



FREE ACCESS TOTAL IMAGE

TECHNOLOGY
LIFESTYLE MAGAZINES

MEDIA KIT 2004/2005

The only magazines
being distributed into
the retail chains with a
combined circulation
close to 100,000



UNIQUE MARKETING OPPORTUNITY

Two magazines, with a combined circulation close to 100,000 distributed into Australia's major retail chains, including Harvey Norman, Dick Smith Electronics, Myers, Camera House and Fletchers Fotographics. FREE ACCESS and TOTAL IMAGE are published within four weeks of each other giving advertisers a powerful reach that no other publisher can offer.

Unlike traditional magazines, our readers are already in stores when they choose to pick up FREE ACCESS and TOTAL IMAGE so there is no lost reach. Also, by the mere fact of being in the stores, our readers have disposable incomes and are ready to spend, or are researching to buy products.

FREE ACCESS and TOTAL IMAGE are a powerful combination for advertising campaigns targeting readers interested in lifestyle technology.

Regular reader surveys are an additional marketing tool available to advertisers. As markets change, we adapt and give our readers what is hot at the time and collect new readers on the way.

Each magazine is published quarterly giving advertisers powerful impact and maximum returns when running campaigns. Both magazines are CAB audited. The magazines are also available online, which further increases readership.

USING FREE ACCESS AND TOTAL IMAGE

We have recently aligned both magazines more closely as computer and imaging technology continues to converge.

Consumers are looking across the board at lifestyle technology, and the magazines work on a number of levels:

- They reach consumers when they're in the store making purchase decisions
- The magazines give advertisers the opportunity to show support for retail sales
- They raise awareness of products among retail staff, with information about both uses and suitability.

These factors combine to make advertising in FREE ACCESS and TOTAL IMAGE a very effective, and low cost way to maximize retail sales.

INSTORE - THE UNIQUE WEAPON

Annually we publish four issues of INSTORE which carries relevant information for retail management and sales staff, who sell your products in the major retail chains, giving you an edge on your competitors.

INSTORE is placed into the distribution boxes delivered to the stores twice a year for FREE ACCESS and TOTAL IMAGE. INSTORE comes out in June and November when the sales staff are gearing up for the end of financial year or the Summer holiday season. It gives you a chance to present the benefits of selling your product against your competitors. INSTORE is a powerful add-on to a schedule of advertising in FREE ACCESS and/or TOTAL IMAGE, and gives you that edge in the market place.



A NEWSLETTER FOR STAFF WORKING IN COMPUTER RETAIL OUTLETS

INSTORE

ISSUE 9
Distributed with
FREE ACCESS 35
June 2004

How to sell
a digital
camera

The Internet's
digital dangers

Storage
solutions





“This magazine is an established part of our marketing and loyalty program. All our stores whole heartedly support Better Pictures (the Camera House version of Total Image). They use it to build closer customer relationships with the direct result of increased sales.”
 Margaret James, Marketing Manager Camera House

TOTAL IMAGE (and its corporate versions) is Australia’s highest circulation photography magazine encompassing digital and traditional photography and converging technology.



TOTAL IMAGE

Written by photographers and technology journalists, the magazine is accessible and easy-to-read.

The editor, Shelton Muller, is well known in the photographic industry, and has spent many years as a professional photographer and photographic magazine editor.

Total Image readers are consumers interested in traditional and digital imaging technology.

Readership is evenly split between male and female, with the highest proportion of readers aged between 35 and 49 (32%), followed by 25 to 34 (24%) and 50 to 64 (21%). Please contact us for a more detailed report.

Total Image readership ranges from the family snapper (18%) through to the hobbyist (28%) and amateur (24%). Serious amateurs also account for 24% of our readership.





“The FREE ACCESS magazine is an important educational and communication tool, not only for Harvey Norman but the market place in general. In this dynamic industry, it is important to have concise, clear information for your customers. FREE ACCESS delivers this consistently.”

