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TARMAC
 GRAVEL
 SNOW

ROAD ▶ RALLY ▶ RACE

Tarmac

www.Tarmac-mag.com.au



**Media Kit
2010**



Tarmac magazine

Where road meets race



What is Tarmac magazine?

Tarmac is excitement and passion about performance road cars with a touch of race and flair for fun. From Ford's Fiesta to Ferrari's Scuderia, almost every car maker that produces a performance variant has a place in Tarmac magazine.

Tarmac is the magazine for the motoring enthusiast who wants more than just the same old car-versus-car comparos.

Written by informed professionals, Tarmac looks at these exciting cars in a new, different way; it combines hard data, performance times and road tests, featuring pro drivers, motorsport champions and racing celebrities in a way that's both unique and interesting.

Tarmac was born from the increasing number of manufacturers producing performance cars, the prevalence of tarmac rallies and track-based events and the demand for a dedicated performance motoring magazine specialising in this growing market.

Whether it's mate-against-mate on an open track day or competing in organised motorsport like Targa Tasmania, Tarmac magazine is specific enough to appeal to the informed enthusiast, yet broad enough to appeal to anyone.

Launched in April 2008, Tarmac magazine blends a mix of cars, features, tests, tech stories, interviews and high-

profile and professional racers with the latest gadgets, products and news. Tarmac is the all-wheel drive turbo of motoring magazines – on race rubber!

Who is Tarmac?

Tarmac's staff is the best in the business. With the depth of experience from working on the country's – and world's – best motoring magazines such as *Wheels*, *Motor*, *Top Gear*, *Evo*, *Motor Trend*, *Fast Fours* and much more, the people behind Tarmac know the difference between cool and crass.

Tarmac utilises Australia's best photographers and writers to produce stories that are entertaining, irreverent and interesting, with hard-core facts and figures presented in a way that's relevant and topical.

Tarmac looks at product and people; it throws motorsport champions into the hot seat; it tests performance gear and it even races. The people behind Tarmac know the subject because they're part of it.

**Tarmac is the
all-wheel drive turbo
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– on race rubber!**

Not just cars

While the core of Tarmac is cars, the sex appeal and performance of motorbikes is impossible to ignore. We'll touch on the latest and greatest bikes in a way that's interesting for riders and non-riders alike. Be it cars, bikes or karts, if it's on tarmac, it's in Tarmac .

Tarmac looks at cars in a new, exciting way...



No nerds or bikinis

Tarmac's appeal is its broad appeal. It can be left on a coffee table, in a doctor's waiting room, or at a workshop. Light-hearted stories feature alongside hard-core tests, presented in an easily digestible way. No need for a workshop manual or motoring dictionary.

While car magazines are traditionally aimed at the male reader, Tarmac also appeals to the female motoring enthusiast. The absence of bikini-clad cover models and serious profiles of female racers each issue highlights this.

Reader Profile

Tarmac's main goal is its broad reader base, however its target is predominantly male, 30-49 (30%), followed by 25-34 (25%), 18-24 (20%) and 50+ (15%) with a high disposable income (\$60k+). Tarmac targets socio-economic classes AB (30%), though C, D and E and split evenly (20%), specifically those into performance cars, who have an interest in watching and/or competing in motorsport.

Frequency

Tarmac magazine has been launched as a quarterly title to increase exposure and offer maximum value for advertisers. Its reception within the industry and readership will determine its frequency increase with a revision for increased planned and dependent upon market demand.

Ad Material Specifications

Sizes

Full page	Trim	210mm x 297mm*
Double-page spread	Trim	420mm x 297mm*
1/2 page horizontal		190mm x 135mm**
1/4 page horizontal		190mm x 65mm**

*For full bleed, add 5mm on each side and ensure text is 10mm inside trim area.
** Live type area - no bleed on 1/2 and 1/4 page ads

Inside-front, inside-back and opposing pages

Image area is reduced due to binding. DPS should be supplied as single page PDF files with 5mm bleed each side.

