

# ProPrint magazine

ProPrint is the leading monthly magazine for Australian and New Zealand printers

**P**roPrint provides our readers with vital industry information, news, views, reviews and in-depth features to help them remain competitive in the dynamic print media industry.

The magazine is aimed at the decision-makers at printing companies across the many and varied sectors of the industry.

### Update

Each month, our 'Update' section reveals the latest news taking place across print. Along with general industry news, Update also includes sub-sections dedicated to business, international news, and the environment, along with monthly columns from industry experts.

Our 'Online Update' double-page spread rounds up the best content from the ProPrint website, including the results of our weekly online poll, comments from our forums and rankings of the most-read stories.

### Profile

ProPrint gets under the skin of the industry in our monthly 'Profile' area. This is where readers can find interviews with industry figures, profiles of stand-out printing companies, as well as on-the-floor coverage of global events.

### Focus

The magazine goes in-depth in our 'Focus' section. Each month, we publish a series of feature articles that provide detailed analysis and insight into the technology, business, industry sectors and products that are part of the print industry. 'Focus' features appear on our features list.

### Product Portfolio

Finally, ProPrint's 'Product Portfolio' section gives readers the inside track on the latest developments of printing technology, with news and reviews. This is where you'll find our 'Product of the Month' article, where we take a fine-tooth comb to a piece of kit that's making a splash across the industry.

The cover features a main headline 'Xingraphics rides ahead with CTP' and several data visualizations. A large pie chart shows 8.8%, 26.5%, 0%, and 35.3%. Another chart shows 18%, 9%, 27%, and 52%. A third chart shows 8%, 0%, 20%, and 29%. The cover also includes sections for 'UPDATE ONLINE', 'PRODUCT FOCUS', and 'PRE-PRESS'.

The article preview features a 3D graphic of a cube with red, blue, and green faces. The headline is 'Would a shift to RGB stack up?' and the sub-headline is 'A CMYK workflow might seem like a no-brainer, but thanks to today's multitude of output devices and new media systems, more printers are keeping their eye on RGB as a strategy. Find out here.' The article is categorized under 'PRODUCT FOCUS | PRE-PRESS'.

**Circulation**  
**9,875 copies**  
*(April to September 2009, Circulation Audit Board figures)*

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# ProPrint website

ProPrint is using new media to support the future of traditional media

**G**o to proprint.com.au for breaking print industry news from both sides of the Tasman and worldwide. The website is packed with news and interactive content, such as our weekly online poll plus forums where our readers can air their views.

News happens every minute of every day. ProPrint is the only Australian printing industry website to provide a daily email newsletter, sending the breaking stories direct to inboxes across Australia and New Zealand.

The website is constantly growing. In January 2010, we published more news stories online than our two closest competitors put together.

Our readers, who are made up of the decision-makers at the helms of dynamic communications businesses, deserve the news that matters.

At ProPrint, we take our news seriously. We strive to get to the bottom of the issues facing our industry by providing unbiased and well-researched news.

**Page impressions**  
**33,447 (January 2010)**

**Unique users**  
**10,429 (January 2010)**

The screenshot shows the ProPrint website interface with a navigation bar, a main content area with several news articles, and a sidebar with various widgets. The main article headline is 'Bosman: no major changes under new federal print buying plan'. Other articles include 'Revenue up at HP's print division, but profits drop', 'PMP profits surge 87%, though 'loss of trust' hits distribution arm', and 'Owl and Konica Minolta review production print alliance'. The sidebar contains a 'Poll' section, a 'Latest Comments' section, and various product logos like Epson, HP, and Xerox.

# ProPrint rates & deadlines

## magazine

Rates are per page, per issue in Australian Dollars, plus 10% GST

### Front Cover Sponsorship (Prices on Request)

### Display Advertising

	DPS	Full Page	Half Page	Quarter Page
Casual	\$8,820	\$4,640	\$3,325	\$2,465
3 Issues	\$8,565	\$4,505	\$2,950	\$2,320
6 Issues	\$8,000	\$4,210	\$3,010	\$2,215
11 Issues	\$7,730	\$4,060	\$2,920	\$2,145

### Market Place/Classifieds

Full Page	Half Page	Quarter Page	Eighth Page
\$1,195	\$770	\$410	\$260

### Onserts (positioned behind address flysheet)

Single Sheet	Four Pages	Six Pages	Eighth Page
\$3,075	\$5,025	\$6,225	\$7,370

• Bound-in Insert – Add \$80 per 1000

• An additional charge of \$320 is made for loose inserts that will be placed randomly within the magazine. We reserve the right to view all inserts and onserts prior to delivery to our mailing house to ensure that we are meeting Australian Post standards.

