

# Snapshot

“TIME is a magazine that covers everything from culture to politics, from social questions to economics and business, religion, lifestyle and sports. We are recognised as a global brand, because at TIME we can draw from an unparalleled network of writers and correspondents from around the world.”

Michael Elliott, Editor, TIME International

TIME’s advertisers access a powerful and contemporary environment, and their brands are enhanced by association with TIME’s worldwide prestige. Readers place great value on the knowledge they gain through the pages of TIME. It is a considered read with more hours spent reading TIME than any other magazine.

#### TIME is:

- International
- Contemporary
- Influential
- Intelligent
- Credible
- Independent

#### TIME provides:

- in-depth analysis of world events unparalleled by any other publication
- broad, compelling reportage; news, business, travel, health, fashion, arts and entertainment, technology and politics
- powerful and arresting photojournalism
- open-minded, curious readers
- the opportunity to reach people in their homes – 85% of TIME readers are subscribers



# Reader Profile

**Circulation** 71,779 (Australia only)

**Readership** 290,000 average readers per week

**Readers Per Copy** 4

TIME has a unique profile with 189,000 or 65% male readers and 101,000 or 35% female readers.

TIME readers are skewed 25-49 years. In total, 120,000 or 42% of TIME readers fall into this age bracket.

TIME has 92,000 or 32% of readers that are in the AB socio-group and a further 73,000 in the C socio-group. In total, 57% of TIME's readers are in the highly sought-after upper socio groups.

TIME reaches full-time professionals/managers and white-collar workers. In total, 96,000 readers are full-time professional managers or white-collar workers. This is 33% of readers.

122,000 or 42% of TIME readers are currently employed full-time.

87,000 or 30% of TIME readers earn a personal income of \$60K+.

106,000 or 36% of TIME's readers have a household income of \$80K+ .

Source: ABC Statement (Q4 2009) and Roy Morgan (Jul 2009-Jun 2010)



# Reader Profile

**Circulation** 23,266 (New Zealand only)

**Readership** 208,000 average readers per week

**Readers Per Copy** 9

TIME has an appealing profile with 122,000 or 59% male readers and 86,000 or 41% female readers.

52% (109,000) of TIME readers fall into the 18-49 years old age bracket.

TIME readers belong to the top NZSEI levels; 57% of readers (119,000) are in the top three NZSEI levels. 71,000 readers are in the top 2 levels, which is 29% above the national average.

48,000 TIME readers are from the Top 3 Occupation Groups, which is 46% above the national average.

42,000 TIME readers have a personal income of \$60K+, which is 60% higher than the national average.

81,000 TIME readers have a household income of \$80K+. This is 39% of readers and is 31% higher than the national average.

Source: Nielsen Media Q4 2009-Q3 2010 & ABC Jul-Dec 2009



# Issue Dates

2011

MONTH	ISSUE DATE	ON-SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	SPECIAL ISSUES	SPECIAL REPORTS	SPECIAL SECTIONS
January	3-Jan	24-Dec	26-Nov	3-Dec			
	10-Jan	31-Dec	3-Dec	10-Dec	<b>Future Issue</b>		
	17-Jan	7-Jan	10-Dec	17-Dec			
	24-Jan	14-Jan	21-Dec	24-Dec			
February	31-Jan	21-Jan	24-Dec	31-Dec		Davos Walk-up	
	7-Feb	28-Jan	31-Dec	7-Jan			
	14-Feb	4-Feb	7-Jan	14-Jan		Inside Davos: Board Of Economist	
	21-Feb	11-Feb	14-Jan	21-Jan		Davos Wrap-up	
March	28-Feb	18-Feb	21-Jan	28-Jan			
	7-Mar	25-Feb	28-Jan	4-Feb			
	14-Mar	4-Mar	4-Feb	11-Feb			
	21-Mar	11-Mar	11-Feb	18-Feb			
April	28-Mar	18-Mar	18-Feb	25-Feb	<b>10 Ideas</b>		
	4-Apr	25-Mar	25-Feb	4-Mar			
	11-Apr	1-Apr	4-Mar	11-Mar		Special: Environment	
	18-Apr	8-Apr	11-Mar	18-Mar			
May	25-Apr	15-Apr	18-Mar	25-Mar			
	2-May	22-Apr	25-Mar	1-Apr	<b>TIME 100*</b>		
	9-May	29-Apr	1-Apr	8-Apr			
	16-May	6-May	8-Apr	15-Apr			
June	23-May	13-May	15-Apr	22-Apr			
	30-May	20-May	22-Apr	29-Apr		Summer Arts Preview	
	6-Jun	27-May	29-Apr	6-May			
	13-Jun	3-Jun	6-May	13-May			
July	20-Jun	10-Jun	13-May	20-May	<b>Dark Week</b>		
	27-Jun	17-Jun	20-May	27-May			
	4-Jul	24-Jun	27-May	3-Jun			
	11-Jul	1-Jul	3-Jun	10-Jun			
August	18-Jul	8-Jul	10-Jun	17-Jun			
	25-Jul	15-Jul	17-Jun	24-Jun			
	1-Aug	22-Jul	24-Jun	1-Jul			
	8-Aug	29-Jul	1-Jul	8-Jul			
September	15-Aug	5-Aug	8-Jul	15-Jul			
	22-Aug	12-Aug	15-Jul	22-Jul			
	29-Aug	19-Aug	22-Jul	29-Jul			
	5-Sep	26-Aug	29-Jul	5-Aug			
October	12-Sep	2-Sep	5-Aug	12-Aug			
	19-Sep	9-Sep	12-Aug	19-Aug		Fall Arts Preview	
	26-Sep	16-Sep	19-Aug	26-Aug			
	3-Oct	23-Sep	26-Aug	2-Sep	<b>Environment</b>		
November	10-Oct	30-Sep	2-Sep	9-Sep			
	17-Oct	7-Oct	9-Sep	16-Sep			
	24-Oct	14-Oct	16-Sep	23-Sep			
	31-Oct	21-Oct	23-Sep	30-Sep			
December	7-Nov	28-Oct	30-Sep	7-Oct			
	14-Nov	4-Nov	7-Oct	14-Oct			
	21-Nov	11-Nov	14-Oct	21-Oct	<b>Best Inventions*</b>		
	28-Nov	18-Nov	21-Oct	28-Oct			
December	5-Dec	25-Nov	28-Oct	4-Nov			
	12-Dec	2-Dec	4-Nov	11-Nov	<b>Photo of the Year</b>		
	19-Dec	9-Dec	11-Nov	18-Nov	<b>Best Year in Culture</b>		
	26-Dec	16-Dec	18-Nov	25-Nov	<b>Person Of the Year*</b>		