John Slack-Smith, Director, Harvey Norman Holdings Limited

FREE ACCESS is established as Australia's easy-to-read technology lifestyle magazine covering computers, imaging and home entertainment.



FREE ACCESS

From its launch in 1998, the magazine was free from the barriers to acceptance that other computer magazines suffer - that they're quite expensive, and people need to seek them out in newsagencies. FREE ACCESS is free, and it's in the places where people want the information - the stores.

The magazine has an enthusiastic readership, as is evidenced in our reader surveys. This highlights the recognised editorial strength and integrity of the publication. Readers are surveyed annually, the most recent highlighting the growing proportion of female readership (over 34%). The greatest proportion of readers are between 35 and 49 (38%),

with the 25 to 34 and 50 to 64 running equal at 21% each. Please contact us for a more detailed report.

Our readers let us know what they are planning to buy and as a result we have accommodating their needs by becoming more of a technology lifestyle magazine as evidenced over the past year - we give them what they want.



FREE ACCESS
THE GOODBYE COPY

Total IMAGE

FREE ACCESS and TOTAL IMAGE are published by Media Advantage Communications Pty Ltd and Total Image Publishing Pty Ltd.
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FREE ACCESS SCHEDULE

Issue	Booking	Material	Publication
FA 37 - October 2004	14/9/2004	16/9/2004	28/9/2004
FA 38 - Christmas 2004	2/11/2004	4/11/2004	16/11/2004
FA 39 - Autumn 2005	22/3/2005	24/3/2005	4/4/2005
FA 40 - Winter 2005	14/6/2005	16/6/2005	27/6/2005
FA 41 - Spring 2005	23/8/2005	25/8/2005	5/9/2005
FA 42 - Summer 2005	8/11/2005	10/11/2005	21/11/2005

FA INSTORE 10		2/9/2004	28/9/2004
FA INSTORE 11		2/6/2005	27/6/2005
FA INSTORE 12		27/10/2005	21/11/2005

TOTAL IMAGE SCHEDULE

TI 13 - Summer 2004/5	9/11/2004	11/11/2004	23/11/2004
TI 14 - Autumn 2005	1/3/2005	3/3/2005	14/3/2005
TI 15 - Winter 2005	17/5/2005	19/5/2005	30/5/2005
TI 16 - Spring 2005	2/8/2005	4/8/2005	15/8/2005
TI 17 - Summer 2006/7	25/10/2005	27/10/2005	7/11/2005

TI INSTORE 02		5/5/2005	30/5/2005
TI INSTORE 03		13/10/2005	7/11/2005

ADVERTISING RATES PER INSERTION*

Size	Casual	4x	8X	
Full page	2850	2650	2450	
Half page	1650	1495	1345	
One third page	1095	985	895	
Double page	4990	4650	4490	* Plus GST

Special position loading: Inside front cover +15%, Inside back cover +15%, Outside back cover +30%. Front cover product placement price on request.

MATERIAL SPECIFICATIONS

To streamline our production process we are moving to a PDF-based advertising material system. If for any reason you are unable to supply print-ready PDFs please contact us to make alternative arrangements.

DIMENSIONS

Full page: 275 (h) x 210 mm (w). 4mm bleed required. Type area 265 x 200 mm
Half page: Horizontal 120mm x 180mm; vertical 240mm x 90mm
Page banner: 25mm (h) x 167mm (w)

To ensure that your PDFs can be accepted. Please check that:

- All fonts are embedded and are postscript (not PC TrueType)
- All images are CMYK and at least 200 dpi, preferably 300 dpi
- You allow bleed of 5 mm on all four sides
- You include crop marks
- That the page size is 210 mm wide 275 mm high -- the magazine is American Quarto, not A4

Please email your print-ready PDFs to precious@freeaccess.com.au (we have an unlimited mail-box and a broadband connection so file size is not an issue).

Or if you prefer, you can upload it to our ftp server at: <ftp://production.freeaccess.com.au>. Email john@freeaccess.com.au for username and password. Proofs can be mailed to PO Box K560, Haymarket NSW 1240.