

THE ULTIMATE FILM & MUSIC GUIDE

SANITY
GREAT SERVICE. GREAT VALUE



2013 Media Kit

Get involved with one of Australia's most established entertainment brands.

Multi-platform physical and digital distribution maximises your product's exposure.

Reaching over 225,000 consumers per month!



music



movies



games



gadgets

AVAILABLE MONTHLY IN STORES, ONLINE AND VIA INTERACTIVE EMAIL

THE MAGAZINE

ULTIMATE is available through Sanity Entertainment stores Australia-wide, circulating a guaranteed 80,000+ copies per month.

ULTIMATE is partnered by a digital e-magazine distributed to Sanity's email database and available at www.sanity.com.au. This potentially takes ULTIMATE's content to thousands more consumers every month and allow them to interact with the products and purchase them immediately at sanity.com.au.

The stories are cutting edge - from up to the minute movies, news and music releases to exclusive interviews with only the hottest artists and actors of the moment.

With its massive reach through almost 200 locations, ULTIMATE gets access to the hottest stars and celebrities. Your brand can take advantage of this association.

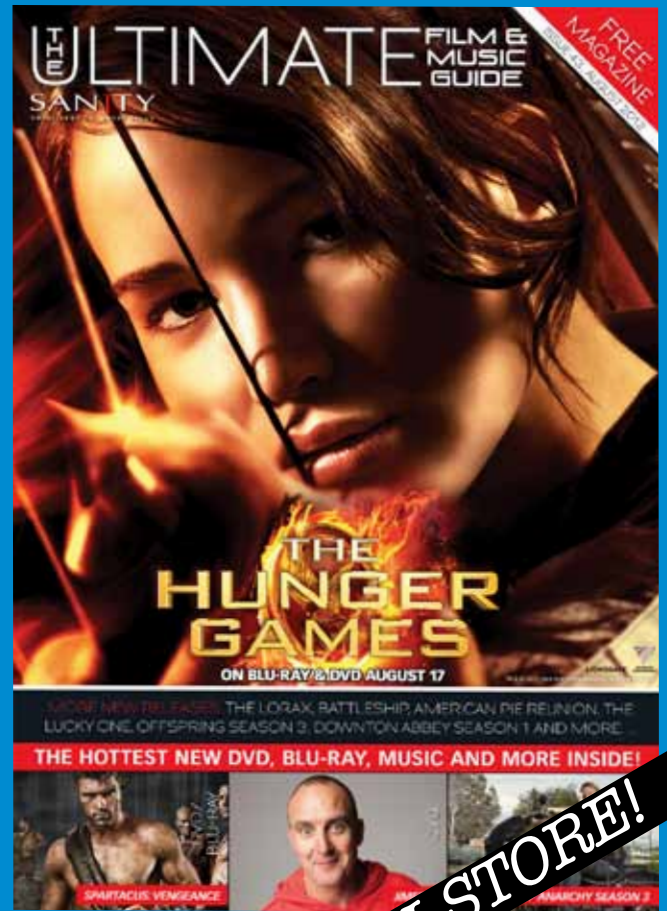
THE READER

Savvy and culturally aware, ULTIMATE readers have a broad age range and know their music, film and games - but always want to know more. They want behind-the-scenes news, the latest products before they hit the shelves, experiences that money can't buy and technological know-how. They're interested in the local scene and getting out there in the thick of it.

ULTIMATE readers are both male and female. They are between 15 and 45 years of age. They have money to spend on entertainment and they carry music with them everywhere. Sound like someone you'd like to talk to?

ULTIMATE is:

- > High circulating.
- > Cutting edge.
- > An entertainment authority.
- > The only publication any



IN STORE!



ONLINE!

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RATE CARD

PHYSICAL MAGAZINE + DIGITAL E-MAG					
		2x	3x	4x	6x
FULL PAGE	\$3,590	\$3,390	\$3,190	\$2,990	\$2,790
DOUBLE PG	\$5,690	\$5,290	\$4,890	\$4,490	\$4,090
HALF PAGE	\$2,490	\$2,390	\$2,290	\$2,190	\$2,090
THIRD PAGE	\$1,990	\$1,950	\$1,890	\$1,820	\$1,600

