



OUTthere

MEDIA KIT 2011



Custom magazine of the year



Regional publication of the year
Runner Up



OUTthere magazine

Introduction *OUTthere* is the in-flight magazine for Australia's largest regional airlines, Rex (Regional Express), Skywest, Airlink, Airnorth and Skytrans. These airlines are the transportation lifeline for regional and rural business. Industries such as mining, agribusiness and resources, as well as the 43 per cent of Australia's small to medium enterprises that are located in regional areas, rely on these airlines for their transportation needs. In addition to an insight into regional travel and lifestyle, *OUTthere* addresses, within the *CountryBIZ* section, the challenges and opportunities facing regional business operators.

Editorial *OUTthere* is the only monthly, nationally distributed magazine in Australia that focuses solely on regional business, regional lifestyle and regional tourism. Engaging and relaxed, the magazine features extensive news and reviews on desirable regional locations, profiles of prominent Australians, accommodation, real estate and the best of regional food and wine destinations. *OUTthere* also incorporates *CountryBIZ*; the only magazine with national distribution that deals solely with matters of interest to the regional business operator. *CountryBIZ* is focused on regional business development and investment, sustainability, regional recruitment and always contains editorial features that are aimed squarely at the regional business and agribusiness operator. According to the Australian Bureau of Statistics, more than 43 per cent of all businesses in Australia are regionally based.

Why advertise There is no more efficient and cost-effective way of engaging this notoriously hard-to-reach market on a national level. Integrated packages and partnership options are available and you can even take advantage of the editorial and design expertise of Edge Custom Media. With *OUTthere*, you can reach the target audience when they have no other media distractions. It's good business. People in regional Australia have as much disposable income to spend on life luxuries as those in cities. A study commissioned by Regional Marketing found that while average weekly household earning in regional areas were slightly lower compared with metro areas, higher basic living costs in cities leave both groups with the same discretionary weekly income. The study found the growth of sales of new cars has been greater in regional Australia than in metro areas over the past three years. Regional households spend more on domestic holidays; the same on luxury items such as audio-visual equipment and up-market home appliances as metro households. Regional households spend more on superannuation and life insurance.

In-flight advertising Frequent flyers' level of engagement with in-flight magazines is very high. Research shows 80 per cent of frequent flyers have read or looked through an in-flight magazine in the past month and 91 per cent have read or looked through an in-flight magazine in the past six months. Frequent flyers tend to be busy professionals who devote less time to traditional media and are more likely to use on-demand media devices that may limit commercial exposure.



Readership

- 2.72 million regional business and leisure travellers annually.
- More than 73 per cent in senior management or business owners.
- Between 25 and 55 years of age.
- 69 per cent in the top socio-economic bracket.
- More than 40 per cent earning \$90K and above.
- 70 per cent travel more than 11 times of year.
- 82 per cent of respondents currently planning a holiday in Australia.

Distribution

Beyond this, the airlines underpin the transportation of the mining industry, with an estimated one million charter passengers from the mining sector every year on contract for companies such as BHP Billiton, Rio Tinto, Xstrata and Newcrest.

REX is Australia's largest regional airline. The Rex Group currently links 33 major regional destinations to the state capitals and carries more than 1.6 million passengers per year.

SKYWEST Airlines is the major regional airline in WA and links 18 major regional destinations with Perth, Darwin and Bali and carries more than 780,000 passengers per year. Skywest is the transportation lifeline to all of WA's booming mining centres as well as many exciting tourist destinations.

AIRNORTH operates 190 services weekly across the Top End and its demographic of passengers from government, tourist, oil and gas industries, agriculture and mining sectors underpins business across the Northern Territory. Airnorth carries more than 250,000 passengers per year on scheduled and charter flights to communities, domestic and international destinations.

SKYTRANS services regional North Queensland, providing professional aviation services to some of the most remote parts of the country. The company is constantly expanding its route network, recently upgrading its fleet to the DHC-8 36-seat aircraft. Skytrans also offers extensive charter services throughout Australia and the South West Pacific from its bases in Cairns, Darwin, Brisbane and Perth.



Where we fly



Distribution

| | REX | SKYWEST | AIRNORTH | SKYTRANS | TOTAL |
|-----------------------------|------|---------|----------|----------|-------|
| NUMBER OF PASSENGERS | 1.6M | 780,000 | 250,000 | 150,000 | 2.72M |
| NUMBER OF PORTS | 33 | 18 | 17 | 23 | 91 |

Figures exclude mining charter service passengers.