\* Double Issue

# Rates

## AUSTRALIAN

(A\$)	2011	3X	6X	9X	13X	17X	26X	39X	52X
FOUR COLOUR		44,100	86,400	128,250	183,300	237,150	358,800	526,500	686,400
FULL PAGE	15,000	14,700	14,400	14,250	14,100	13,950	13,800	13,500	13,200
DOUBLE PAGE SPREAD	30,000	29,400	28,800	28,500	28,200	27,900	27,600	27,000	26,400
HALF PAGE	9,000	8,820	8,640	8,550	8,460	8,370	8,280	8,100	7,920
2 COLUMNS	11,250	11,025	10,800	10,690	10,575	10,465	10,350	10,125	9,900
1 COLUMN	6,000	5,880	5,760	5,700	5,640	5,580	5,520	5,400	5,280
IFC SPREAD	37,500	36,750	36,000	35,625	35,250	34,875	34,500	33,750	33,000
OBC	18,750	18,375	18,000	17,815	17,625	17,440	17,250	16,875	16,500

## NEW ZEALAND

(NZ\$)	2011	3X	6X	9X	13X	17X	26X	39X	52X
FOUR COLOUR		20,280	39,750	58,995	84,305	109,055	165,100	242,190	315,640
FULL PAGE	6,900	6,760	6,625	6,555	6,485	6,415	6,350	6,210	6,070
DOUBLE PAGE SPREAD	13,800	13,525	13,250	13,110	12,970	12,835	12,695	12,420	12,145
HALF PAGE	4,140	4,055	3,975	3,935	3,890	3,850	3,810	3,725	3,645
2 COLUMNS	5,175	5,070	4,970	4,915	4,865	4,815	4,760	4,660	4,555
1 COLUMN	2,760	2,705	2,650	2,620	2,595	2,565	2,540	2,485	2,430
IFC SPREAD	16,560	14,875	14,575	14,420	14,270	14,115	13,965	13,660	13,360
OBC	8,625	8,455	8,280	8,195	8,110	8,020	7,935	7,765	7,590

**Inserts** \$85 per 1000. Postcard size weighing less than 10grams.  
\$120 per 1000. A4 folded sheet weighing less than 10grams.

**Notes:** \*Minimum quantity applies.  
\*Split-run of selective regions will not be accepted.

**Preferred Positions** Australia 15% New Zealand 10%  
Specific placement will only be guaranteed if preferred position loading is paid.

**Note:** All rates are exclusive of GST.

Please refer to advertising terms and conditions.

Cancellation Deadline – 90 days prior to on sale date.



