

ROAD ▶ RALLY ▶ RACE

Tarmac

Not just another car magazine!

MEDIA KIT

2011/2012



www.tarmac-mag.com.au



What is Tarmac magazine?

Launched in April 2008, *Tarmac* is a performance motoring magazine, mixing the best elements and creating its own niche; *Tarmac* is passionate about performance road cars with a touch of race and flair for fun. From Toyota to Lamborghini, Audi to Volkswagen, 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 tired 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 and uncatered 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.

Tarmac magazine 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, interesting and topical.

Tarmac knows the subject because it is a part of it.

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, at a workshop or a school. Light-hearted stories

feature alongside hard-core tests, presented in an easily digestible way. No need for a workshop manual or motoring dictionary.

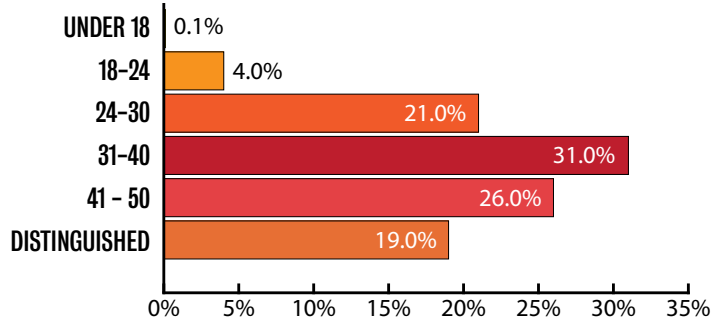
While car magazines are traditionally aimed at the male reader, *Tarmac* also appeals to the female motoring enthusiast. The absence of bikini-clad cover models combined with the serious profiles of female racers each issue highlights this.

Frequency

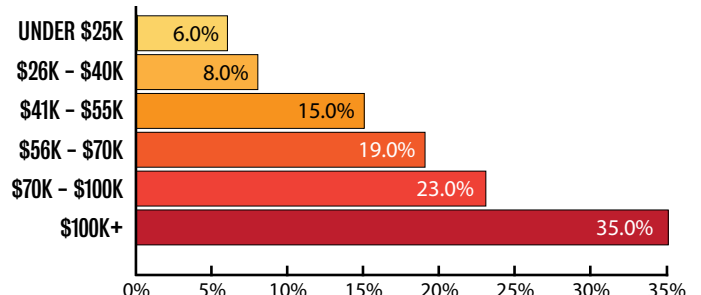
Tarmac magazine is a quarterly title to increase exposure and offer maximum value for advertisers, though we can and do adjust frequency and on-sale times based on demand, events and advertiser promotions. Its frequency is continually reviewed to adapt to the market and demand.

Reader Profile

Age group:



Personal income:





Why advertise in *Tarmac*?

Tarmac has a highly concentrated enthusiast readership. With a definite slant toward production-based motorsport and in particular tarmac rally, *Tarmac* offers a direct line of communication to the racers, spectators, workshops and enthusiasts involved in motorsport.

Tarmac is an informed, mature, committed and financially independent market. With regular event coverage and partnerships with major tarmac events like Targa Tasmania, *Tarmac* is in a unique position to offer advertisers an economical way of advertising their products to this lucrative market.

We don't just sell ads

When you advertise with *Tarmac*, you get access to a whole range of supporting features. From our website, news items, new product releases, product reviews to real-life testing reports, *Tarmac* offers editorial support unparalleled through the motoring publishing industry.

We don't just publish magazines...

The *Tarmac* editorial team doesn't just write about cars. We live and breathe motorsport. The *Tarmac* Evo X is a familiar sight at all tarmac rallies. We also attend and compete at a number of national road and track events.

This hands-on experience gives the *Tarmac* team a unique perspective on the motorsport industry in Australia. This translates into an insightful, heavily detailed and unashamedly opinionated magazine that is held in high regard with readers and the industry alike.

