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ARTS INDUSTRY  
PROFESSIONAL



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GLOBAL COMMUNICATIONS, CALVIN KLEIN



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AUSTRALIAN  
BUSINESSWOMAN  
OF THE YEAR



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HEAD OF RESPIRATORY  
MEDICINE, RPA  
MEDICAL DIRECTOR OF  
NGANAMPA HEALTH  
COUNCIL

**SAM**  
Sydney Alumni Magazine

170,000  
OPINION LEADERS  
AUSTRALIA'S  
MOST  
INFLUENTIAL

**MEDIA KIT 2012**



JOHN BELL  
ACTOR/DIRECTOR



THE UNIVERSITY OF  
**SYDNEY**



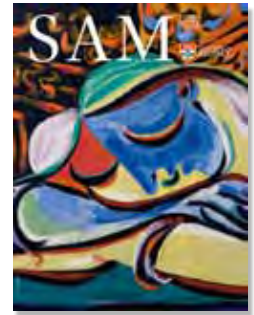
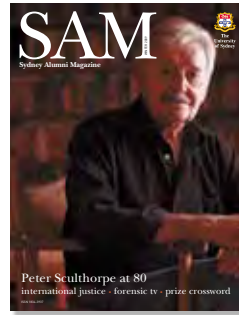
THALIA ANTHONY  
LAWYER



WENDY LEWIN  
ARCHITECT



PROFESSOR LEE BURNS  
INTERNATIONAL TAXATION SPECIALIST



## READERSHIP

One of Australia's most influential readerships can now be reached with one publication.

SAM is the new style of alumni magazine - interesting, engaging and informative, blending human interest with intellectual substance - SAM delivers the latest in current affairs, travel, technology and the arts.

Professionals, industry leaders, innovators, educators and arts luminaries all take time out from their busy lives to engage with SAM. Readers are loyal and responsive, electing to maintain their connection with their University, year after year.

Limited space for selected advertisers is now available. Connect with 170,000 opinion leaders - Australia's most influential readership.

### TOTAL DISTRIBUTION 170,000\*

Sydney metropolitan	112,000	66%
NSW & Australia	32,000	19%
International	26,000	15%

### DEMOGRAPHICS

21 to 30	45,000	26%
31 to 40	45,000	26%
41 to 50	30,000	18%
51 to 60	25,000	15%
Over 60	25,000	15%
<b>Male readers</b>	<b>85,000</b>	<b>50%</b>
<b>Female readers</b>	<b>85,000</b>	<b>50%</b>

Current print run 170,000 copies.

\* CAB Audited circulation 166,755



### SAM READERS INCLUDE EMINENT ALUMNI SUCH AS:

**GOVERNMENT AND WORLD AFFAIRS** John Howard, Gough Whitlam AC QC, NSW Governor HE Professor Marie Bashir AC CVO, Governor of the Reserve Bank of Australia Glenn Stevens **HUMANITIES AND THE ARTS** Bruce Beresford, Neil Armfield AO, Geraldine Brooks, Germaine Greer **LAW & MEDICINE** NSW Chief Justice James Spigelman AC, Former High Court Justice The Hon Justice Michael Kirby AC CMG, Inventor of the cochlear ear implant Graeme Clark AC, World leader in contemporary understandings of the immune system Sir Gustav Nossal AC CBE **SCIENCE AND ENGINEERING** Former Chief Scientist Jim Peacock AC, Oceanographer and Australia's first astronaut Paul Scully-Power AM, DSM, NSM

## ADVERTISING RATES PER ISSUE

Prices exclude gst

SIZE	casual	x 2 pa	x 3 pa
Full page	\$ 4,600	\$ 4,200	\$ 3,800
Half page	\$ 2,500	\$ 2,250	\$ 2,000
Two sevenths (vertical strip)	\$ 1,650	\$ 1,450	\$ 1,250
Quarter page	\$ 1,500	\$ 1,300	\$ 1,100
Directory 1/6 page	\$ 950	\$ 850	\$ 750
Directory 1/12 page	\$ 550	\$ 490	\$ 420
Classifieds	\$5 (\$5.50 inc. gst) per word		

- Multiple booking discounts apply only for nominated issues within a 12 month period
- Classified listings must be supplied electronically via email to sam@10group.com.au. The affordable way to connect with 170,000 alumni.

### LOADINGS

Outside Back Cover	30%	Inside Back Cover	20%
Inside Front Cover / Page 3	25%	Specified page / position	10%

- Special positions above are sold subject to the approval of material for those positions.

