



# \*media kit

# tsunami mag

## music \* entertainment \* culture

Tsunami Mag is far more than just a street press – it is a cutting edge music, fashion and pop culture publication deeply ingrained into QLD iconography. We doggedly reject cliché and mediocrity in our pursuit of innovation and individuality. This pursuit has brought Tsunami Mag to where it is today – a proud magazine standing apart from the crowd.

Every two weeks Tsunami hits the Sunshine Coast, Brisbane, the Gold Coast as far east as Toowoomba as far south as Coffs and as far north as Cairns.

Tsunami Mag has been around since '99, so we know what we are doing. We cover the music that deserves coverage, the films that matter, the art we understand and the events that give us free tickets [we are flexible like that].

### distribution:

Distributed to over 500 drop points throughout the Sunshine Coast, Brisbane, the Gold Coast, Toowoomba, Northern NSW, and Far North Queensland.

### readership:

The most important part of Tsunami Mag is our loyal readership of over 60 000. Here are a few facts about who picks up our mag:

- 53% female, 47% male.
- 58% see gigs every week.
- Over 50% purchase, CDs, DVDs or movie tickets each week.
- 71% are currently attending or intend to pursue further education.
- Our readers refer to the magazine at least once a week.

### advertisers:

From the biggest multinational labels to the smallest venue, Tsunami Mag captures a quality market and provides value for advertising dollars. We offer creative campaigns incorporating the magazine, email newsletters, MySpace and website to give the biggest bang for your buck.

### users guide:

Tsunami has the largest, most comprehensive gig guide. Send your gig dates to → [gigs@tsunamimag.com](mailto:gigs@tsunamimag.com)

### print & web specs:

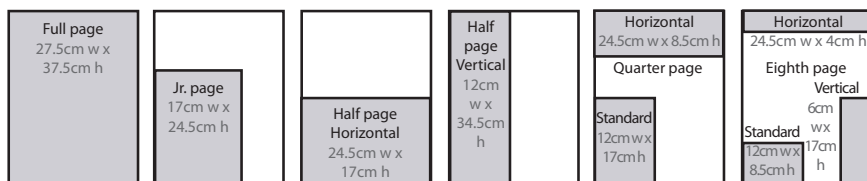
1/16	60mm w	85 mm h	¼ horizontal strip	245mm w	85mm h	web top banner	468px w	60px h
1/8 standard	120mm w	85mm h	½ bastard	170mm w	245mm h	web rectangle	300px w	250px h
1/8 vertical	60 mm w	170mm h	½ horizontal	245mm w	170mm h	web skyscraper	160px w	600px h
1/8 horizontal strip	245mm w	40mm h	½ vertical	120mm w	345mm h	newsletter side banners	90px w	300px h
¼ standard	120mm w	170mm h	full page	275mm w	375mm h	newsletter top banner	728px w	90px h
¼ vertical	60mm w	345mm h	double page spread	540mm w	375mm h			

**\* drop points** Uni's, TAFE's, cinemas, surf and skate shops, boutiques, record stores, delicatessens, cafes, bottleshops, pubs, bars, hotels, nightclubs, restaurants, hairdressers, art galleries, backpacker hostels, service stations and many other pinpointed outlets.

**mono      one off      contract (3 month or more)**

Double page spread	\$1540	\$1430
Full	\$891	\$858
1/2 Jr Page	\$605	\$550
1/2	\$539	\$495
1/4	\$352	\$330
1/8	\$242	\$220
1/16 [Gig guide]	\$132	\$121

	colour	one off	contract (3 month or more)
Double page spread		\$1760	\$1650
Full		\$1001	\$950
1/2 Jr Page		\$693	\$638
1/2		\$594	\$550
1/4		\$407	\$385
1/8		\$275	\$253
1/16 [Gig guide]		\$154	\$143



### gloss & prime placements

Back page	20%
Gloss pages	15%
page 3	10%

### website \* per impression

	5 000	10 000	20 000
top banner	\$225	\$454	\$850
skyscraper	\$215	\$418	\$805
rectangle	\$200	\$380	\$720

### e-newsletter \* per fortnight

leaderboard	\$55	
sidebanner	\$44	

\* prices include GST

## \* deadlines

Publication Date: Fri Oct 16 Editorial Deadline: Mon Oct 5 Advertising due: Wed Oct 7	Publication Date: Fri Jan 15 Editorial Deadline: Mon Jan 4 Advertising due: Wed Jan 6
Publication Date: Fri Oct 30 Editorial Deadline: Mon Oct 19 Advertising due: Wed Oct 21	Publication Date: Fri Jan 29 Editorial Deadline: Mon Jan 11 Advertising due: Fri Jan 15
Publication Date: Fri Nov 13 Editorial Deadline: Mon Nov 2 Advertising due: Wed Nov 4	Publication Date: Fri Feb 12 Editorial Deadline: Mon Feb 1 Advertising due: Wed Feb 3
Publication Date: Fri Nov 27 Editorial Deadline: Mon Nov 16 Advertising due: Wed Nov 18	Publication Date: Fri Feb 26 Editorial Deadline: Mon Feb 15 Advertising due: Wed Feb 17
Publication Date: Fri Dec 11 Editorial Deadline: Mon Nov 30 Advertising due: Wed Dec 2	Publication Date: Fri March 12 Editorial Deadline: Mon March 1 Advertising due: Wed March 3
Publication Date: Thurs Dec 24 Editorial Deadline: Mon Dec 14 Advertising due: Wed Dec 16	Publication Date: Fri March 26 Editorial Deadline: Mon March 15 Advertising due: Wed March 17

## \* artwork

print artwork      web artwork  
\* supplied at 300dpi - jpeg or PDF      \* supplied at 72dpi - JPEG or GIF

Send artwork to → [design@tsunamimag.com](mailto:design@tsunamimag.com)  
Tsunami will design your cutting edge campaign free of charge.

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