Not too serious, either

In this age of entertainment, *Tarmac* realises a hard-core motoring magazine isn't for everyone, so we inject just enough light-heartedness to make viewing the magazine easy and entertaining, without being obnoxious or juvenile. Whether a reader is 18 or 80, into cars or not, *Tarmac* delivers an entertaining, easily digestible, wide-reaching motoring publication.



The majority of Tarmac readers are over 30 and earn more than \$100k.



TMR Evo X Club Spec

In the world of motorsport, the Evo X Club Spec is a true legend. It's a car that's been around for over a decade, and it's still going strong. This is the ultimate Evo X, the one that's been built for the track and the street. It's a car that's been around for over a decade, and it's still going strong. This is the ultimate Evo X, the one that's been built for the track and the street. It's a car that's been around for over a decade, and it's still going strong. This is the ultimate Evo X, the one that's been built for the track and the street.

New car reviews and testing

DRIVER PROFILES AND INTERVIEWS

RIISING SON

The rising star of the Australian Rally Championship, Perth's Dean Henwood has found himself in a very impressive position. He's a driver who's been around for over a decade, and he's still going strong. This is the ultimate driver, the one that's been built for the track and the street. It's a driver that's been around for over a decade, and he's still going strong. This is the ultimate driver, the one that's been built for the track and the street.

Driver profiles and interviews

THE VIPER ROOM

Newest entry around the MotorMagazine, and now, sitting around in terms of sales, it's one of the best Dodge Viper 2012. It's a car that's been around for over a decade, and it's still going strong. This is the ultimate Viper, the one that's been built for the track and the street. It's a car that's been around for over a decade, and it's still going strong. This is the ultimate Viper, the one that's been built for the track and the street.

Car features

TIME TO GO!

For a limited time only, the RaceChrono is a very impressive package. It's a device that's been around for over a decade, and it's still going strong. This is the ultimate timing device, the one that's been built for the track and the street. It's a device that's been around for over a decade, and it's still going strong. This is the ultimate timing device, the one that's been built for the track and the street.

Product reviews

National Distribution

Frequency : Four per year Circulation: 30,000, readership: 55,000

Production Schedule

Note: dates subject to change due to specific events/promotions

Issue number	Ad booking deadline	On sale
#12 (July-Sept 2011)	June 20	July 13
#13 (Oct-Dec 2011)	Sept 27	Oct 19 (on sale two weeks prior to Targa High Country)
#14 (Jan-Mar 2012)	Dec 5	Jan 11
#15 (Apr-June 2012)	Mar 19	April 4 (on sale two weeks prior to Targa Tas)
#16 (July-Sept 2012)	June 11	July 4
#17 (Oct-Dec 2012)	Sept 17	Oct 17

Advertising Rates

Format	1x	2x	3x	4x	5x	8x
Double page	4800	4370	3975	3615	3275	2620
Full page	2600	2365	2150	1810	1695	1350
Half page	1350	1190	1080	980	890	725
Quarter page	750	680	615	560	510	425

Cover Section	1x	2x	3x	4x	5x	8x
Inside front (DPS)	5995	5495	5220	4855	4320	
Inside front (single)	3495	3400	3195	2995	2750	
Outside back	4195	3900	3750	3550	3250	
Inside back	3150	2860	2600	2365	2150	

All full colour; rates exclusive of GST

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/USB or via QuickCut (www.QuickCut.com.au). All images supplied must be in CMYK mode at least 300dpi @ 100% reproduction size.

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 properly 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.

Advertising enquiries: barry@tarmac-mag.com.au or ph: 0409 442 841 **Send ad material to:** ads@tarmac-mag.com.au

Editor: Dean Evans, dean@tarmac-mag.com.au ph: 1300 883 252 PO Box 467, Mascot NSW 2020 www.tarmac-mag.com.au

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.

Tarmac magazine. www.tarmac-mag.com.au. info@tarmac-mag.com.au

ADVERTISING ENQUIRIES: Barry Miller Tel: 0409 442 841 Email: barry@tarmac-mag.com.au