### INSERTS

Standard Insert	Up to 20,000 copies:	\$250 per thousand
	20,000 – 50,000 copies:	\$200 per thousand
	50,000 – 100,000 copies:	\$150 per thousand
	Full mailing (150,000 copies):	\$100 per thousand
	Production Fee (part or faculty specific mailing):	\$500 flat fee

Advertisers can target readers from specific faculties or countries with an insert. Some examples are Arts, Medicine, Law, Economics & Business, Science, Education and Engineering faculties. Segmentation by country or region, for example UK, North America or Asia is also available. More information and a full list of faculties with their current readership are available on request.

- A postage surcharge will apply if the weight of an insert changes the postal weight category.
- A 'standard' insert is a flat sheet of paper, minimum size 210 x 99mm and maximum size 205 x 270mm.
- 5 copies of your insert should be forwarded to 10 group within one week of the booking deadline.
- Folded or non-standard inserts are encouraged however will require prior approval – additional production charges may apply.

### AD LAYOUT

Full Page	\$250	2/7 or 1/4 Page	\$150
Half Page	\$200	1/6 Page or 1/12 Page	\$100
Minimum Charge	\$60		

- 10 group can layout your ad to your brief. You will need to supply a sketch of your layout. Copy, logos and images must be supplied electronically.
- A PDF proof, via email, will be provided.
- Additional production costs will apply for scanning, RGB to CMYK conversion, high resolution proofs, deep etching or other production services if required.

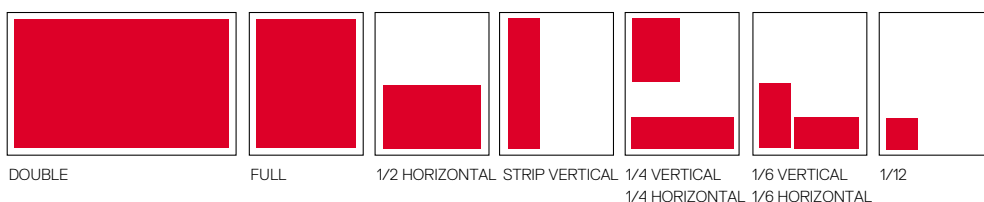
## ISSUE DEADLINES

Issue	Booking	Material	Inserts supplied by	Publication date
March 2012	27 January	7 February	28 February	mid March
July 2012	31 May	12 June	3 July	mid July
November 2012	27 September	8 October	30 October	mid November

### TERMS & CONDITIONS

- All advertising and inserts are subject to the approval of the University of Sydney and 10 group.
- Cancellations will only be accepted if made a minimum of 7 days prior to the advertised booking deadline. Cancellations made after this date will be charged at the full rate.
- Material not supplied to 10 group specifications may result in additional production charges and cannot be guaranteed for quality or colour reproduction.
- 10 group will not be held liable for any loss or damage resulting from the publication or late publication of any material.
- All material supplied is accepted by 10 group on the basis that the advertiser warrants they are authorised to supply and use the material.

# ADVERTISING DIMENSIONS & SPECIFICATIONS



FORMAT	Size (width x height) trim	Bleed size (width x height)
Double page spread	420 x 275 mm 400 x 255 mm (type area)	430 x 285 mm
Full page	210 x 275 mm 190 x 255 mm (type area)	220 x 285 mm
Half page horizontal	180 x 114 mm	not required
Strip vertical	57 x 232 mm	not required
One quarter page vertical	88 x 114 mm	not required
One quarter page horizontal	180 x 55 mm	not required
One sixth page vertical	57 x 114 mm	not required
One sixth page horizontal	119 x 55 mm	not required
One twelfth page	57 x 57 mm	not required

## FILE SPECIFICATIONS

All advertising material must be supplied in press ready PDF format.

Files must be in CMYK (not RGB, no spot colours).

Files must be high-resolution press-ready format – 300 dpi at 100% size.

Total ink coverage must not exceed 280% (use under-colour removal if necessary).

All advertisements less than a full page and without block colour should be supplied with a 0.4 point keyline surrounding the image area.

A colour hard copy proof of your advertisement is required.

*Material not supplied to 10 group specification may result in additional production charges and cannot be guaranteed for quality or colour reproduction.*

*Additional production charges will apply for converting artwork to a PDF, scanning, RGB to CMYK conversion, high-resolution proofs, deep etching or other production services if required.*

## CONTACT

### ADVERTISING AND PRODUCTION ENQUIRIES

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