

Snap Shot

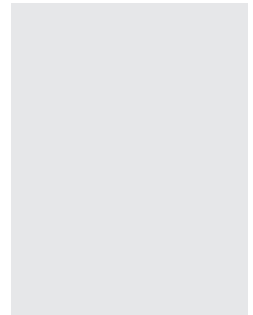
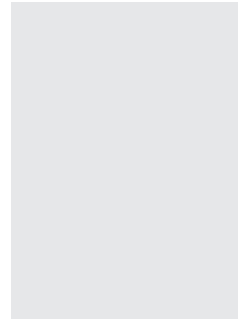
TIME's advertisers access a powerful and contemporary environment, and their brands are enhanced by association with TIME's worldwide prestige. Readers place great value on the knowledge they gain through the pages of TIME. It is a considered read with more hours spent reading TIME than any other magazine.

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



50+ million

TIME's Worldwide Audience

TIME

Reader Profile

TIME has a unique profile with 217,000 or 65% male readers and 115,000 or 35% female readers.

TIME readers are skewed 25-49 years. In total, 150,000 or 45% of TIME readers fall into this age bracket.

TIME has 115,000 or 35% of readers that are in the AB socio-group and a further 76,000 in the C socio-group. In total, 58% of TIME's readers are in the highly sought-after upper socio groups.

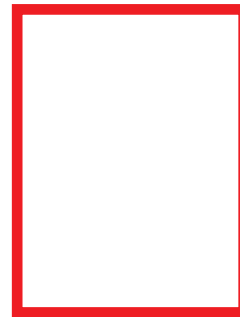
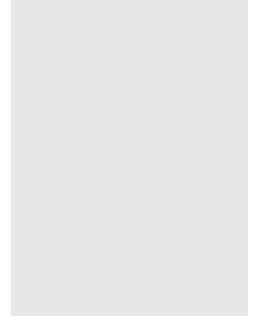
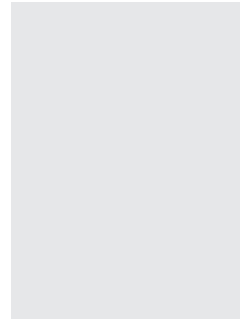
TIME reaches full-time professionals/managers and white-collar workers. In total, 125,000 readers are full-time professional managers or white-collar workers. This is 38% of readers.

158,000 or 48% of TIME readers are currently employed full-time.

101,000 or 30% of TIME readers earn a personal income of \$60K+.

135,000 or 41% of TIME's readers have a household income of \$80K+.

Source: Roy Morgan Oct 2010-Sept 2011



72,792

Circulation (Australia only)

290,000

Readership (average readers per week)

4

Readers Per Copy

TIME

Reader Profile

TIME has an appealing profile with 126,000 or 60% male readers and 86,000 or 40% female readers.

52% (110,000) of TIME readers fall into the 18-49 years old age bracket.

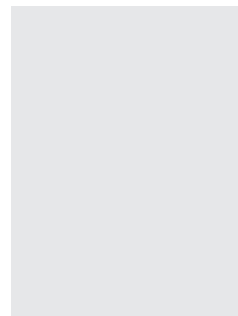
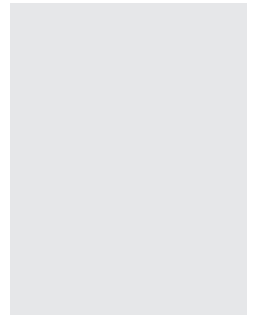
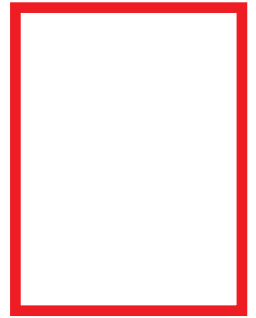
TIME readers belong to the top NZSEI levels; 65% of readers (138,000) are in the top three NZSEI levels. 98,000 readers are in the top 2 levels, which is 34% above the national average.

53,000 TIME readers are from the Top 3 Occupation Groups, which is 55% above the national average.

47,000 TIME readers have a personal income of \$60K+, which is 58% higher than the national average.

87,000 TIME readers have a household income of \$80K+. This is 41% of readers and is 33% higher than the national average.

