



Half Page Vertical

66.8 x 185mm

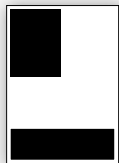
Casual	2 Issues	4 Issues
\$660	\$594	\$561



Half Page Horizontal

138.6 x 90mm

Casual	2 Issues	4 Issues
\$660	\$594	\$561



Quarter Page

Vert: 66.8 x 90mm Hor: 138.6 x 42.5mm

Casual	2 Issues	4 Issues
\$350	\$315	\$297



Eighth Page

66.8 x 42.5mm

Casual	2 Issues	4 Issues
\$180	\$162	\$153



Classified Listing

Photograph or Logo, 35 word description and contact details.

\$150

Secret Tastes of Central Victoria



Full Page Display Advertisement

148.5 x 210mm - (requires additional 5mm bleed)

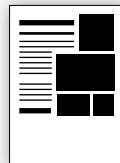
Normal	Inside Cover
\$1190	\$1510 - Full \$910 - Half



Full Page

4 Images plus text to 350 words

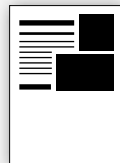
\$1190



Three-Quarter Page

3 Images plus text to 275 words.

\$990



Half Page

2 Images plus text to 175 words

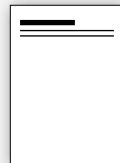
\$792



Quarter Page

1 Image plus text to 100 words

\$420



Line Listing

Heading and contact details plus text to 20 words

\$220

Payment Methods

Credit Card - Visa or MasterCard. Please call.
Direct Deposit - Details on invoice
PayPal - see www.secretsmagazine.com.au.
Cheque - All cheques must clear prior to publication.

Editorials

Editorials/articles are offered on a suitability basis, whereby the content is of interest to our readers.

Advertisements in Secret Tastes includes descriptive text and are not to be seen as editorials per se. However the advertiser has the option of choosing a display ad without text at the same price as Secrets magazine.

COMMUNITY EVENTS

At Secrets, we care about the community and try wherever possible to assist the promotion of community events. We urge community groups to call us to discuss how we can help.

Artwork Preparation

We can provide an in-house artwork preparation service for all our print and web advertisers.

Print Ad Design/Preparation	\$40
Web Ad/Listing Design/Preparation	\$40
Modifications to existing artwork	\$25

1. APPROVAL OF LISTINGS

A) A proof of all new advertisements will be forwarded to the Client for approval. Approval or alterations will be required to be returned, preferably within three days of the proof having been sent. Failure to respond shall be deemed to be approval of the insert.

B) If instructions are to repeat a previous listing, it is the Client's responsibility to notify the publisher of any changes to the insert. Failure to do so will result in the insert being published as previously. c) Mistakes approved or deemed approved by the Client shall not qualify for compensation.

2. PAYMENT TERMS

A) All advertising must be secured by a minimum 50% deposit at the time of booking, with the balance due and payable prior to the magazine going to print. Full payment by credit card at the time of booking will attract a 2.5% discount - this is additional to any discounts offered for multiple bookings. If for any reason, deemed to be acceptable by the Publisher, a Listing does not go to print a repeat Listing in the next available edition will be due to the Client. Only where the advertiser has booked a one off advertisement and it has been omitted from the magazine through no fault of the advertiser, will a full refund be available.

B) Any advertisement remaining unpaid at the time of printing will be deleted from the magazine and any work already undertaken to produce the Listing will be invoiced at the discretion of the Publisher.

C) Where a multiple booking contract has been entered into eg: 6 months or 12 months and the advertiser withdraws their ad before the expiration of the contract, the difference between the discount taken and the number of ads published will be chargeable to the advertiser.

D) Advertisements cancelled after artwork is completed will still be charged for that artwork.

3. PUBLISHERS RIGHTS/LIABILITIES



A) In the event of there being a serious error in a Listing, the Publisher may as its option reprint the advertisement without error in the next available issue of the magazine and the Client shall be obliged to accept such reprint as compensation and then pay for the Invoice amount originally charged.

4. ACCEPTANCE OF THESE TERMS AND CONDITIONS

By agreeing to advertise in Secrets Magazine, Secret Tastes of Central Victoria or Secrets Online Directory, whether that agreement be given on our official Agreement Form, through email or verbally, the advertiser accepts these Terms and Conditions.

Technical Information

Accepted File Formats

-  Press-Ready PDF, AI, EPS, PSD, TIFF, JPG or InDesign
-  Microsoft Word (doc/docx), Publisher (pub) or PowerPoint (ppt), Corel Draw, Quark

All raster graphics must be at least 300dpi and in CMYK colour mode. All fonts must be outlined or packaged if supplying an InDesign file.

Editorial Content

Text for editorials can be supplied in Microsoft Word format (doc or docx) or any other common text format. Supplied photographs must be high-resolution (300dpi). We cannot use photographs from websites unless they are at least 1000px wide or more.

Online Directory

Display advertisements for our online directory must be supplied in JPG or PNG format at 72dpi in RGB colour mode. Photographs for premium listings must be at least 570 x 305px in landscape orientation.

Sending Your Files

If the packaged size is smaller than 5MB. If your files are larger than 5MB, please consider a file transfer service such as YouSendit. Alternatively, you can place your files on a CD/DVD and post to us.

Payment Methods

- Credit Card** - Visa or MasterCard. Please call.
- Direct Deposit** - Details on invoice
- PayPal** - see www.secretsmagazine.com.au.
- Cheque** - All cheques must clear prior to publication.