Format

1. As complete, ready to print ads: Tarmac prefers PDF files but also accepts completed artwork in TIF, EPS, JPG formats. Artwork can be supplied via email, mail or CD or USB or via QuickCut (www.QuickCut.com.au). All images supplied must be in CMYK colour mode at least 300dpi @ 100 percent
2. If you wish to supply your artwork as an InDesign document, please include all images, fonts, links and a colour proof printout.
3. Tarmac does not accept the following formats: CorelDraw, Excel, Word, Publisher, PowerPoint and Pagemaker as they cannot be reproduced in print quality.

Proofs

We suggest supplying a colour digital proof with all advertising material. Tarmac accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.

National Distribution

Frequency :	Five per year: quarterly plus yearbook
Circulation:	35,000

Production Schedule

Issue number	Add booking deadline	On sale
#7 (2010)	March 22	April 7
#8 (2010)	June 28	July 14
#9 (2010)	Sept 27	Oct 14
#10 (2011)	Nov 29	Dec 15
#11 (2011)	Feb 28	March 16

Advertising Rates

Format	1x	2x	3x	4x	5x
Double page	3800	3465	3150	2860	2600
Full page	2600	2365	2150	1810	1695
Half page	1350	1190	1080	980	890
Quarter page	750	680	615	560	510
				(Classified)	180

Covers

Inside front (DPS)	5995	5495	5220	4855	4320
Inside front (single)	3150	2860	2600	2365	2150
Outside back	4195	3900	3750	3550	3250
Inside back	3495	3400	3195	2995	2750

All full colour; rates exclusive of GST

Tarmac magazine prefers advertising material supplied via QuickCut or Websend file validation and delivery. Visit www.QuickCut.com.au or www.Websend.com.au to register and download the pre-flight software. No guarantee is made for resolution of ads and images not sent through these file checking sites.

Contact Details

Advertising enquiries: barry@tarmac-mag.com.au or ph: 0409 442 841

Advertising material receiving address: ads@tarmac-mag.com.au

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Tarmac magazine Terms & Conditions

Advertising conditions of acceptance

The terms and conditions form part of the advertising contract in Tarmac magazine (hereby referred to as 'Tarmac').

Contract Advertising

Series bookings apply to a specific volume of space which is contracted by the advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, Tarmac will surcharge all space taken to the rate appropriate to the volume of space used. Postponement or cancellations cannot be affected after eight weeks prior to the publicised on sale date.

Material

1. All advertising material will be delivered without expense to Tarmac. 2. Any expenses incurred by Tarmac to secure advertising material after the deadline (freight, tolls, couriers etc) will be charged back to the advertiser or agency as a disbursement. 3. Where new material or instructions have not been received from an advertiser by the deadline, Tarmac reserves the right to repeat previously run copy, or to substitute copy at Tarmac's discretion and charge full rate plus production. 4. Advertising material is held at the advertiser's risk and is not insured by Tarmac. Material will only be returned upon request and will be destroyed after 24 months.

Rate protection

Should advertising rates change, advertisers on a current contract with Tarmac will remain on the rate as-booked until the pre-existing contract expires.

Taxes

Any government or industry taxes (GST) are additional to the current cost structure shown on the rate card, applicable to all Australian businesses. For overseas advertisers, levies will be due as legally required.

General

1. Tarmac reserves the right to refuse any advertisement. 2. The placement of advertising is at the publisher's discretion, except where a preferred loading has been paid. 3. Casual displacement, rejection or omission of an advertisement does not invalidate the space contract. 4. While every care is taken, Tarmac will not accept liability for any loss whatsoever incurred through error in either the content or incorrect appearance of an advertisement.

Terms of Acceptance

Tarmac warrants and undertakes that no statement, representation or information contained in the supplied advertisement is or likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, is defamatory, in breach of copyright, trademark or other intellectual or industrial property right or is otherwise in breach of any provision or statute regulation or rule of law. The advertiser acknowledges that Tarmac relies on the provisions of this clause in accepting advertising. The advertiser hereby agrees to indemnify Tarmac against all losses or costs, legal or otherwise arising as a result of the publication of an advertisement.

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