### Preferred Positions

Inside Front Cover	Outside Back Cover	Inside Back Cover	Centre Double Page
+20%	+25%	+15%	+20%

## online

Rates are in Australian Dollars, plus 10% GST

### Run of Site (per month)

Leaderboard	Island Ad	Button Ad
\$2,000	\$1,500	\$500

### ProPrint Daily Newsletter\* (per month)

Leaderboard	Button Ad
\$2,000	\$500

\* Distributed everyday and a summary weekly newsletter sent on Friday

### Advertising Enquiries

Carmen Ciappara, Group Advertising Manager

+61 (0)2 9625 4434, carmen@proprint.com.au

### Special Online Advertising

Electronic Direct Mail, Skins, Takeover Page, Peel Pages
Prices on request

### Material deadlines 2010

Issue month	Material deadline*	On sale
February	15.01.2010	01.02.2010
March	12.02.2010	01.03.2010
April	19.03.2010	05.04.2010
May	16.04.2010	03.05.2010
June	21.05.2010	07.06.2010
July	18.06.2010	05.07.2010
August	16.07.2010	02.08.2010
September	20.08.2010	06.09.2010
October	17.09.2010	04.10.2010
November	15.10.2010	01.11.2010
December	19.11.2010	06.12.2010

\* This is the deadline for Finished Advertising Material For Ads Requiring Layout/Alterations by Haymarket Media...

- Please advise Haymarket Production **NO LATER THAN TWO WORKING DAYS** prior to material deadline that you will require ad layout/alteration
- Ensure all copy is proofed and finalised, all images and logos are high-res and supply all raw materials with clear instructions to Haymarket production by material deadline
- A proof will be back to you as soon as possible for approval

Should you have any questions regarding material deadlines or advertising material, please contact

Ewa Grygier, Production Co-ordinator, on 02 8399 7625

# ProPrint advertising specs

Please send your high resolution PDF file to Ewa Grygier at one of the following:

**QUICKCUT**

<http://www.quickcut.com.au/home/index.asp>

**MAIL / COURIER**

ATTN: Ewa Grygier  
 Haymarket Media Pty Ltd  
 52 Victoria St, McMahon's Point  
 NSW 2060, Australia  
 Tel +61 (0)2 8399 7625  
 Fax +61 (0)2 8399 2201  
[www.haymarketmedia.com.au](http://www.haymarketmedia.com.au)

**EMAIL**

[egrygier@haymarketmedia.com.au](mailto:egrygier@haymarketmedia.com.au)  
 (Please do not email files over 5mb)

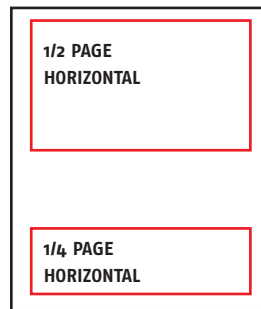
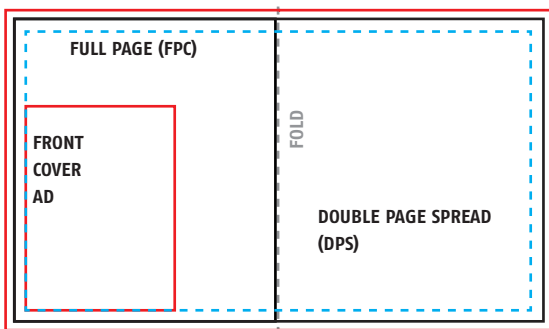
**FTP**

Address: [ftp://ftp.haymarketmedia.com.au/](ftp://ftp.haymarketmedia.com.au)

**NOTE:**

Please advise via email when your file is uploaded.

**Display advertising** (Please note images are not to scale)



Please note that as of June 2008, ProPrint is no longer printed at A4. Due to the proportional difference and resulting difficulty in resizing, ads supplied at A4 size (including fractionals supplied based on A4 dimensions) will not be accepted. Should you require further information about ad sizes, please contact the production department on the number above.

	Trim (HxW)	Bleed	Type safe area
Front cover:	204 x 137mm	-	-
Full page:	280 x 216mm	290 x 226mm	270 x 200mm
DPS:	280 x 432mm	290 x 442mm	270 x 420mm

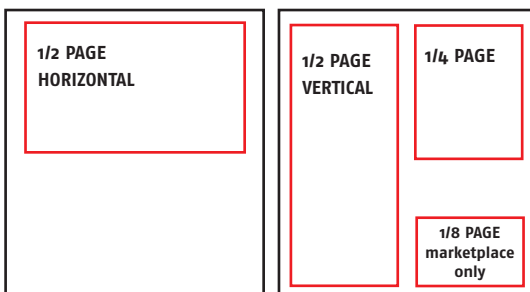
	Trim (HxW)
1/2p horizontal:	122 x 190mm
1/4p horizontal:	57 x 90mm

\* all fractional ads are floated

Please supply DPS ads as two single pages

To ensure no information is lost, please avoid running text within 10mm of the fold

**Marketplace advertising**



	Trim (HxW)
1/2p horizontal:	122 x 190mm
1/2p vertical:	252 x 90mm
1/4p vertical:	122 x 90mm
1/8p marketplace:	57 x 90mm

For full-page marketplace ads, please see display specs

**Important:**

please double check the following on your document before converting to a PDF.

- Delete unnecessary elements such as spot colour
- Check that graphics are high resolution of 300 dpi\* and all images are saved as CMYK
- Check all linked images are updated & no fonts are missing
- Ensure all fonts are converted to outline
- Check all colours are set up as process separation or CMYK
- Check trim, bleed and type-safe area is correct
- Please supply a colour correct digital proof of your advertisement\*

**NOTE:**

\*For more information on how to create a high resolution PDF file, please go to <http://www.3dap.com.au>

\*Failure to supply a proof is entirely at your own risk. Your file, without a proof, is impossible to check or colour match and Haymarket Media Pty Limited cannot be held responsible for the reproduction quality of your advertisement.