Source: Nielsen CMI Survey July 10 to Sept 11. AP10+



22,101

Circulation (New Zealand only)

208,000

Readership (average readers per week)

9

Readers Per Copy

TIME

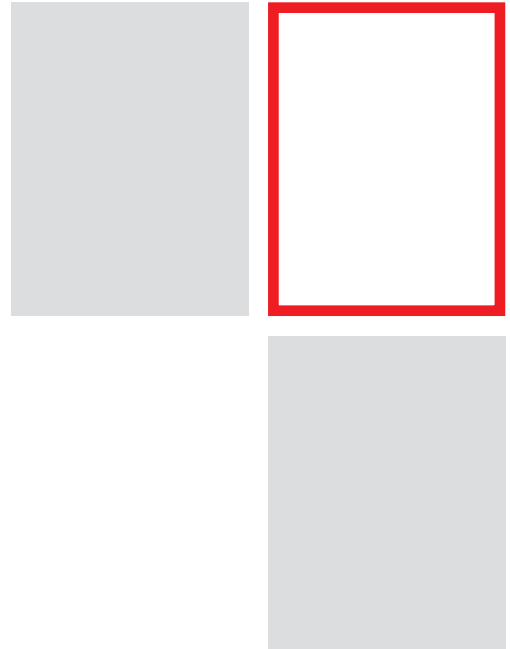
Issue Dates 2012

MONTH	ISSUE DATE	ON-SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	SPECIAL ISSUES	SPECIAL REPORTS	DIGITAL/ ONLINE SPECIALS
January	9-Jan	30-Dec	2-Dec	9-Dec			
	10-Jan	6-Jan	9-Dec	16-Dec			
	11-Jan	13-Jan	16-Dec	26-Dec			
	12-Jan	20-Jan	26-Dec	2-Jan		Davos Special Report	
	13-Jan	27-Jan	2-Jan	6-Jan		Davos Special Report	
	14-Jan	3-Feb	6-Jan	13-Jan	The Future		The Future
	15-Jan	10-Feb	13-Jan	20-Jan			
February	27-Feb	17-Feb	20-Jan	27-Jan			
March	5-Mar	24-Feb	27-Jan	3-Feb			
	12-Mar	2-Mar	3-Feb	10-Feb	Innovation: The Next 10 Big Ideas		The Next 10 Big Ideas
	19-Mar	9-Mar	10-Feb	17-Feb			
	26-Mar	16-Mar	17-Feb	24-Feb			
April	2-Apr	23-Mar	24-Feb	2-Mar			
	9-Apr	30-Mar	2-Mar	9-Mar		Environment	Environment
	16-Apr	6-Apr	9-Mar	16-Mar			
	23-Apr	13-Apr	16-Mar	23-Mar			
	30-Apr	20-Apr	23-Mar	30-Mar	TIME 100 (D)		TIME 100
May	7-May	27-Apr	30-Mar	6-Apr			
	14-May	4-May	6-Apr	13-Apr			
	21-May	11-May	13-Apr	20-Apr			
	28-May	18-May	20-Apr	27-Apr		Culture: Summer Arts Preview	
June	4-Jun	25-May	27-Apr	4-May			
	11-Jun	1-Jun	4-May	11-May			
	18-Jun	8-Jun	11-May	18-May			
	25-Jun	15-Jun	18-May	25-May			
July	2-Jul	22-Jun	25-May	1-Jun			
	9-Jul	29-Jun	1-Jun	8-Jun			
	16-Jul	6-Jul	8-Jun	15-Jun			
	23-Jul	13-Jul	15-Jun	22-Jun			
	30-Jul	20-Jul	22-Jun	29-Jun		Olympic Preview	Olympics
August	6-Aug	27-Jul	29-Jun	6-Jul			
	13-Aug	3-Aug	6-Jul	13-Jul		Olympic Coverage	Olympics
	20-Aug	7-Aug	13-Jul	20-Jul		Olympic Coverage	Olympics
	27-Aug	17-Aug	20-Jul	27-Jul			
September	3-Sep	24-Aug	27-Jul	3-Aug			
	10-Sep	31-Aug	3-Aug	10-Aug			
	17-Sep	7-Sep	10-Aug	17-Aug			
	24-Sep	14-Sep	17-Aug	24-Aug			
October	1-Oct	21-Sep	24-Aug	31-Aug		Environment	Environment
	8-Oct	28-Sep	31-Aug	7-Sep			
	15-Oct	5-Oct	7-Sep	14-Sep			
	22-Oct	12-Oct	14-Sep	21-Sep			
	29-Oct	19-Oct	21-Sep	28-Sep			
November	5-Nov	26-Oct	28-Sep	5-Oct			
	12-Nov	2-Nov	5-Oct	12-Oct	Best Inventions (D)		Best Inventions
	19-Nov	9-Nov	12-Oct	19-Oct		The Road to the White House: Election Results	
	26-Nov	16-Nov	19-Oct	26-Oct			
December	3-Dec	23-Nov	26-Oct	2-Nov			
	10-Dec	30-Nov	2-Nov	9-Nov	Photos of the Year		Photos of the Year
	17-Dec	7-Dec	9-Nov	16-Nov			
	24-Dec	14-Dec	16-Nov	23-Nov	Year's Best in Culture		Year's Best in Culture
	31-Dec	21-Dec	23-Nov	30-Nov	Person of the Year (D)	Person of the Year	

