

WWW.OZTRI.COM.AU



AUSTRALIAN TRIATHLETE Website



Our regularly expanding website WWW.OZTRI.COM.AU gets over 27,000 hits per month. From great competitions, books and DVDs, subscriptions and reviews, to new products and the new *Australian Triathlete e-Newsletter* – it's all here, so check it out!



AUSTRALIAN TRIATHLETE WILL CONTINUE TO IMPROVE ITS NEW-LOOK WEBSITE – WWW.OZTRI.COM.AU

We plan to grow the website into the best resource available for our readers and create the perfect forum for advertisers to get their products and services in front of their target market. The website also offers online subscriptions to both *Australian Triathlete Magazine* and the e-Newsletter.

E-NEWSLETTER ADVERTISING

\$450 +GST per issue

**BOOK PER ISSUE OR SECURE
YOUR POSITION FOR 12 MONTHS**

The regular e-Newsletter is emailed to every subscriber before they receive the most current issue of *Australian Triathlete Magazine*. It is packed full of the latest news, exciting announcements, great competitions, plus a sneak peek at the new issue – a prime place to advertise or offer our readers a deal they cannot refuse!

WEBSITE BANNER ADVERTISING

\$2495 +GST FOR 12 MONTHS

**BOOK YOUR POSITION
TODAY!**

Check out www.oztri.com.au to see how the banners are positioned on our web pages

OFFICIAL MAGAZINE FOR TRIATHLON AUSTRALIA **AND** IRONMAN SERIES



MEDIA GUIDE

2010/2011

NOW PUBLISHING **TEN** ISSUES



More than **35,000 READERS** per issue!

15,000 CIRCULATION *per issue*
MORE THAN 35,000 READERS *per issue*



Dear Advertiser,

As the new season begins, *Australian Triathlete Magazine* has been appointed the **OFFICIAL MAGAZINE** for **Ironman Western Australia, Ironman Australia and 70.3 in Port Macquarie, and Triathlon Australia.**

This season, Volume 18 of *Australian Triathlete Magazine* will have exciting new designs, brand new content, and we will continue to support our advertisers by promoting your sponsored athletes, products and services in our *Tri Confidential* news section. Add to that, our dedicated *Tri Products* section will provide you with the opportunity to showcase your latest products – available spaces are equivalent to a quarter-page advertisement.

Additionally, AT's bike reviews will step up the pace by also including feedback on essential training items such as bike racks, windtrainers, GPS watches, bike computers and bike bags, on top of reviewing the latest and greatest bikes available in the market. The perfect place to showcase your specific bike products.

Thank you for your continued support of *Australian Triathlete Magazine!*

NEW

NEW IN 2011 – THE PINK EDITION FOR THE GIRLS!

THE PINK EDITION of *Australian Triathlete Magazine* will be the first of its kind in the Australian market. With over 8,000 females taking part in events such as Triathlon Pink, we aim to create a magazine that is targeted to women of all ages, shapes and levels of athletic ability, who are working towards their triathlon goals.

The *PINK EDITION* will launch in January 2011 as an ANNUAL MAGAZINE, with aspirations to increase in frequency in the future. From those nitty, gritty questions every woman really wants to ask about her sport and her body, to elite female athletes revealing the inside story of their rise in triathlon, the *PINK EDITION* will inspire and motivate women everywhere to be the best they can be!

2010/2011 Advertising Schedule

2010/2011 ADVERTISING SCHEDULE *NOW PUBLISHING TEN ISSUES INCLUDING THE PINK EDITION*

Volume	Feature / Major Event	Booking Deadline	Advertising Material Deadline	On Shelf Date
18.1 Sept	Kona Preview	16 August 2010	20 August 2010	20 September 2010
18.2 Nov	Kona Race Review, Busselton Preview	10 September 2010	17 September 2010	01 November 2010
18.3 Dec	Busselton Ironman Race Report	05 November 2010	12 November 2010	22 December 2010
18.4 Jan	Huskinson and Shepparton Half	19 November 2010	03 December 2010	31 January 2011
	The PINK Edition	19 November 2010	03 December 2010	31 January 2011
18.5 Mar	Ironman New Zealand	04 February 2011	11 February 2011	14 March 2011
18.6 April	Ironman Australia Preview	15 February 2011	22 February 2010	11 April 2011
18.7 May	Ironman Australia and 70.3 Race Reports	28 March 2011	29 March 2011	25 May 2011
18.8 June	Winter Training Special	23 May 2011	03 June 2011	04 July 2011
18.9 Aug	Global Update	14 June 2011	27 June 2011	22 August 2011

Official magazine for





2010/2011 Advertising Packages

ALL PRICES QUOTED EXCLUDE GST

PREMIUM ADVERTISING PACKAGE*

\$14,452

- 4 x Double Page Spread Colour Advertisements
- 6 x Full Page Colour Advertisements
- 4 x Tri Product Feature Spots

The same size as a quarter page advert plus pages are uploaded onto our website with a link back to your official website

ADDED VALUE \$2,280

SAVE OVER 20%

DELUXE ADVERTISING PACKAGE*

\$13,895

- 2 x Double Page Spread Colour Advertisements
- 8 x Full Page Colour Advertisements
- 4 x Tri Product Feature Spots

The same size as a quarter page advert plus pages are uploaded onto our website with a link back to your official website

ADDED VALUE \$2,280

SAVE OVER 20%

VALUE ADVERTISING PACKAGE*

\$10,955

- 10 x Full Page Colour Advertisements
- 2 x Tri Product Feature Spots

The same size as a quarter page advert plus pages are uploaded onto our website with a link back to your official website

ADDED VALUE \$1,140

SAVE OVER 20%

THE PINK EDITION

AN ANNUAL PUBLICATION
NOT TO BE MISSED!

ON SALE IN JANUARY 2011

We are offering you the **FIRST** opportunity to be part of *Australian Triathlete's* very special **PINK EDITION!**

*** First bookings secure premium positions and package numbers are limited**

To book, contact Marcus Altmann – Mob: 0412378 371 Email: sales@publicitypress.com.au
For advertising specifications, email: sales@publicitypress.com.au

Display Advertising Rates

ALL PRICES QUOTED ARE PER ISSUE AND EXCLUDE GST

	Casual	2-4 Issues	5-9 Issues
Inside Front Cover Spread (DPS)	\$2,780	\$2,640	\$2,490
Double Page Spread (DPS)	\$2,475	\$2,365	\$2,200
Outside Back Cover	\$1,650	\$1,570	\$1,450
Inside Back Cover	\$1,600	\$1,520	\$1,400
Full Page	\$1,355	\$1,275	\$1,185
Half Page	\$790	\$760	\$700
Third Page	\$670	\$620	\$570
Quarter Page	\$620	\$590	\$550
Strip/DPS Strip	\$440/\$550	\$400/\$510	\$360/\$470