

TOTLINE



TOTLINE magazine goes national

Totline is expanding its horizons to become Playgroup's first national magazine. After a successful two-year partnership with Playgroup Queensland and 35 years of publishing in NSW, Totline is joining forces with Playgroup NT, ACT, Victoria, Tasmania, SA and WA to be distributed directly to over 90,000 members.

Totline incorporates features on Playgroup, parenting and children's development, while keeping families up to date with health advice, the latest reviews, events and children's entertainment.

This 36-page full-colour magazine is distributed quarterly to all Playgroup Association members around Australia.

There are more than 90,000 families throughout Australia with over 140,000 children from birth to five years of age.

Playgroups, which usually meet once a week for a two-hour session, are non-profit activities run by parents and carers of 0 to five-year-olds. They provide social interaction for all concerned.

Playgroup not only offers a wide range of learning and fun activities for children, but it also provides adults with an opportunity to meet other parents and carers, make friends and exchange and share ideas – a perfect market to promote quality products and services to this targeted audience either state-based or Australia-wide.



DEADLINES AND INSERT RATES

TARGET AUDIENCE

Totline is the official magazine of The Playgroup Association, targeting families and carers of 0 to 5-year-olds in country and metropolitan Australia.

CIRCULATION

Totline is distributed quarterly directly to all Playgroup Association members Australia-wide with a combined distribution of over 90,000.



	NATIONAL	NSW	QUEENSLAND/NT	VICTORIA	WA	SA	TASMANIA	ACT
Av. Circulation	90,600	20,000	18,000	24,000	17,000	7,600	2,000	2,000

DEADLINES	BOOK & CANCEL	ARTWORK DUE	INSERTS DUE	MAILING DATES
May 2010	26 March 2010	2 April 2010	30 April 2010	5-22 May 2010
Aug 2010	18 June 2010	25 June 2010	2 Aug 2010	15-22 Aug 2010
Nov 2010	17 Sept 2010	24 Sept 2010	1 Nov 2010	15-22 Nov 2010
Feb 2011	10 Dec 2010	17 Dec 2010	1 Feb 2011	15-22 Feb 2010

Flyers, brochures, catalogues – these are restricted by weight and size. In some states, there is the option to insert within coordinator's magazines only rather than each member. Please contact the advertising manager for further information on material requirements and coordinator's insert rates.

INSERT RATES BASED	NATIONAL	NSW	QLD/NT	ACT	VIC	TAS	SA	WA
Mechanical	\$5,900	\$1,800	\$1,500	\$200	\$2,000	\$200	\$800	\$1,200
Manual	\$8,850	\$2,700	\$2,250	\$300	\$3,000	\$300	\$1,200	\$1,800

All insert rates are +GST.

CONTACT:

MICHELLE SEALE, ADVERTISING MANAGER, TOTLINE MAGAZINE
EMAIL ADVERTISING@TOTLINE.COM.AU • TEL 0457 90 50 33 • FAX 02 9876 8558

TOTLINE

ADVERTISING RATES



NATIONAL RATES	COLOUR	MONO
Full Page	\$3740 +GST	-
Half Page	\$1850 +GST	-
Third Page	\$1270 +GST	-
Quarter Page	\$890 +GST	\$740 +GST
Eighth Page	\$600 +GST	\$490 +GST

NSW RATES	COLOUR	MONO
Full Page	\$2600 +GST	-
Half Page	\$1300 +GST	-
Third Page	\$980 +GST	-
Quarter Page	\$690 +GST	\$570 +GST
Eighth Page	\$350 +GST	\$290 +GST

QLD/NT RATES	COLOUR	MONO
Full Page	\$2350 +GST	-
Half Page	\$1300 +GST	-
Third Page	\$910 +GST	-
Quarter Page	\$690 +GST	\$570 +GST
Eighth Page	\$350 +GST	\$290 +GST

ACT RATES	COLOUR	MONO
Full Page	\$1000 +GST	-
Half Page	\$500 +GST	-
Third Page	\$375 +GST	-
Quarter Page	\$250 +GST	\$200 +GST
Eighth Page	\$150 +GST	\$150 +GST