Note: Edit content and issue dates are subject to change at the discretion of the editors.
 ■ = indicates dark week
 (D) = Double Issue



Rates



AUSTRALIA	4C/2C
Full Page ROB	A\$15,000
Full Page Premium	A\$17,250
Spread ROB	A\$30,000
Cover 2 Page 1 Spread	A\$36,000
Cover 3	A\$16,500
Cover 4	A\$18,750
2/3 Page Vertical	A\$12,750
1/2 Page Horizontal	A\$11,250
1/3 Page Vertical	A\$6,750

NEW ZEALAND	4C/2C
Full Page ROB	NZ\$6,000
Full Page Premium	NZ\$6,900
Spread ROB	NZ\$12,000
Cover 2 Page 1 Spread	NZ\$14,400
Cover 3	NZ\$6,600
Cover 4	NZ\$7,500
2/3 Page Vertical	NZ\$5,100
1/2 Page Horizontal	NZ\$4,500
1/3 Page Vertical	NZ\$2,700

Inserts \$90 per 1000. Postcard size weighing less than 10grams.
 \$130 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.

TIME

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 file 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.

Screen	Four colour	133 lines per inch
	Mono	133 lines per inch
Density	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

TIME

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.

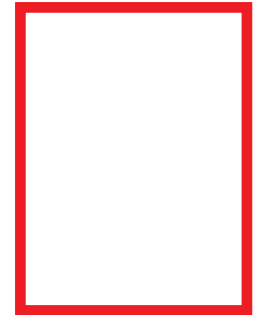
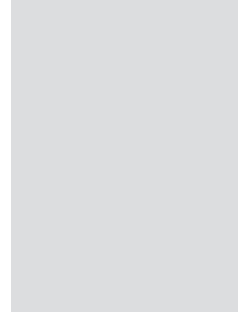
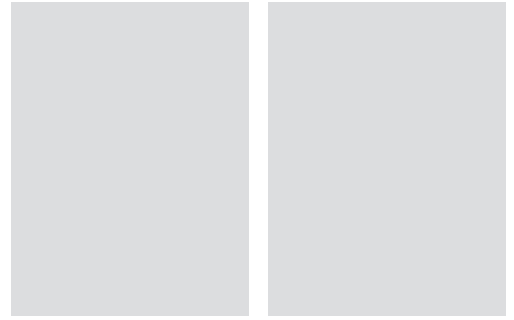
8 The contract shall not be invalidated and the Advertiser shall not have any claim against the Publisher if an advertisement shall be omitted or rejected or not placed as instructed by the Advertiser in an issue for which the Advertiser has contracted.

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

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*

21.8M unique visitors per month - Global (October 2011)

539,000 average unique visitors per month - Australia & New Zealand (October 2011)

3.4M average page views per month - Australia & New Zealand (October 2011)

*Website visitors measured by Omniture

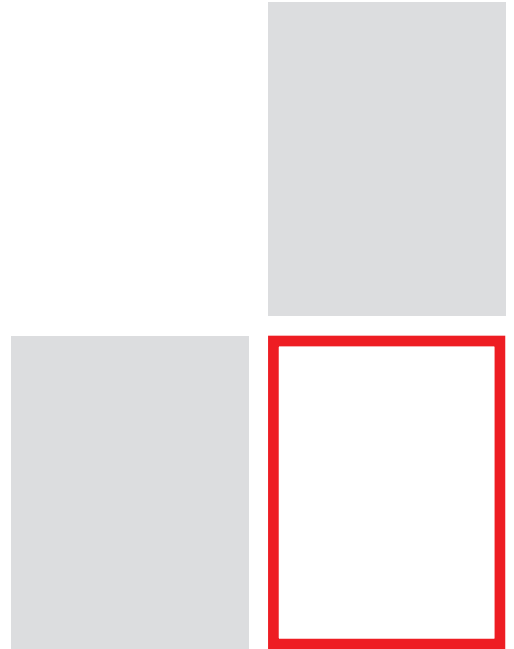
Geo-Targeting

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



TIME

Contact Us

AUSTRALIA

NSW

ROWENA O'HALLORAN

Group Sales Manager - Premium Magazines
Tel. 61 2 8298 9319
rowena.ohalloran@publicitas.com

VIC

COLLENE WRIGHT

VIC Sales Manager
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collene.wright@publicitas.com

WA

PETER STEVENS

General Manager – Western Australia
Tel. 61 8 9389 6601
peter.stevens@publicitas.com

New ZEALAND

BRENTON WEBBER

Advertising Manager
Tel. 09 373 9452
brenton.webber@nzmagazines.co.nz

For more details, please visit timemediakit.com



TIME