

CLASSIC

Lifestyle

2018 **MEDIA KIT**



ORIGIN OF CLASSIC

1605-15; (< French classique) < Latin classicus belonging to a class, belonging to the first or highest class, equiv. to class(is) class + -icus -ic

DISTINGUISHED EDITORIAL

Over 350 pages of content for our readers who love living 'the' lifestyle; a wide variety of articles on travel and lifestyle.

ESSENCE OF INDIVIDUALITY

Our editorial approach is to offer more articles that are personalized and reader friendly by utilizing our 21 years experience in leisure publishing and the global events industry.

UNPARALLELED READERSHIP 2,000,000 MONTHLY

Classic Lifestyle Magazine is an extremely unique publication. It has been well established for well over a decade. Our readers span from wealthy golfers to First and Business class travelers.events industry.



THE PRODUCT, READERSHIP & DISTRIBUTION



Classic Lifestyle Magazine is a premium quality product and has a high percentage of readers who enjoy the finer things in life. It is extended to, and read by, a very broad range of people. This coffee table publication enjoys a 12 month shelf life and has now been positioned as the benchmark in its category.

It has a unique distribution reaching First and Business Class travelers via placement in Qantas Club lounges with the inclusion of presenting in BA lounges globally. An estimated 2,000,000 visitors pass through the QF Club lounges and have access to Classic Lifestyle Magazine. The magazine is directly marketed to the Classic Lifestyle Magazine corporate database accessing over 200,000 executives.

Readers are ABC1 demographics who travel a lot, rely on mobile communication devices, have an active lifestyle, have high disposable income levels and very strong purchasing power.

Classic Lifestyle Magazine is also sold in select boutique A-grade news agencies across Australia and New Zealand.

The publication also enjoys in-room and lobby placement in a number of 5-star hotel chains including: Hyatt Hotels

and Resorts, Starwood Group, Sheraton Hotels and Resorts, Westin Hotels, Four Seasons, Address Hotels and Resorts Dubai, Armani Dubai, Jumeriah Hotels. It is estimated that over 400,000 readers are exposed to the magazine via this placement.

Classic Lifestyle Magazine is also directly marketed to over 35,000 golfers on the company's e-newsletter "Classic" A site managed by affiliate company Golfer Pacific newspaper and leading golf travel and tour company, Go Golfing.

Complimentary copies are also distributed to members and guests of prestigious golf clubs and resorts, as well as golf retailers and boutiques throughout Australia and New Zealand.

Classic Lifestyle Magazine gives a well rounded knowledge of lifestyle to readers, creating a magazine which is the perfect place for all corporate companies to advertise and showcase their products or company.

Classic Lifestyle Magazine has also taken pride of place in all International Qantas First and Business Class lounges.



CLASSIC LIFESTYLE ADVERTISING OPTIONS

PACKAGE	VALUE
FPC (Full Page Colour)	\$9,750 + GST
DPS (Double Page Spread - Colour)	\$15,000 + GST (15% discount inclusive)

PREMIUM PLACEMENT (PAGES 1-16)	VALUE
FPC (Full Page Colour)	\$12,500 + GST
DPS (Double Page Spread - Colour)	\$20,000 + GST (15% discount inclusive)
Gate fold	on application
Back triple spread	on application

MORE THAN JUST ADVERTISING

The Classic Lifestyle team can tailor and create cost effective campaigns that work for your product to captivate the Classic Lifestyle readers.

We use tools such as:

- Brand advertising
- Special advertising sections
- Sponsorship feature articles
- Insert campaigns (one per issue)
- In-magazine promotions/offers

You only need to make contact with the Classic Lifestyle team directly to discuss any of these options further.

Contact Details

For more information or to book your space contact:

Phil Harte

AUS +61 411 131 307

UAE +971 50 575 4159

E phil@harteinternational.com

QUICK REFERENCE

AD DIMENSIONS

1. Full Page 235mm x 320mm (WxH)	3. Half Page - Vertical 115mm x 320mm (WxH)	2. Double Page Spread 470mm x 320mm (WxH)	Bleed requirements for all ads 5mm
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WHERE TO SEND ADS?

Please submit artwork to:

Nude Creative

P +61 7 5514 8355

F +61 7 5514 8236

E artwork@nudecreative.com.au

(We accept up to 6mb files)

1. Formats

Quickcut. Via Email, CD/DVD Print ready PDF's are the preferred file format.

2. Finished Page Size

Please make sure your finished page size corresponds with the dimensions shown in quick reference.

3. Bleed Requirements

Please add 5mm bleed to all edges where necessary

4. Resolution

We recommend that as a general guide the resolution of any images should be at least 300 dpi/ppi. You are responsible for ensuring the quality and resolution of your files are suitable.

5. Crop Marks

Please include crop marks and page descriptions on the final output file.

6. CMYK

All colours must be in the CMYK colour space only. Any files supplied with RGB, LAB, calibrated or other colour modes will not print satisfactorily and may result in extra pre-press costs to rectify.

7. Double Page Spreads

Where possible, avoid words spanning the gutter (If not allow for a 40mm gutter where text and/or images will)

8. Fonts

Supply PC compatible fonts or convert all text to paths/outlines. Fonts used in EPS files must be supplied or converted to paths/outlines.

9. Disposal of Material

Unless otherwise requested in writing, all material including film, disks and plates will be disposed of 2 weeks after dispatch of completed job. Classic accepts no responsibility for printing problems resulting from material being supplied outside any of the above parameters.

Please Note: Suppliers of advertising files are responsible for the accuracy of their files prior to sending to Classic Lifestyle.