# Technical Specifications

Size	Bleed Size (mm) (Depth x Width)	Non-Bleed/ Live Area (mm) (Depth x Width)	Trim Size (mm) (Depth x Width)
Spread	273 x 406	254X 381	267 x 400
Page	273 x 206	254x 178	267 x 200
Horizontal 1/2 Page	133 x 206	114 x 178	127 x 200
Horizontal 1/2 Page Spread	133 x 406	114 x 381	127 x 400
1/3 Square	133 x 133	117 x 117	127 x 127
1 Column (Vertical)	273 x 73	254X 54	267 x 67
2 Column (Vertical)	273 x 133	254X 117	267 x 127

Note: Other sizes available on request.

**Technical data** Full Page, Double Page Spread and partial page advertising. Composite pdf tile to be supplied in PDFX1a format.

**Delivery Details** All ads must be supplied direct to the TIME Ad Portal (<https://direct2time.sendmyad.com>); first time users must set up an account, and then upload all ads to TIME SOPAC and according to the cover date.

**Magazine Trim Size** 267 x 200 mm (depth & width). Digital file to be supplied with all printers marks and bleed.

<b>Screen</b>	Four colour	133 lines per inch
	Mono	133 lines per inch
<b>Density</b>	CMYK images total density should not exceed 300%	

All colours must be set to Process.

**Queries:** Julie Wong  
Telephone: +852 3128 5319  
Email: [julie\\_wong@timeandfortune.com](mailto:julie_wong@timeandfortune.com)



# Terms & Conditions

Placement of advertising in any of our magazines constitutes agreement by the advertising agency and the advertiser to be bound to the following terms and conditions governing advertising published in Time Inc. (including its affiliates) titles.

- 1 Rates will be shown by the rate card current at the date of insertion. In the event of an increase over the rates existing at the date of contract, notice will be given to the Advertiser 30 days in advance of closing date of the first issue affected and the Advertiser shall have the right of cancellation up to and including the 21st day in advance of closing date.
- 2 Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
- 3 The Publisher is not responsible for errors or omissions in any advertising material provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
- 4 The Publisher may reject or cancel any advertising for any reason at any time.
- 5 Advertisements simulating the Magazine editorial material in appearance or style or that are not immediately identifiable by Product or Company as advertisements are not acceptable. The Publisher has the right to place the word 'Advertisement' on any advertisement in the Publisher's opinion resembles editorial copy.
- 6 All advertisements are accepted and published in the Magazines upon the representation by the agency and advertiser that they are authorised to publish the entire contents and subject matter thereof and that such publication (or availability) will not violate any law or infringe upon any right of any party.
- 7 The Advertiser represents and warrants to the Publisher that no accepted advertisement will be misleading, deceptive or false in any particular. The Advertiser shall indemnify and keep the Publisher indemnified against any claims, costs, damages, or liability whatsoever arising from any breach of this representation and warranty.
- 8 The contract shall not be invalidated and the Advertiser shall not have any claim against the Publisher if an advertisement shall be omitted or rejected or not placed as instructed by the Advertiser in an issue for which the Advertiser has contracted.
- 9 It is understood that the advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazines. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazines, the agency and advertiser agree not to make promotional or merchandising reference to the Magazines in any way without the prior written permission of the Publisher in each instance.
- 10 No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these terms and conditions or the provisions of each Magazine's rate card will be binding on the Publisher. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the magazine (such as a page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
- 11 Advertising material may be modified or altered at the Publisher's discretion in respect of imperfect material supplied in accordance with the mechanical specifications. The cost to the Publisher of making good any such imperfect material shall be paid by the Agency or Advertiser to the Publisher on demand.
- 12 The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issues of the Magazines because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.



# TIME. Com

TIME.com's mission is to provide the user with a 24/7 experience, by providing the news as it breaks along with in-depth analysis that gives readers the "why" behind the story.

Whilst TIME.com engages a global audience, Australian and New Zealand advertisers can now take advantage of our geo-targeting capabilities to exclusively reach Australian and New Zealand IP users of the site.

Being seen on the global stage adds power and impact to your advertising message but with TIME.com's geo-targeting you'll only pay to reach your market, the local market.

## Quick Facts

### TIME.com Site Traffic\*

17.8M unique visitors per month - Global (Nov 10)

300,000 average unique visitors per month - Australia & New Zealand (Nov 10)

1.9M average page views per month - Australia & New Zealand (Nov 10)

\*Website visitors measured by Omniture

## Geo-Targeting

Harness the impact of a major global site, whilst engaging the local market with local messaging.

## Online Advertising Opportunities

Whether as a stand-alone online platform, integrated with print in TIME Magazines, or as part of a larger advertising platform within Time Inc, TIME.com delivers a wide range of advertising opportunities that accomplish your marketing objectives, such as:

- Standard Run-of-Site Units
- Leader boards (728 x 90), Sky Scraper (160 x 600),
- Rectangle (336 x 280 or 300 x 250)
- Rich Media Enabled
- High Impact Units
- Roadblock Enabled



For more details contact your TIME Ad Sales Rep O2 8298 9333