



holiday

Holiday magazine is a quarterly publication dedicated to promoting the beauty and breadth of the Mornington Peninsula and Gippsland regions, highlighting the excellence, enterprise and innovation of local tourism and lifestyle businesses.

This full-colour, glossy magazine is designed to be an easy and interesting read for locals, visitors and residents from greater Melbourne and throughout Victoria. It is an invaluable tool for readers wishing to find out more about these beautiful parts of Victoria.

There is no better way to reach the Mornington Peninsula and Gippsland's huge holiday and tourist market than through Holiday magazine which has been supporting local business for the past 27 years.

If you are looking to expand your market, Holiday offers cross promotional opportunities through FairfaxMedia's respected radio, newspaper, online and magazine outlets.

Holiday, is published at the start of each season highlighting the changing face and mood of Victoria's premier tourist destinations.

If you want to be seen and read, Holiday is a must.

Advertising Sizes	Width	Height
1/8 Page	88mm	59mm
1/4 Page (portrait)	88mm	120mm
1/4 Page (landscape)	180mm	59mm
1/2 Page (portrait)	88mm	243mm
1/2 Page (landscape)	180mm	120mm
Full Page	180mm	243mm

Advertising Rates 2009/2010

Cover:	
Back Page.....	\$2,406.80
Full Page.....	\$2,044.90
½ Page.....	\$1,204.50

Printed on 135gms, full process colour

General Magazine: incorporating Epicure special section

Full process colour:	Spotcolour:
Full page \$1,740.20	Full page \$1,170.40
1/2 page \$1,063.70	1/2 page \$720.50
1/4 page \$696.30	1/4 page \$500.50
1/8 page \$410.30	1/8 page \$349.80

Rates include GST & are effective until June 2010

Rates include photography and graphic design if required

*Bookings made through advertising agencies incur 10% agency commission payable to the advertising agency. Loading on preferred positions apply if available.

holiday Magazine Specifications

- PDF files are our preferred format for supplied files (the PDF file must have all fonts embedded and all colours must be in CMYK format)
- File Format: Files are accepted via CD, CVD or email Mac fonts can not be loaded, Fonts used in ads designed by Holiday Magazine must be supplied and owned by the client
- Pictures can be supplied using the following file extensions: EPS, PSD, PDF, TIFF, JPEG, (RGB JEG files are preferred)
- When supplying disks include all graphic files, a printed proof of supplied ad, including colour proof if required, fonts (if supplying QuarkXpress files perform a "Collect for Output" and if supplying an InDesign file please "Package" the document to ensure that ALL elements of the documents are included
- Emails should have compressed files with "Stuffit" or "Zip" where possible