Deadlines

| Issue | Onboard date | Material |
|----------------------|-------------------|-------------------|
| March Issue #81 | March 1, 2011 | February 4, 2011 |
| April Issue # 82 | April 1, 2011 | March 4, 2011 |
| May Issue #83 | May 1, 2011 | April 1, 2011 |
| June Issue #84 | June 1, 2011 | May 6, 2011 |
| July Issue # 85 | July 1, 2011 | June 3, 2011 |
| August Issue # 86 | August 1, 2011 | July 1, 2011 |
| September Issue # 87 | September 1, 2011 | August 5, 2011 |
| October Issue # 88 | October 1, 2011 | September 2, 2011 |
| November Issue # 89 | November 1, 2011 | October 7, 2011 |
| December Issue # 90 | December 1, 2011 | November 4, 2011 |

For more information contact Michael Petersen on

07 3844 5888 or **0404 495 102** or michael@jfmmedia.com.au



Rates effective from June 15, 2011

National Rate 2.72m Pax p.a.

| | Casual | 3 | 6 | 9 | 12 | Ad production |
|-----|--------|--------|--------|--------|--------|---------------|
| DPS | \$9570 | \$8690 | \$8140 | \$7590 | \$6600 | N/A |
| FP | \$5900 | \$5390 | \$5060 | \$4730 | \$4180 | +\$450 |
| HP | \$3400 | \$3080 | \$2860 | \$2750 | \$2300 | +\$250 |

Monthly

Rex 1.6m Pax p.a.

| | Casual | 3 | 6 | 9 | 12 | Ad production |
|-----|--------|--------|--------|--------|--------|---------------|
| DPS | \$5200 | \$4700 | \$4400 | \$4100 | \$3600 | N/A |
| FP | \$3200 | \$2900 | \$2700 | \$2600 | \$2200 | +\$450 |
| HP | \$1800 | \$1700 | \$1500 | \$1500 | \$1300 | +\$250 |
| QP | \$1000 | \$900 | \$900 | \$800 | \$700 | +\$150 |

Skywest 780,000 Pax p.a.

| | Casual | 3 | 6 | Ad production |
|-----|--------|--------|--------|---------------|
| DPS | \$4200 | \$3800 | \$3600 | N/A |
| FP | \$2600 | \$2400 | \$2200 | +\$450 |
| HP | \$1500 | \$1300 | \$1250 | +\$250 |
| QP | \$850 | \$750 | \$700 | +\$150 |

Preferred positions:

Back Cover -35% loading
(for individual airline only)

Inside Front Cover
- 20% loading
(for individual airline only)

Right Hand Page
- 10% loading

**Sponsorship
Opportunities also
available POA**

Bi-monthly

Airnorth 200,000 Pax p.a.

| | Casual | 3 | 6 | Ad production |
|-----|--------|--------|--------|---------------|
| DPS | \$2450 | \$2350 | \$2150 | N/A |
| FP | \$1650 | \$1550 | \$1350 | +\$450 |
| HP | \$1050 | \$950 | \$850 | +\$250 |
| QP | \$650 | \$600 | \$500 | +\$150 |

Skytrans* 148,000 Pax p.a.

| | Casual | 3 | 6 | Ad production |
|-----|--------|--------|--------|---------------|
| DPS | \$2450 | \$2350 | \$2150 | N/A |
| FP | \$1650 | \$1550 | \$1350 | +\$450 |
| HP | \$1050 | \$950 | \$850 | +\$250 |
| QP | \$650 | \$600 | \$500 | +\$150 |