VIC RATES	COLOUR	MONO
Full Page	\$2820 +GST	-
Half Page	\$1400 +GST	-
Third Page	\$1060 +GST	-
Quarter Page	\$790 +GST	\$650 +GST
Eighth Page	\$400 +GST	\$320 +GST

TAS RATES	COLOUR	MONO
Full Page	\$1050 +GST	-
Half Page	\$750 +GST	-
Third Page	\$420 +GST	-
Quarter Page	\$300 +GST	\$240 +GST
Eighth Page	\$200 +GST	\$180 +GST

SA RATES	COLOUR	MONO
Full Page	\$1850 +GST	-
Half Page	\$950 +GST	-
Third Page	\$770 +GST	-
Quarter Page	\$600 +GST	\$490 +GST
Eighth Page	\$350 +GST	\$290 +GST

WA RATES	COLOUR	MONO
Full Page	\$2100 +GST	-
Half Page	\$1200 +GST	-
Third Page	\$840 +GST	-
Quarter Page	\$600 +GST	\$490 +GST
Eighth Page	\$350 +GST	\$290 +GST

Group booking discounts are available. Rates are for complete artwork only, not including any loading for placement.

PLACEMENT LOADING

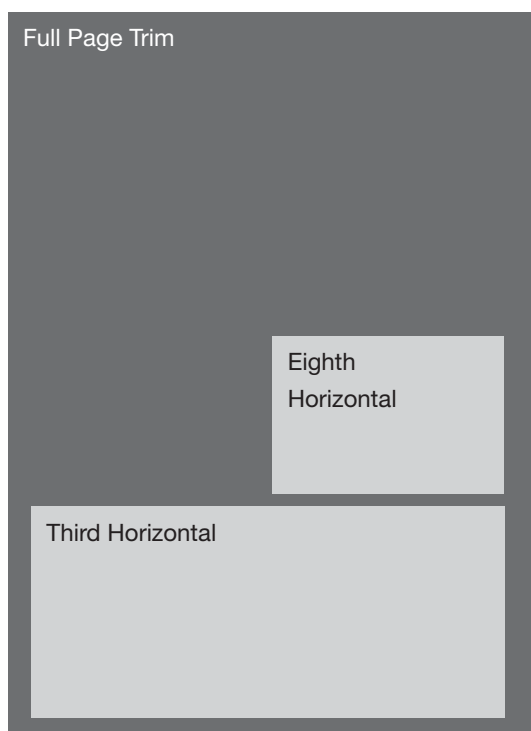
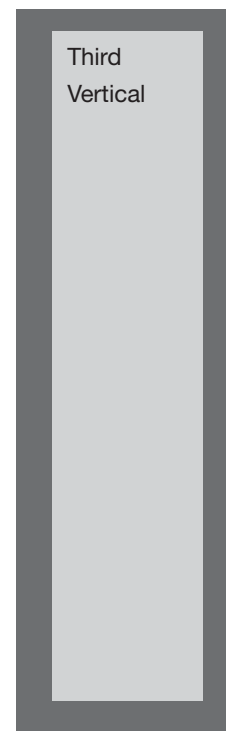
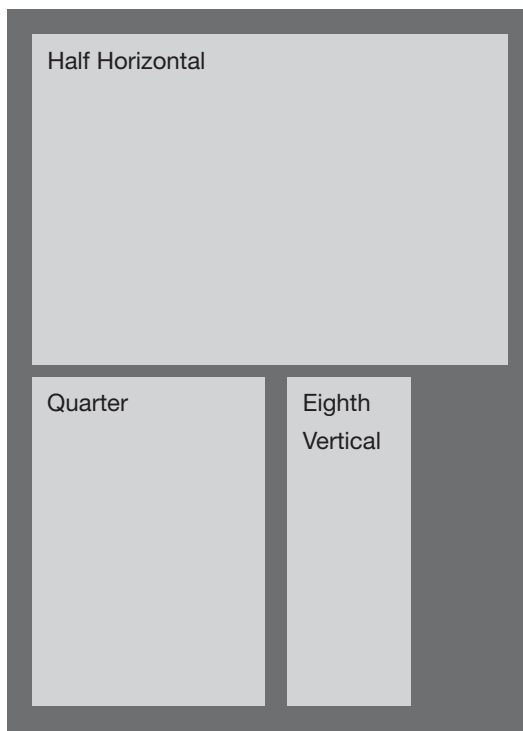
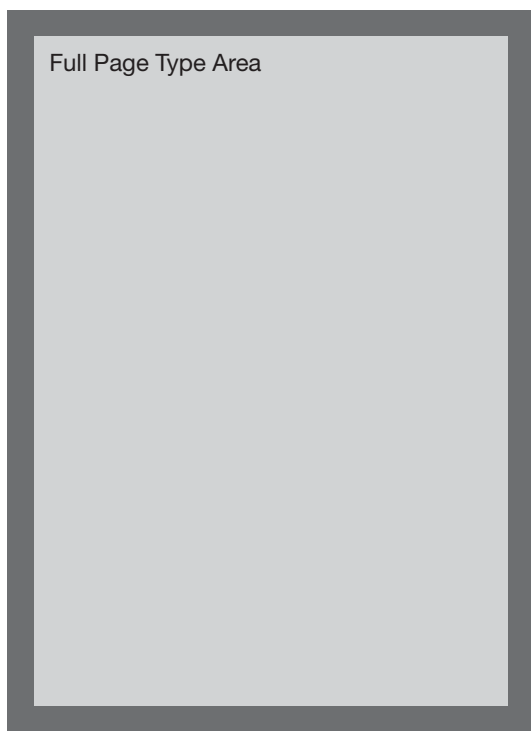
Outside back cover +20%, Inside front cover +15%, Other requested page +10%