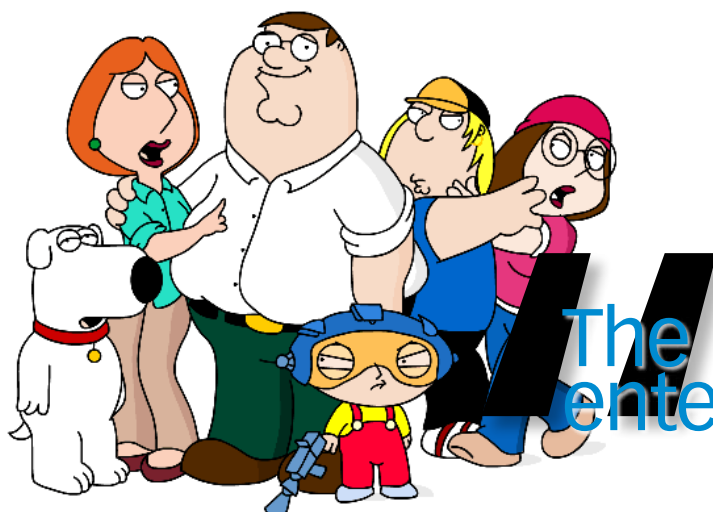
PRIME POSITION GUARANTEED	
COVER PACKAGE (INCLUDES FULL PG AD)	\$10,990
INSIDE FRONT COVER	\$4,190
OUTSIDE BACK COVER	\$4,490
INSIDE BACK COVER	\$3,990
INSIDE FRONT COVER SPREAD	\$7,590
EARLY RIGHT HAND PAGE	\$3,790
COVER WRAP	QUOTED
GATEFOLD	QUOTED

LOOSE INSERT RATE	
1 - 2 PAGES	QUOTED
3 - 4 PAGES	QUOTED
5 - 6 PAGES	QUOTED
7 - 8 PAGES	QUOTED

BOUND INSERT RATE	
1 - 2 PAGES	QUOTED
3 - 4 PAGES	QUOTED
5 - 6 PAGES	QUOTED
7 - 8 PAGES	QUOTED

PRODUCTION CHARGE	
FULL PAGE	\$1,500
DOUBLE PAGE	\$3,000

The above rates do not include GST. 10% will be added to the above rates.
All inserts have a minimum charge of \$10,000 +GST.



The **ULTIMATE** entertainment magazine."

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SPECIFICATIONS

BOOKING SIZE	WITH BLEED (HEIGHT/WIDTH IN MILLIMETRES)	TYPE (HEIGHT/WIDTH IN MILLIMETRES)	TRIM (HEIGHT/WIDTH IN MILLIMETRES)
FULL PAGE	285x205	265x185	275x195
DOUBLE PAGE SPREAD	285x400	265x380	275x390
HALF PAGE HORIZONTAL	148x205	128x185	138x195
HALF PAGE VERTICAL	285x108	265x88	275x98
THIRD PG HORIZONTAL	102x205	82x185	92x195
THIRD PAGE VERTICAL	285x75	265x55	275x65
POSTER	ON APPLICATION		
BOUND INSERT	ON APPLICATION		
LOOSE INSERT	ON APPLICATION		

BOOKING AND MATERIAL DEADLINES

ISSUE (10 PER YEAR)	IN STORE DATE (FIRST MONDAY)	AD CREATIVE DEADLINE (WED)	AD BOOKING DEADLINE (FRI)	EDITORIAL DEADLINE (MON)
FEB/MAR 13	4/2/2013	23/1/2013	18/1/2013	7/1/2013
APRIL 2013	1/4/2013	20/3/2013	15/3/2013	4/3/2013
MAY 2013	6/5/2013	24/4/2013	19/4/2013	8/4/2013
JUNE 2013	3/6/2013	22/5/2013	17/5/2013	6/5/2013
JULY 2013	1/7/2013	19/6/2013	14/6/2013	3/6/2013
AUG 2013	5/8/2013	24/7/2013	19/7/2013	8/7/2013
SEPT 2013	2/9/2013	21/8/2013	16/8/2013	5/8/2013
OCT 2013	7/10/2013	25/9/2013	20/9/2013	9/9/2013
NOV 2013	4/11/2013	23/10/2013	18/10/2013	7/10/2013
DEC/JAN 14	2/12/2013	20/11/2013	15/11/2013	4/11/2013

Artwork to be provided as high res PDF to info@nuclear.com.au or via Quickcut.

TO BOOK PLEASE CONTACT

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