Figures exclude mining charter service passengers.
All prices are GST exclusive

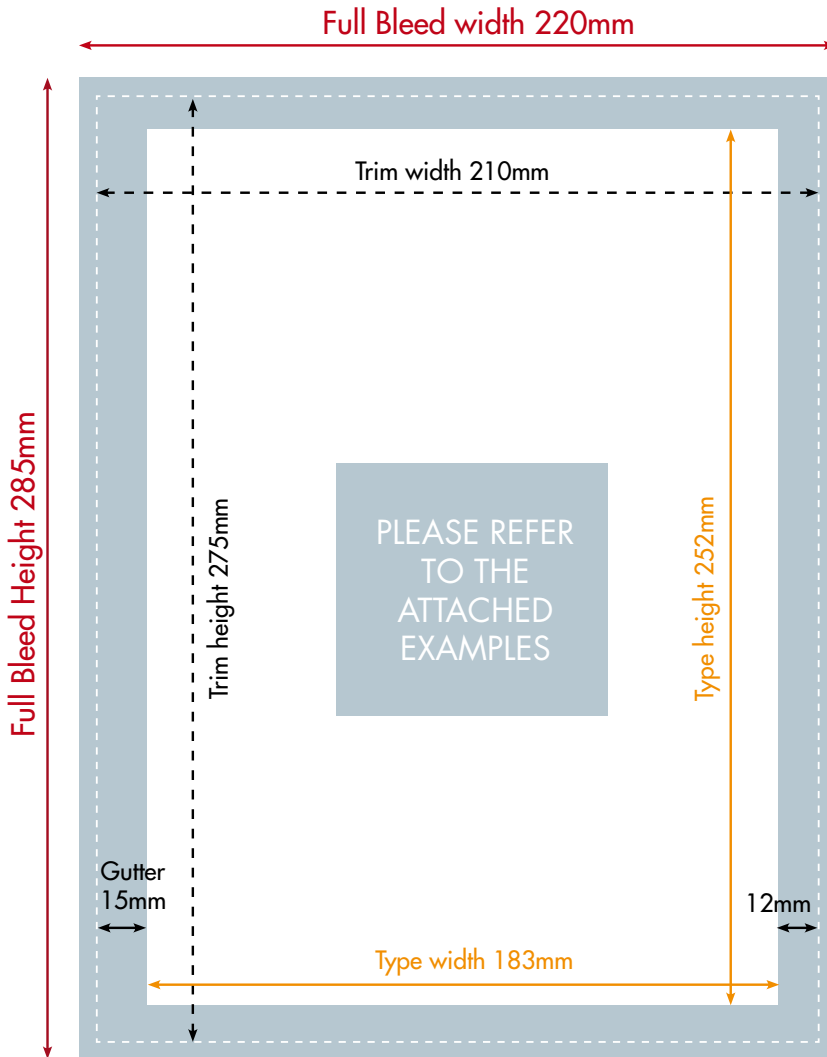
Advertising Testimonials

Most of the enquiries to advertise or include editorial in *OUTthere* come from those who have flown Skywest and been impressed with the professional, attractive layout that appeals to both leisure and corporate travellers. We receive extremely positive feedback.
Lisa Cowell, Communications Officer, Skywest Airlines.

I have been in marketing for 15-20 years and this is the best magazine I have read in its field.
Joanna Carson, Marketing Manager, NOV Mono Pumps.

An excellent publication of the highest quality.
Michael Lloyd, Brand Manager, Pernod Ricard Pacific (Chivas Regal).

When promoting regional destinations, I have found few publications to be as relevant within the regional travel industry and I have the utmost respect for the journalists and their pursuit for quality content.
Katie Lattice, Account Manager, Dani Lombard Public Relations.



MATERIAL SPECIFICATIONS

Publication size: 275mm x 210mm.

- The magazine is published electronically and we would prefer artwork be supplied through www.quickcut.com.au
- However, artwork can be supplied on CD or DVD. Files under 10MB can also be emailed directly to us.
- Artwork must be supplied in high resolution PDF. Ensure all colours are specified and set to CMYK format. Fonts are to be embedded in the PDF.
- Supply artwork with trim or registration marks for bleed advert type ONLY.
- Include a "read me" document with your files to communicate any special instructions.
- Clearly label supplied discs and proofs with your name, address, phone no. and job name.
- A colour proof or print in actual size must be provided as a guide to the final appearance of the advertisement. (No responsibility for colour accuracy)
- Avoid running type across the gutter on double-page spreads. Type must be designed to clear the gutter edge by a minimum of 3mm each side (total 6mm).

AD SPECIFICATIONS

| Advert Type | Trim | Type | Bleed |
|----------------------|---|--------------------|-------------------|
| Double page Spread | Must be supplied as two single Full Pages | | |
| Full Page | 275mm H x 210mm W | 252mm H x 183mm W | 285mm H x 220mm W |
| Half Page Horizontal | ----- | 124mm H x 183mm W | ----- |
| Half Page Vertical | ----- | 255mm H x 89.5mm W | ----- |
| Quarter Page | ----- | 124mm H x 89.5mm W | ----- |

Send advertising material to
 Sydney Stevenson
 T: 02 8962 2600 F: 02 8962 2601
 E: advertising@edgecustom.com.au

Please post artwork to
 Edge Custom Media
 Ad Co-ordinator
 GPO Box 661, Manly NSW 1655

Please deliver artwork to
 Edge Custom Media
 Ad Co-ordinator
 51 Whistler Street, Manly NSW 2095

Disclaimer

Whilst internal production processes may verify that material is within specifications the onus is firmly on the trade house to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time, so quality checking procedures can take place. Late material is liable to incur additional production costs. Edge Custom Media reserves the right to refuse any material that does not meet the Edge Custom Media specifications.