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Our Advert Sizes



SIZE	WIDTH	HEIGHT
Full Page (5mm bleed)	220mm	285mm
- Full Page Trim	200mm	275mm
- Full Page Image/Type Area	180mm	255mm
Half Page Horizontal	180mm	125mm
Half Page Vertical	254mm	88.5mm
Quarter Page	88.5mm	125mm
Third Page Horizontal	180mm	81mm
Third Page Vertical	58mm	254mm
Eighth Page Horizontal	88.5mm	60.5mm
Eighth Page Vertical	43mm	125mm

Please note: that only full page advertisements require bleed. All other ads are placed on to allocated pages at their exact size.

MATERIAL SPECIFICATIONS

Acceptable file formats

We only accept high resolution PDF files. If you are unable to provide PDF files, we will accept EPS, TIFF and JPG formats.

- JPG Compression set at maximum.
- Ensure all colours used in your documents have been set up to print as "process separation". Images to be in CYMK mode only. RGB or Lab colour is not accepted.
- Images to be 300dpi at 310% ink weight.
- Do not use True Type fonts, only use PostScript Type 1 fonts as this will avoid type re-flow.
- If an EPS file is to be supplied, have fonts embedded or outlined before saving it.
- Supply the latest colour printout of your file at 100%.
- All advertising material should be checked and signed by the client prior to forwarding to FLUXX, as we are unable to amend supplied PDFs. Notification will be provided if any problems are detected.

Note: Suppliers are responsible for image resolution (300dpi) and quality. Any artwork not electronically supplied and at the correct size or in the requested format is termed "Incomplete material" and will bear a design/production charge unless otherwise organised.

Clients who are not in a position to supply artwork according to our specifications can take advantage of our creative service.

Creative Services and Rates

Send artwork to: artwork@totline.com.au

Mail CDs and proofs to: FLUXX

Attention: Totline Production

35 Birdwood Ave, Springwood NSW 2777

Email: Files up to 15MB may be emailed

The latest colour proof must be supplied with all files. Artwork supplied via email must have a proof posted to the above address.

Artwork enquiries & quotes:

FLUXX

Tanya Stabler

Phone: 02 4754 1982

Email: artwork@totline.com.au

RATE SIZE	PRICE
Full Page	\$375 +GST
Half Page	\$250 +GST
Third Page	\$150 +GST
Quarter Page	\$125 +GST
Eighth Page	\$ 75 +GST

Changes after copy is approved will cost a minimum of \$50 +GST. Prices are guideline only. Variations may occur due to final client brief. Please note: prices do not include scan or stock photos.



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