

AUSTRALIA'S ONLY KITEBOARDING MAGAZINE

kiteboarder



KITEBOARDER MAGAZINE
// **MEDIA KIT**

08/09

// Start here...

COME GATHER AROUND PEOPLE!

“Australian Kiteboarder has started a new era. Kiteboarder magazine is a reflection of our sport as a whole; a collective of style, opinion and direction for both kiteboarding and kitesurfing, but most of all a lifestyle.”

So, where to from here?

We have proven ourselves as a mainstay over our eight volumes, but now things are changing. But with change comes an opportunity to take stock, re-adjust and start anew. With new faces, new attitudes and a renewed enthusiasm for the art that is kiteboarding, we are certain that, with your support, this will be our biggest and most productive year yet. Each issue comprehensively covers our sport, from local to international news, as well as detailed coverage of the Australian comps and happenings.

With some of the world's best as contributors and a strong connection within the industry, Kite boarder magazine is a must read for any kiteboarder.

With four issues per year - each featuring massive pull-out posters, news, opinions, tricks, personalities, event's reports, travel, product and much more - Kiteboarder is once again the bible for our sport here in Australia and is the obvious choice to promote your brand with a respectability that just can't be bought.



Australian Kiteboarder offers a huge range of promotional opportunities for your product. We are the most prominent source of Kiteboarding information in the country and can help maximize your exposure in many different ways. Take the time to consider all these features and how they may suit your marketing needs –

Please note: Our September issue will have a full Product Review including, kites, boards and all accessories to show case your new gear for this coming summer. Readers will look to this issue for information on their upcoming summer Kiteboarding equipment purchases.

Plus:

- Advertising within the magazine provides the perfect opportunity to get your marketing message out to the Australian Kiteboarding population. We offer heaps of advertising options presenting great value to suit your needs.
- Our editorial content offers a great opportunity to promote your marketing message. We provide dedicated Stop Press and New Product News sections keeping our readers abreast of the latest and greatest in the sport from around Australia and the world.

- We have many special features in the magazine throughout the season, which present fantastic branding opportunities. Wall planners, huge pullout posters and more.
- Subscriber DVD's and other subscriber bonuses help us reward our loyal subscriber base while attracting new subscribers. These regular promotional opportunities are an easy way to reach a core group of the sport's participants.
- Regular giveaways and promotions through the magazine add interest for readers and allow you to raise the profile of your products and services further.
- www.kbmag.com.au is regularly updated with the latest in the sport and the magazine. It includes links to all our feature advertisers' web pages.
- Continual PR Campaigns through our contact list allows us to keep everyone in the sport updated with the latest news in the magazine and the sport.
- Our on the road presence at events and beaches around the country keeps us in close contact with you, the advertisers, readers and riders. Allowing us to provide the very best coverage of the sports development in Australia. We heavily support events and promotions around the country with exposure, giveaways and tones more. We are helping ensure the sport's exciting growth continues.

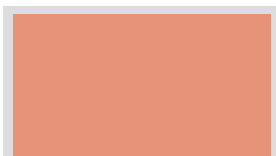
PLUS MUCH, MUCH MORE!!!



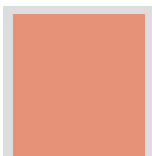
Contact us to take advantage of these great promotional opportunities for your company.

// Rates & Specs

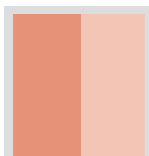
"Print media is still the most effective way of reaching the kite boarding market"



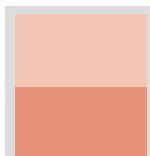
Double Page Spread
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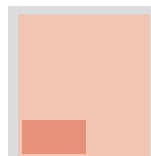
Full Page
210x297 (mm)



Half Page V
105x297 (mm)



Half Page H
210x148 (mm)



Bus Card
85x50 (mm)

+5mm bleed for all ads

| AD TYPE | CASUAL | 4 ISSUES | ISSUE | BOOKING DEADLINE | ARTWORK DEADLINE | ON SALE |
|--------------------|--------|----------|---------|------------------|------------------|---------|
| Double Page Spread | \$3300 | \$2750 | | | | |
| Full Page | \$2000 | \$1800 | ISSUE 1 | 14 JULY | 21 JULY | 01 SEPT |
| Half Page | \$1000 | \$900 | ISSUE 2 | 25 AUG | 06 OCT | 20 NOV |
| Business Card | \$400 | \$330 | ISSUE 3 | 12 JAN | 19 JAN | 01 MAR |
| Inside Front Cover | \$3900 | \$3500 | ISSUE 4 | 09 MAR | 16 MAR | 01 MAY |
| Inside Back Cover | \$3400 | \$2850 | | | | |
| Back Cover | \$3000 | \$2650 | | | | |

To be certain of correct reproduction, artwork is preferred to be supplied on CD, with a colour proof attached and received prior to artwork deadline. Colour images must be CMYK format, with a minimum resolution of 300dpi at finished print size. Artwork must be created and supplied in either Adobe Illustrator (.ai or .eps format), Adobe Photoshop (hi-resolution .jpg, .tif or .psd) or as a hi-resolution PDF.

PRODUCT NEWS - COST: FREE

If you have a product or service that relates to the kiteboarding industry please feel free to email us the information and we may be able to place this in our news or product section. Please send all product/news to editor@kbbmag.com.au

// GUIDELINES FOR SUBMITTING NEWS OR PRODUCT INFO:

All text must be supplied in a microsoft word format and be a suitable length for the product. All images must be high res and saved in a folder **outside of the word document** and labelled accordingly.

Please note if material is supplied incorrectly kiteboarder may choose to not use the submission at its own discretion.



Artwork submitted via email can be sent to: editor@kbbmag.com.au.
Artwork submitted via post can be sent to: Kiteboarder Mag, PO Box 693,
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KITEBOARDER MAGAZINE IS PUBLISHED BY **B.PUBLISHING.**

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